**FIRST ASEAN
PUBLIC RELATIONS
REGIONAL CONFERENCE**

IN CONJUNCTION WITH
ASEAN 50TH ANNIVERSARY

PROCEEDINGS

OF ASEAN PUBLIC RELATIONS CONFERENCE

CALL FOR ABSTRACTS

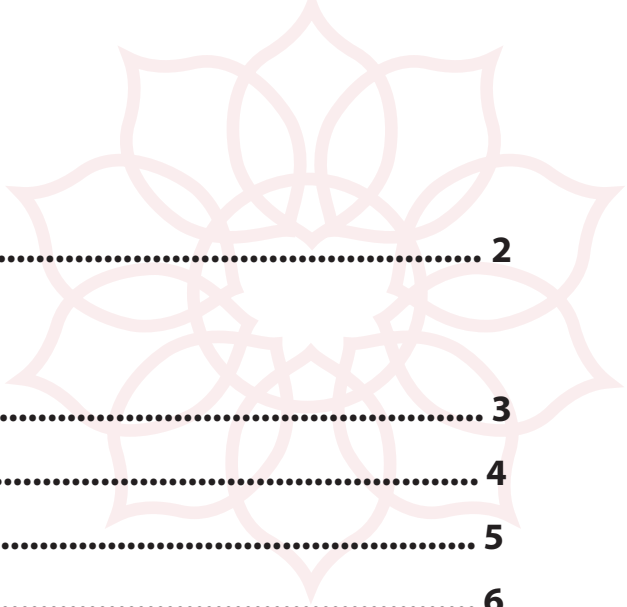### "Communicating ASEAN: Research and Practice"

September 20th, 2017

The Trans Resort, Bali - Indonesia

www.aseanprconference.org

CONTENT

PREFACE

As ASEAN celebrates its 50th Anniversary, ASEAN PR Network also celebrates its first regional event of its kind, ASEAN PR Conference in collaboration with Global Alliance for Public Relations and Communications Management. This link is between ASEAN and Switzerland based organizations with over half a million members worldwide. It is a truly and international conference gathering prominent thought leaders of PR and Communications disciplines.

The theme of the conference which is Communicating ASEAN's global competitiveness will be discussed, examined, challenged and recommended as a road map of how PR and Communications can help ASEAN earn its distinguished place in the global and other regional communities in which ASEAN needs to nurture and harvest its full potential.

The conference will commence with Association Leaders Workshops, Call for Papers for academic community, a Welcome Reception, Gala Dinner and of course dense conference sessions packed with discussions and thought sharing by and for the participants and speakers.

We are honored to welcome renowned public officials, speakers, resource persons and caliber professionals from private and public sectors, and having it organized in Bali will certainly foster an ambience of friendship in relaxed and joyful manners. In fact, our choice of venue, which is a 5 star diamond rated resort, is deliberately chosen to rejuvenate our body and soul, which will eventually produce quality outcome.

On behalf of the entire organizing committee, I thank all my team, the speakers, officials, patrons, sponsors, partners, friends, colleagues and most of all the entire participants. I hope we can all learn and benefit from this forum and contribute to the prosperity of our region in the future.

With best regards
Prita Kemal Gani
APRN Chair

PREFACE

FROM ASEAN TO THE PR WORLD

Never in the history of Humanity have communication systems been so accessible and never have so many people been connected to each other. Facebook, the most widely used social network, has already surpassed 2 billion users. WhatsApp, the most popular communication channel, is used monthly by 1.2 billion people. Furthermore YouTube is translated into 76 languages, representing 95% of Internet users. Connections, messages and videos set up an endless supply of information and entertainment.

And still, the world needs more communication than ever before.

This paradox is related to another: as globalization advances, the world is more fragmented from the political point of view. The rise of various forms of nationalism is a proof of this. It is as if politicians and citizens live in different worlds.

This is because the solution is not in technology, but in politics itself, understood as the government of the people, far from favourable interpretations that have done so much damage to the res publica (commonwealth). Politics is all about guaranteeing coexistence, seeking progress and defending the common good. The policy has to be global by definition and is based on dialogue between diverse interests.

A world that is more fragmented, politically and morally, needs supranational initiatives and lots of dialogue to overcome the divisions. Wherever there is conflict a conversation is needed, and nowadays conflict is more the rule than the exception. The great challenges facing the planet cannot be addressed with local solutions, they need integrated visions imbued with generosity.

The Global Alliance for Public Relations and Communication Management expresses that spirit in the scope of its industry. It is a modest contribution, but with a tremendous ambition to create spaces for dialogue. Communication is the most important tool for crossing borders, managing differences and promoting a spirit of cooperation. Far from building walls, our professional tribe —the communicators— should focus on vaulting over them.

The first ASEAN PR Conference is also the expression of the ASEAN PR Network's willingness to build bridges to join countries, people and ideas for a better world. ASEAN PR professionals are thinking big and thinking globally to address regional challenges.

It is an initial worthwhile conversation looking for answers to questions that countries can not respond unilaterally.

José Manuel Velasco
Chair of the Global Alliance for Public Relations and Communication Management

PREFACE

The Richness of ASEAN Research and Scholarship

The richness of ASEAN research and writing is very clear from the papers presented in the 'Call for Abstracts' session of the First ASEAN Public Relations regional conference in Bali this week.

The range of topics is impressive. Of course the impact and use of Social Media on public relations in the private, public and not for profit arenas is covered, but there are also ASEAN perspectives on other topics that are high on the public relations agenda globally such as the impact of feminisation on the profession, government/ citizen relations, how public relations can help with competitiveness, crisis communication and the cultural aspects that need to be considered.

Then there are new papers addressing ASEAN and Asian issues specifically, such as public relations in the primary mining industries in the region, the ethnic and political tensions, Government moves regionally towards sustainability and the development of the public relations profession in the region.

These are just some of the topics presented in over 30 papers at the conference, the Abstracts of which are provided here. Their variety and ASEAN perspective will add considerably to the important body of work that is now being generated by academics and practitioners in the region. The conference organisers are to be congratulated for showcasing the best of ASEAN scholarship: it is a welcome counterpoint to many academic conferences which tend to be dominated by western viewpoints.

Prof. Anne Gregory
Professor of Corporate Communications
University of Huddersfield (United Kingdom)

PREFACE

Welcoming ASEAN and the Global Community

On behalf of the Organizing Committee, I would like to welcome all of you, respected speakers, reviewers and participants of Call for Abstracts, ASEAN Public Relations Conference (APRC). The Call for Abstracts is part of the APRC and is hosted by the ASEAN Public Relations Network (APRN) and the Global Alliance for Public Relations and Communication Management (GA).

The conference aims to promote a greater understanding of ASEAN. On 8 August 2017, ASEAN was 50 years old, and today, ASEAN has entered a developing phase as ASEAN Community where it has chosen to become an integrated region. This integration was formed into three cooperation pillars amongst ASEAN members. First is ASEAN Political-Security Community, second is ASEAN Economic Community, and third is ASEAN Socio-Cultural Community. Since 31 December 2015, ASEAN Community has applied its vision into reality.

The theme of the Call for Abstracts is "Communicating ASEAN: Research and Practice." It will identify and discuss the changes for the upcoming ASEAN Community of its diverse fields of communication. The APRC 2017 should be beneficial for all participants. They will learn many new aspects of research in their related theme, either from the reviewers, invited speakers or general participants. In addition, they could also interact with each other, and that would lead to strong and broad networking in the future.

So far, we have tried to do our best to prepare the Call for Abstract, APRC 2017. Nonetheless, we admit that this conference is far from perfect. Therefore, please accept our sincere apologies for any kind of inconvenience found at this conference. Thank you to all the reviewers, speakers, officials, patrons, sponsors and partners, friends and colleagues, and last but not least all respected participants.

Above all else, please let's welcome the Call for Abstracts, ASEAN Public Relations Conference and enjoy your stay in BALI, INDONESIA.

With best regards
Yuliana Riana P.
Call for Abstract Chair

OVERVIEW

The ASEAN Public Relations Regional Conference supports and encourages interaction among scholars, academic researchers and PR professionals. The conference aims to identify and discuss the challenges and opportunities presented by the ASEAN Community, particularly with regard to public relations, communications and related fields. The conference will provide an opportunity for scholars and researchers to present their findings to an audience of professional peers and benefit from their feedback and review.

Scholars whose papers or posters were accepted will be asked to make their presentation to a panel discussion with reviewers on 20 September 2017. The program will include a workshop on "How to Get into Academic Journals" on the morning of 20 September 2017, followed by an afternoon session where authors will present their work for panel discussion.

The theme of the Call for Abstracts/Posters is "Communicating ASEAN: Research and Practice" The main aims to stimulate discussion about the position and brand of ASEAN in a globally competitive environment in theory and practice. Several international experts in the field of communications and public relations will present and review paper and poster submissions.

Topics for the Call For Abstract/Poster are:
- Corporate Communication
- International Relations
- Media Relations
- Public Relations
- Ethics
- Communications Management
- Social Media Communications
- Public Perception

Proceedings:

All the accepted abstracts/posters will be invited to write a 3,000 word paper that will go into **The Proceedings of ASEAN Public Relation Conference**.

Special Paper:

Authors of the selected best abstracts/posters presented at the panel discussions will be invited to submit for review by **the Journal of Communication Management.**

THE HOSTS

ASEAN Public Relations Network

ASEAN Public Relations Network (APRN) was inaugurated on June 2, 2014 at the ASEAN Secretariat, Jakarta, and was established by Prita Kemal Gani, MBA, MCIPR, APR. APRN is a platform for PR professionals, PR academicians, PR associations and students majoring in PR from the ten ASEAN countries to establish relationships, discuss and share the latest PR issues, conduct research and create PR programs together to improve the competence of PR practitioners in ASEAN. APRN is an international organization which initiated the first cooperative relationship between PR professionals, academics and associations between the ASEAN regions.

The Global Alliance for Public Relations and Communication Management

The Global Alliance for Public Relations and Communication Management is the confederation of the world's major PR and communication management associations and institutions, representing 160.000 practitioners and academics around the world. It is a not-for-profit organisations based in Switzerland.

The Global Alliance's mission is to unify the public relations profession, raise professional's standards all over the world, share knowledge for the benefit of its members and be the global voice for the public relations in the public interest.

The Global Alliance relies on the efforts of communication professionals to tackle common problems with a global perspective. By partnering with regional, national and international bodies to increase professionalism in public relations and communication management, this Alliance works to enhance the collaborative professionalism of the industry among its constituents around the world.

PROGRAM RUNDOWN

Wednesday, 20 September 2017

08.30 - 09.00	**Registration**
09.00 - 09.10	**Welcome & Opening Remarks** • Prof. Anne Gregory - *Professor of Corporate Communications, University of Huddersfield, UK* • Yuliana Prasetyawati - *Head of Centre for ASEAN Public Relations Studies, LSPR - Jakarta*
09.10 - 12.00	**Workshop "How To Get Into Academic Journals", Speakers by:** • Prof. Anne Gregory • Prof. Gregor Halff **Session 1 :** • Generating Publishable Ideas • The Publishing Process From Start to Finish **Session 2 :** • Exploiting Your Publications • Writing Cases
12.00 – 13.00	**Lunch**
13.00 – 14.30	**Presentation and Panel Discussion I** **Venue : Room 1** **Reviewers :** • Prof. Anne Gregory • Prof. Parichart Sthapitanonda • Dr. Rino F. Boer **Moderator :** Yuliana Riana P, MM **Presentation and Panel Discussion II** **Venue : Room 2** **Reviewers :** • Prof. Gregor Halff • Dr. Marianne D. Sison • Dr. Adam James Fenton **Moderator :** Olivia Hutagaol, M.Sc

15.00 - 16.30	**Presentation and Panel Discussion III**
	Venue : Room 1
	Reviewers :
	• Prof. Anne Gregory
	• Prof. Parichart Sthapitanonda
	• Dr. Rino F. Boer
	Moderator : Yuliana Riana P, MM
	Presentation and Panel Discussion IV
	Venue : Room 2
	Reviewers :
	• Prof. Gregor Halff
	• Dr. Marianne D. Sison
	• Dr. Adam James Fenton
	Moderator : Olivia Hutagaol, M.Sc
17.00 - 19.00	**Welcome Reception**
17.00 - 18.30	**Welcoming Remarks**
	• Prita Kemal Gani - *APRN President, the Global Alliance for Public Relations and Communication Management Regional Delegate-at-Large (ASIA), (Indonesia)*
	• José Velasco - *Chairman of the Global Alliance for Public Relations and Communication Management 2017 - 2018 (Spain)*
	Keynote Speech
	• I Made Mangku Pastika - *Governor of Bali (Indonesia)*
	• Rosarita Niken Widiastuti - *Director General for Public Information and Communications, Ministry of Communications and Information Technology (Indonesia)*
06.30 - 07.00 PM	**Awarding, Cocktails, Networking Entertainment**

Thursday, 21 September 2017

08.00 – 08.30	**Registration**
08.30 – 09.45	**Opening Ceremony**
	- ASEAN Anthem
	- Cultural Dance Performance (Balinese Dance)
	- Opening Remarks
	• Prita Kemal Gani - *APRN President, the Global Alliance for Public Relations and Communication Management Regional Delegate-at-Large (ASIA)(Indonesia)*
	• José Velasco - *Chair of the Global Alliance for Public Relations and Communication Management PR Consultant. Executive Coach (Spain)*
	• Tito Karnavian - *National Police Chief of Indonesia (Indonesia)*
	• H.E. Rudiantara - *Minister of Communication and Information Technology (Indonesia)*

09.45 – 10.15	**Keynote Speech** Chairul Tanjung - *CEO of CT Corp and Former Coordinating Minister of Economics of Indonesia (Indonesia)*
10.30 – 12.00	**Session 1 (Concurrent Session)** **Key Area of Discussion 1: ASEAN and People: Insights**

Session 1 (Concurrent Session) — columns:

Main Topic: Reshaping Perceptions of ASEAN's Image to Promote Friendship and Preserve ASEAN Culture in a Global Community **Speakers:** • Victor Chin - *CEO WebTV Asia Singapore, Indonesia and Phillipines (Malaysia)* • Iskandar - *President Director of Biofarma (Indonesia)* **Moderator:** Krishnasamy Bhavani - *Managing Director International PR Training Pte Ltd, Former President of the Institute of Public Relations of Singapore and APRN Honorary Council Member (Singapore)* **Interactive Session**	Main Topic: PR Competencies and Abilities in ASEAN and Globally **Speakers:** • Prof. Anne Gregory - *Professor of Corporate Communications, University of Huddersfield (United Kingdom)* • Ramon R. Osorio - *Former Head Corporate Communication at ABS-CBN, Former President of Public Relations Society of The Philippines (Philippines)* **Moderator:** Bao Nguyen Quoc - *Managing Director Public Relations, Organization International – Awareness i.d. and APRN Honorary Council Member (Vietnam)* **Interactive Session**

12.00 – 13.00	**Lunch**
13.00 – 13.30	**Lunch Session** **Topic: Political Communications in ASEAN** Ma. Lourdes N. Tiquia - *CEO PUBLiCUS Asia.inc (Philippines)*
13.30 – 15.00	**Session 2 (Panel Discussion)** Main Topic: Cascading an ASEAN identity into the Global Community **Speaker:** • Devy Suradji – *Special Staff in Communication and Media, Ministry of Indonesia State Owned Companies (Indonesia)* • Tofan Mahdi – *Head of Communication Division of PT Astra Agro Lestari Tbk (Indonesia)* • Juliandra Nurtjahjo – *President Director of PT. Citilink Indonesia (Indonesia)* **Moderator:** Freddy H. Tulung – *Former Director General for Public Communications and Information at the Ministry of Communication and Informatics (Indonesia)* **Interactive Session**

15.00 – 16.30	**Session 3 (Panel Discussion)**
	Key Area of Discussion 2: ASEAN and the PR Industry
	Main Topic:
	Understanding, Refining and Managing the ASEAN Brand in a Global Context
	Speakers:
	• Minh Phuong Dang - *Chairwoman and CEO MP Logistics Vietnam, ASEAN (Vietnam)*
	• Nutthaboon Pornrattanacharoen (Chung) – *Assistant Dean for Administration and Academic Support (Social Engagement) Mahidol University International College, Nakon Phathom (Thailand)*
	Moderator:
	Justin Green, FPRII Life, Hon.FPRSK, Hon. APRA Fellow **-** *Director Wide Awake Communications, Global Ambassador African Public Relations Association, Delegate Global Alliance for Public Relations and Communication Management, Former President & current Vice-President of the Public Relations Institute of Ireland (Ireland)*
	Dinner and Entertainment

III. Friday, 22 September 2017 (Day 2)

08.00 – 09.00	**Registration**
09.00 – 09.30	**Keynote Speech**
	H.E. Arief Yahya - *Minister of The Tourism of Republic of Indonesia (Indonesia)*

09.30 – 11.30	**Session 1 (Concurrent Session)**	
	Key Area of Discussion 3: ASEAN and the Global Community	**Key Area of Discussion 3: ASEAN and PR Industry**
	Main Topic:	Main Topic:
	Building a Strong Reputation in a Competitive World	Challenges to Investor Relations in a Rising ASEAN Region
	Speakers:	**Speakers:**
	• José Velasco - *Chair of the Global Alliance for Public Relations and Communication Management PR Consultant. Executive Coach (Spain)*	• Kartika Wirjoatmodjo - *CEO Bank Mandiri (Indonesia)*
	• Leila Djafaar - *VP General Secretary Danone Indonesia (Indonesia)*	• Meidyatama Suryodiningrat - *President-Director of the National News Agency LKBN Antara (Indonesia)*
	• Jennifer Muir - *National President of the Public Relations Institute of Australia & Chief Counsel Primary Communication (Australia)*	**Moderator:**
	Moderator:	Kathy O'Brien - *Founder of Red Shoe Communications, Lecturer of Organization Behavior at Sasin Graduate Institute of Business Administration of Chulalongkorn University (Singapore)*
	Amith Prabu – *Co- Founder & Advisor, PRAXIS, Promise Foundation (India)*	**Interactive Session**
	Interactive Session	

11.30 – 13.00	**Lunch**
11.30 – 13.30	**Lunch Session**
	H.E. Mr. Xu Bu - *Ambassador China to ASEAN Mission (China)*
	Interactive Session

13.30 – 15.00	**Session 2 (Panel Discussion)** **Key Area of Discussion 2: ASEAN and the PR Industry** Main Topic: Global PR Education: Towards ASEAN Integration **Speakers:** • Prof. Gregor Halff - *Professor and Deputy Dean at Singapore Management University & Chairman Global Alliance for Public Relations and Communication Management 2015-2017 (Singapore)* • Dr. Rudi Sukandar - *Head of Thesis Department The London School of Public Relations Jakarta (Indonesia)* **Moderator:** Tato Carbonaro – *ABERJE Brazil, Delegate – at – Large of Global Alliance for Public Relations and Communications Management (Brazil)* **Interactive Session**
15.00 – 16.30	**Session 3 (Panel Discussion)** **Key Area of Discussion 3: ASEAN and the Global Community** Main Topic: Expanding the ASEAN Brand in the International Creative Economy Arena **Speakers:** • Daniel Tisch - *CEO of Argyle Public Relationships, Former Chairman of Global Alliance 2011-2013 (Canada)* • Lisa Mihardja – *Founder & CEO of Alleira Batik (Indonesia)* **Moderator:** Shameem Abdul Jalil - *CEO of IZConsulting and APRN Honorary Council Member (Malaysia)* **Interactive Session**

16.30 – 16.45	**Conclusion and Recommendation**
	• Repertoire
	  - Dr. Adam James Fenton - Lecturer and Professional Program Director Post Graduate Program of LSPR Jakarta (English)
	  - Dr. Rudi Sukandar Head of Thesis Department The London School of Public Relations Jakarta (Bahasa)
	• Closing by MC

Saturday, 23 September 2017 : City Tour (Optional)

REVIEWERS

1. Prof. Anne Gregory

Professor of Corporate Communications, University of Huddersfield (United Kingdom)

2. Prof. Gregor Halff

Chairman global Alliance for Public Relations & Communication Management 2016 - 2017, and Deputy Dean at Singapore Management University

3. Prof. Jesper Falkheimer

Editor in Chief, Journal of Communication Management, Sweden

4. Marianne D. Sison, P.hD, FPRIA

Convernor and Founding Chair, Asia Pacific Public Relations and Education Network School of Media and Communication, RMIT University

5. Prof. Parichart Sthapitanonda

Professor at Faculty of Communication Arts, Chulalongkorn University Thailand

6. Dr. Rino F. Boer

Director of Post Graduate Programme of LSPR - Jakarta

7. Dr. Adam James Fenton

Lecturer and Professional Program Director Post Graduate Programme of LSPR - Jakarta

TOP 25 PAPERS
of Call for Abstracts

ASEAN Public Relations Conference

September 20th, 2017
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MEDIA AND PUBLIC COMMUNICATION CAMPAIGN ON HEALTH ISSUES
Managing Issue over Counterfeite Vaccine in Indonesia

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Media plays a significant role in shaping people's perception, understanding and trust on health issue. In June 2016, the public was shocked by the findings of Indonesia Police Criminal Investigation Department (BARESKRIM POLRI) about the counterfeit vaccines. Started in June 26, 2016, this issue became the headlines for many mainstream print media and online media in Indonesia.

The findings of counterfeit vaccines case in Indonesia, as well as the rapid development of media, various influencer and public figure who are competent in vaccinology and immunization background, and who have less understanding about the vaccines, simultaneously enliven and give opinions on several medias. Moreover, various statements from community leaders, Ministers, Vice-President and President delivered either calming or anxiety perspectives to public.

In the upper middle communities who were actively using social media, the issues regarding counterfeit vaccine was disseminated through Facebook, Twitter, Instagram and WhatsApp's. The issue of counterfeit vaccine discovery in several areas in Indonesia in June 2016 was assumed to be influential to parents' trust over health issues and therefore reduced the trust of public.

The primary purpose of this research is to discover how media and public communication campaign on health issues and managing Issue over counterfeit vaccine in Indonesia. The finding of counterfeit vaccine in Indonesia becomes the background. Under normal circumstances, some parents choose not to vaccinate their children for various considerations and reasons; The media coverage and headlines about counterfeit vaccine, further raises the parent hesitancy to vaccinate their children.

Methodology of Research; This study was designed as qualitative method. The study period was from June 27 to December 30, 2016. Research processes were conducted through media monitoring analysis, interviewing the key influencers and public figures, parent, collecting various specific data and analyzing the data inductively; from those that were specific to general. In addition, the process also involved data interpretation on media concerning the counterfeit vaccines, advocacy and influencer.

Keywords; Health Issues, Media; Communication Campaign; Counterfeit Vaccine

Based on the background, the aims and objectives are pursued as follow: To discover how media and public communication campaign on health issues; To identify and examine the managing issues over counterfeit vaccine in Indonesia.

Literature Review: Clive Seale in Media and Health (2002: 1) argued that health care and any related behavior were influenced by the news in mass media. Rapid development on information technology through internet indicates that health message is popular and has great influence to the life nowadays. However, the news on health presented in the media is not neutral in nature, some are influenced by the expectation of party to deliver message.

Seale's perspective on media and health was:

"Some health educationist has shifted towards are more radical from a practice, under the rubric of health promotion, media advocacy or communication empowerment. These shifts have involved changes in the way in which audience's relationship with the media has been conceptualized. But even while the shifts have occurred, the overriding perspective of health educator has often been that a health-promoting media ought to deliver accurate, objective information about health risks and health behavior, free from any distortions of ideology, pressure from commercial interest, or obligation to entertain ". (Seale, 2002:2)

According to Atkin & Salmon, Persuasive Strategies in Health Campaign, 2013. An important goal of campaigns is to stimulate interpersonal influence attempts by inspiring, prompting and empowering influencers. Influencers are like opinion leaders, but are in a position to exercise means control as well as utilizing persuasion.

Health communication, particularly for biological products such as vaccine and other pharmacy products, requires a commonly acknowledged principle in medicine known as evidence-based medicine (EBM). Truth is important to maintain the scientific truth itself. It is inevitable that incorrect information consumed by the community occurs anyway. The topics and issue on vaccine in social media have now been public consumption.

The context of health communicators in this study is the Health Communicator who are related within the vaccination delivery; doctor, pediatrist, midwife, mantri (traditional health practitioner), health care staffs, nurses, staffs of integrated health care service, and any health care provider within the area of immunization. Therefore, the health communicators are then those whose professions are mentioned earlier.

Health communicators are prominent in encouraging parents' trust to national immunization program. With the trust, parents may voluntarily take their toddlers for vaccination; in some areas in Indonesia parents do not take their toddlers for vaccination due to lack of information access concerning the benefit of the vaccine.

Through agenda setting, the media functions as the mirror which the society requires for understanding itself in the various facets of life. Such that the kind of framing the media give issues and events in the society, would likely shape what the society knows and thinks about themselves (Baran 2010, p.256) The media performs above the issue such as counterfeit vaccine, the coverage of media are engaged in what has been known as health journalism or journalist from health desk. This is called as the gathering and reporting of facts about health issue.

The media has been widely acclaimed to have far-reaching effects. This powerful role in bringing important social discourse to public purview cannot be overemphasized. In recognition of this fact, McCombs and shaw (1972) came up with the idea of the agenda-setting role of the media: how media bring to the fore, issues of public interest, and by extending the influence for the public to think at the same direction. In the face of crisis, epidemic and national health issues, the media plays an important role in awareness creation. Mass media have the power to reach significant percentages of the audience.

Schiavo (2007) recognized that the media are an important health news source for laying audiences from a public health perspective. Media can influence public perceptions on a disease's seriousness, the risks of having a disease and therefore their portrayal contribute to individual's ideas and beliefs on their own disease and doctors.

Health information during media coverage on counterfeited vaccine is often criticized for being misleading, inaccurate, and are not both coverside. The relation to this study is that media and health must transform. If promotion, education, or campaign was previously done directly to the communities, current media development has allowed the strategy organizing of health promotion campaign using new media. Additionally, it also allows such advocating programs and community empowerment to establish. This change is significant due to population development in Indonesia that is becoming more millennial. With this change, the health communicator must also adapt it by performing health promotion through accurate media and concise information on health risk and behavior. In delivering their message on health education and advocacy, the health communicators must be independent and are not bound to any order and sponsor. Additionally, they should not show their standing up for the government, foundation, professional organization, community organization, or even Pharmacy Company.

During June 26 until mid of July, 2016 counterfeit vaccine issue reach 1.080.000 result on google and from media monitoring Public Relations Division of Indonesian Police data of 2016, that Counterfeit Vaccine reach 5% attention from fifteen media issues on 2016-2017. This issue became the headlines for many mainstream media in Indonesia and became the subject of intense public interest. the media continuously presented news from a variety of perspectives.

The first Research Question concerns how is the role of media and public communication campaign on health issues over the education of vaccine. From the research it was discovered that when the baby was taken to personal doctor, hospital, or integrated health service, parents did not receive any education and information concerning the importance of the vaccine for infants. The doctor/health professionals provided book of vaccination record that contained visiting schedule and vaccine administering period for specified aged of infants. Some of the parents search for health information specifically vaccine and immunization over the internet, media online and social media before administering the vaccine to discover the benefit of the vaccine. Some other parents administered additional vaccine other that specified program obligated by the government. The parents believed that vaccine was investment for the baby's health in the future.

It was also revealed that health communicator / health providers such as doctor and midwife did not firstly explain about the importance and benefit of vaccine due to the queuing parents with their babies, waiting to administer for vaccine. Some of the parents stated their concern about vaccine after watching the news on TV regarding the finding of counterfeit

vaccine. However, after further explanation that the counterfeit vaccine was found only in Jakarta and Jabodetabek, they became calmer and expected the same case to reoccur. The influence from information sources such as media, concerning the counterfeit vaccine issue few moments ago, affected upon parents' doubt.

The Second Research Question concerns with the communication campaign on health issues to managing issue over counterfeit vaccine in Indonesia, The research results revealed the followings: there are no specific communication campaign on health issues over counterfeit vaccine in Indonesia, currently the communication campaign that has been implemented is the advocacy in the forms of roadshow to several areas in Indonesia. This was joint roadshow conducted together by the Ministry of Health, Ulama, MUI, Indonesia Pediatrician Association, and Indonesia Vaccine Manufacturer Bio Farma. From the field research, the synergetic actions in the joint roadshow were:

Health Information dissemination conducted by the Ministry of Health in various provinces in Indonesia. This dissemination involved General Directorate of P2PL, MUI, Immunization Task Force, IDAI, and Islamic Civil Society Organization (LSM). This strategy was quite effective to cope with the activities of negative campaigns (the anti-vaccine movement) that have now covered 34 provinces. This information dissemination and education concerning vaccine was performed either directly or indirectly.

At present, there are increasing in the demand for educating and disseminating information from some organization such as PP Aisyiah, Bekam Center, Center for Islamic Medicine Study, and Health Agency (Dinas Kesehatan) to provide advocacy in several areas of Regency/Municipality to cope with the managing issue over counterfeit vaccine.

There is also increasing demand from communities and non-governmental organization that are more critical in terms of information explanation and public open information concerning the vaccine processing. The demands were addressed directly to providers or by emails.

Monitoring over the sentiment of society on vaccine controversy is required.

The statements were delivered by the informants, influencer or spoke person in the media. Many comments whether negative, neutral, or positive exposed the findings of Counterfeit vaccines. The comments were intended to criticize particularly the works of government, in this case the Ministry of Health and NADFC.

Media is extremely powerful in promoting health issues, media are essential to the social construction of public health problem. As more parents search online all the information about immunization and vaccine, media and journalists must provide complete information with credible resources.

Based on the data mentioned above, the managing issues strategies are as follows: Synchronize the single narrative or messages, particularly important contents, to be delivered through the media. The synergy is conducted among the Health Ministry, NADFC and Vaccine Manufacturer; Organize advocacy strategy with various stakeholders through stakeholder relations strategy; Initiate the spinning issue with other potential interesting news for public, thereby the counterfeit vaccines issue no longer becomes the headlines of media.

The media coverage of "Mudik" or going hometown is expected to be a potential spinning issue; Conduct media relations strategies in the form of media tour to vaccine manufacturer to see the safety, quality, and effectiveness aspects of the vaccines; Develop tools and content media, website, microsite, meme, video, info graphic and other information from credible and reputable sources ;Conduct media relations strategies to meet the needs of good information about the A-Z of vaccines, health issues and national immunization program through media.

This research concludes that public communication campaigns seek to influence attitudes and behaviors of audiences through strategic development and dissemination of multi-channel messages to educate the public on the health issues. The government requires further advocacy in re-educating journalists, parents, and health professionals.

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How is Activism Represented in Public Relations Textbooks?
- A Content Analysis of the Inclusion and Representation of Activism in Public Relations Textbooks

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This study is a content analysis of a range of contemporary public relations textbooks. The aim of this analysis is to examine how activism is represented in public relations textbooks and, more broadly, to gauge the extent to which activism is incorporated into public relations curricula. Finally, this paper calls for the inclusion of 'activist studies' into contemporary public relations curricula.

The motivation behind this study is to provide a starting point for formally challenging the lack of activism studies in public relations curricula. The apparent lack of activist studies in public relations curricula is concerning. Activism is becoming increasingly central to public relations practice: rather than getting angry, activists are applying the strategies and tactics of public relations to achieve their ends; experienced public relations practitioners are increasingly being employed by activist groups; organisations are using public relations strategies and tactics to counter the disruption of activism; and public relations practitioners are using activist strategies to bring about attitudinal change in their publics. Another important reason for formally including activism studies in public relations curricula is that contemporary activism is almost always located in a social media context. Newly graduated public relations practitioners are often selected for their social media skills to work with and against activists groups, but they have no formal training in this field.

On a theoretical level, a major reconsideration of the relationship between activism and public relations practice is occurring. Until recently activism was positioned as a threat to organisations and framed using an oppositional 'us versus them' perspective. This position fitted with the dominant Situational Theory. From a Situational perspective, activists are publics who need to be managed so that they do not impede an organisation's pursuit of commercial goals (Grunig 1992; Grunig & Hunt, 1984). Another theoretical approach that shaped the public relations perspective of the relationship between public relations practitioners and activists is Excellence Theory (Grunig & Hunt, 1984). From an Excellence perspective consensus and compromise are central elements of public relations activity. These theoretical approaches are being challenged, however, in an increasingly empowered and socially engaged society that is not particularly interested in compromise and symmetrical solutions. Ciszek (2016) and Holtzhausen (2000, 2002, 2012) propose an alternative, postmodern approach to activism where, rather than working toward agreement and reconciliation between organisations and activists, practitioners actively embrace difference and disagreement.

This research seeks to gain insight into the extent to which emerging theoretical perspectives about activism are being incorporated into public relations curricula and the extent to which activist studies are incorporated into public relations teaching. A content analysis on a range of contemporary public relations textbooks is conducted. Implicit in this methodological approach is the acknowledgement that the inclusion of specific areas of content in textbooks not only reflects, but also shapes the curriculum. From this perspective textbooks are powerful

mediators of curricula and fields of knowledge (Callison, 2003; Kress, 2003; Kuhn, 1962; Levinson, 1997; Ong, 2004, 2012). Callison claims that textbooks not only represent views central to the field but that they "serve as a medium through which the direction of the development of the field is reaffirmed" and function as "a mechanism for self-perpetuation" (2006, p.145). Although textbooks provide a useful place to begin this analysis, research into the changing literacy practices of tertiary students indicates that, instead of using a single textbook they are increasingly using a diverse range of texts in their studies (Fasso, Knight & Knight, 2013; Haven, 2009; Keller, 2013). Until recently it was common practice to confine students' studies to one primary textbook - generally referred to as the 'prescribed text'. Increasingly at a tertiary education level, and particularly in the humanities and social sciences, there is a clear trend away from focusing on one standalone textbook (Jobrack, 2011).

The thirteen textbooks that have been analysed so far in this study are located primarily in the US and UK public relations contexts. One of the texts was written for an Australian public relations context, another for a New Zealand context and another for an Indian context. I have tried to find textbooks that locate public relations practice in a range of countries such as Malaysia, Korea, Japan or China, but so far this search has been unsuccessful.

The preliminary analysis indicates that the theoretical realignment of activism and public relations is not reflected in the textbooks. In terms of public relations practice a preliminary content analysis shows that contemporary public relations textbooks generally include the public relations planning cycle, media relations, reputation management, issues management and crisis management. A number of texts include specialist sections on areas such as health public relations, sports public relations, financial communications, consumer public relations and celebrity public relations. The content analysis indicates that, while a focus on activism as a content area is increasing, it remains minimal. Several of the textbooks do include chapters on activism. Further analysis will be needed to differentiate how activism is positioned in these texts. The preliminary analysis show that of those that do include sections on activism take a traditional view of activism studies either positioning activists as a problem or positioning activism as a public relations strategy.

This early indication of lack of formal inclusion of 'activism studies' in public relations curricula is concerning because activism is becoming increasingly central to public relations practice. Public relations practitioners will need an understanding of the nature of social movements, and how systems of power are established and maintained through language and meaning creation in order for their practice to have strategic value.

On a more philosophical note, public relations is moving away from positioning itself as a management function towards a practice that is situated in a context of social responsibility. The incorporation of activism studies into public relations curricula is in line with this change as activism studies naturally incorporates the study of ethics, social injustice and power imbalances. This may contribute to public relations professional aim to develop global citizens who contribute to the common good of the groups in which they participate.

Keywords: public relations, activism, education, textbooks

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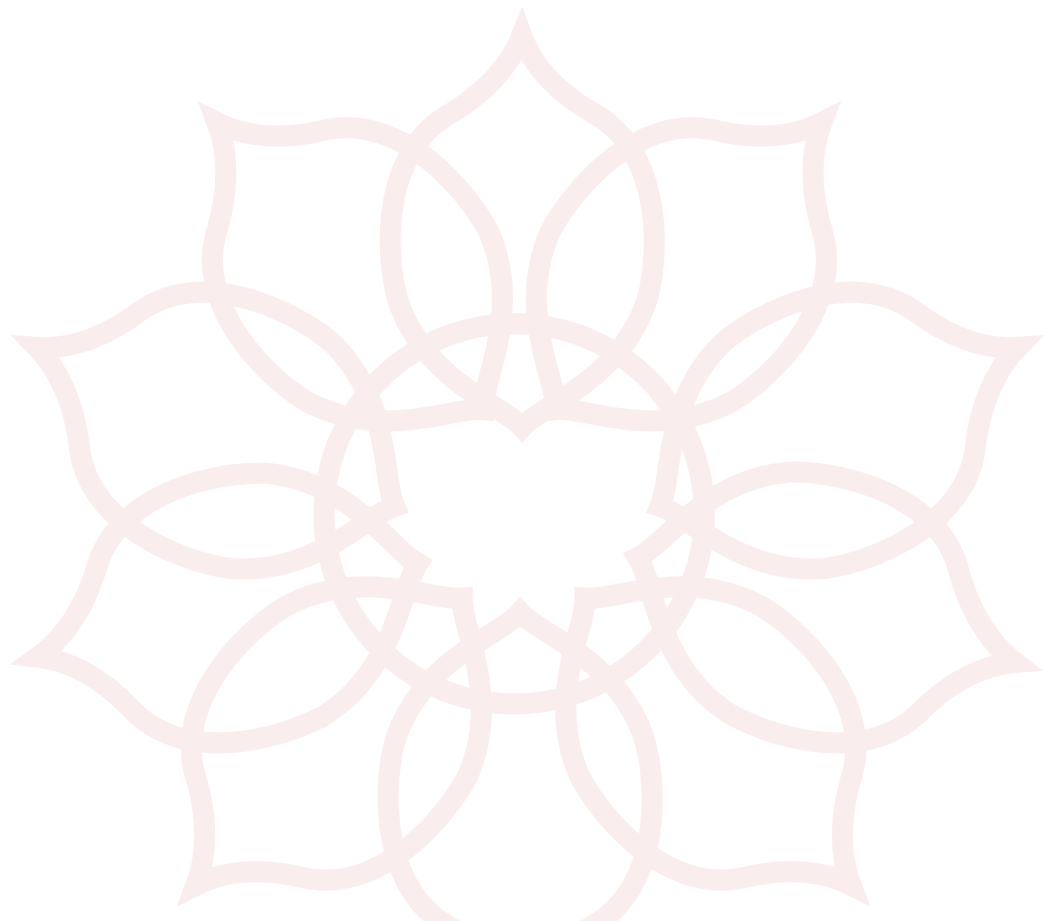
The Preference of Gender in Public Relations Industry in Jakarta

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Female public relations practitioners domination in Industry caused the presence of a myth among the industry and practitioner that public relations is a woman profession. This paper aims to examine gendered roles of Indonesian public relations practitioners, which causes the gender preference in Public Relations. Face to face interview with 10 public relations practitioners who come from a variety in industry were conducted. Findings show that gender influences the public relations practitioner at the work place. Female and male public relations play a different role at the work place depends on the field industry and they are not always behaving according to their gender. In hard industry female public relations female public relations are required to be a man because of work demand and the profession of PR seems to be a masculine. In another case when crisis communication occurs female must have to be a technician communication than an expert prescriber. However in hard industry public relations at managerial level still a male domain. Meanwhile public relations in soft industry still a feminine oriented. Gender role distinction influenced by corporate policy, business needs, corporate culture, people behavior at the work place, and field of industry. The consequence is the researcher also found out that there is a still gender inequality phenomenon in industry in terms of salary, self-promotion at the work place, and primordialism. These findings are examined by social roles theory and also valid for specific respondent.
Keywords: Public Relations, Gender, Indonesian, Industry

Introduction

The study of gender in public relation especially in Indonesia has not developed compare to US and Europe countries. In Indonesia public relations is often judged as a feminine profession. In fact Research from MRI in 1990 found that 80% Indonesian public relations practitioner are female. Combined with Indonesia Public Relations Agency Association (APRI)'s survey mentioned that 12 of 17 public relations consultant are female (Economy Newspaper, 1990 as citied in (Putra, 2008:182). Recent research about rationality between male and female who work as public relation in the industry has not published by Indonesian Public Relation Association (PERHUMAS). Domination of females public relation in industry make the phenomenon of the feminization become reality as mentioned by Rea (2002), the face of public relations profession is female. The feminization of public relations phenomena in Indonesia has proven by Simorangkir's Research in 2009. Her research has demonstrated that attribute communal is found in female public relations practitioners and otherwise agentic attribute was on the male public relations. Male and female in leadership should behave according to their gender role in order to gain compliance. When women were in managerial level, her gender roles contrary to the role of managerial.

Gender in public relations profession should be monitored because it has showed gender inequality among the practitioners that also could be slow the development the public relations profession. Relating to this thing it cannot be denied again that public relations is perceived as not professional profession paired with mass media exploitation. In Indonesia mass media image of public relations is described as glamorous, spotlight, exclusive events, night life, the terms of public relations job as same as guest relation or escort, not truly profession, physical oriented, cheerful, and the profession of public relations is become prestigious and flossy so that

many Indonesian celebrities changed their profession into a PR practitioner. This assumption makes public relations job desks are related with entertainment bright (Xavier, 2006) and better suited for women than men. Thus many companies think that it would be beneficial if the face of the company were an attractive woman. This study is expected to be a reference in making policy to solve the gender problems and bad image of public relation profession in Indonesia. Taff (2003), said public relations profession is transformed from the male into the female.

In addition women in public relations are more personate as a technician communication rather than a managerial level. Public relations at managerial level seem still a male domain. This statement is proved by Broom & Dozier (1986), Creedon (1991), Dozier (1987, 1990), Dozier & Broom (1995), Lauzen (1992) and Lauzen & Dozier (1992). Others are Grunig, (1992), Toth, Serini, Wright & Emig (1998) through their research.

Based on the introduction above this research aims to answer the following research questions: 1) how gender preferment in the public relations industry in Jakarta (Indonesia)?

The scope of this research in terms of the role, job performance, and assignment that would be impact the preference gender in public relations industry in Inodonesia whether masculine or feminine profession. Because this research will examine gender role among Indonesian public relations practitioners so then this research will be framed by social rules theory. This theory basically introduces that gender is constructed socially and culturally that would produce the stereotype between men and women. Eagly (1997) believes that male and female are likely play a different role based on gender that has been constructed socially for sexes. As described by Anselmi & Law, gender is socially constructed and culturally beliefs about the behavior and emotion of men and women (Anselmi & Law, 1998:3). This theory emphasis the sexual division of labour and society expectation based on the stereotype produce gender roles (Deaux, 1983), see (Gyan, 2014:10-12). The gender differences between men and women produce two dimensions such as communal and agentic based on the society's expectation and cultural perspective (Eagly, 1997).

Method
This study is employed by a qualitative research approaches by conducted face to face in-depth interview with 10 public relations practitioner in Jakarta as the capital city of Indonesia and business city. All respondents come from a variety of industry for instance; 1 (media industry), 6 (PR agencies), 2 (Indonesian State Owned Enterprises), and 1 (telecommunication). Researcher picked these respondent by purposive sampling criteria such as she or he must have experiences in PR industry more than 5-10 years, obtained BA or MA in PR (Communication), and expert in PR activities. Researcher wrote the interview results become a manuscript and interview section spent time about one hour. Data have been analyzed by Miles and Hubermen, which consist of data reduction, data display, and verification.

FINDINGS AND DISSCUSSION
The Preferences of Gender in Public Relations Industry
From the interviewed results researcher found many perspectives based on the industry. A female public relations, name LU, who works in financial industry (BUMN) said, "public relations is better suited for women in financial industry. Because a woman is better in negotiate, easier influence clients, meanwhile in mining industry are more preference a man. So then my point is depends on the industry."

Du, a PR agency owner support her argument said, "According to my experience in hospitality industry public relations is oriented gender and a female field. Otherwise in oil and gas field of industry public relations must be played by a man due heavy desk, responsibility, his role at managerial level, and also business needs. It is hard for a female public relations working in oil industry because she has responsibility at home, has a husband and a kid. The capacity of women not allows searching the potential oil platforms.

ED, educator and PR expert argued, "public relations profession could be a natural depends on the field of industry where she or he works".

From the key informants' answer researcher can concluded that another respondents above, 7 practitioners revealed that public relations profession in Indonesia tends to be a masculine in the field of heavy industry for instance oil, mining, and gas. Meanwhile old traditional views stated that PR is a women profession still exists in hospitality industry. That is because diversity tasks and responsibility, different PR role regarding to the corporate policy, corporate culture, and business need. For example in field of hospitality and finance industry PR is a woman oriented because she must be supple and persuasive toward client or guest and does a lot of job in negotiate with external party and media.

In addition FA, managing director multinational PR agency also said that men are more prioritized in heavy industry than women. The practice of public relations in Indonesia is very tinged with gender and masculine culture. According to Suharnomo based on his current research in 2008, indonesia is a masculine country with 74 indicators number. His research is different with (Hofstede, 1980) masculine especially heavy industry field public relations practitioners are sued by importance of large income, acknowledgement at the work, and challenges in her or his job. Male public relations practitioners are more dabbling in heavy industry due to career path with good prospects and larger salary because their position as leader at the office and also household leaders at home. Then this research is strengthening (Grunig, Toth, & Hon, 2001) statement that public relation in managerial level still to be a male domain.

Male leadership are supported by the patriarchy system in Indonesia (Yuliani, 2010:98-106), fatherhood leader style, feudal, and paternalism in heavy industry (Damayanti, 2015:1-12). All of this cultural things become the challenge for women to occupy the managerial position. As experienced by LU, DI, and RA, private (BUMN) public relations, told that "70% indonesian public realations practitioners are female but only a small part of women who can occupying senior level managerial so majority a female public relations only in junior level even can only being in a medium level so it is a glass ceilling. It can be dinied again public relations in senior managerial level or top vice president still dominated by man. A female PR still need to learn not only communication skills but also leadership. Female public relations still viewed as a weak figure by people in corporate and could not be relied on as a leader. Regarding to corporate policy women are still not suited to be a leader. " From their statement reseacher think glass ceiling as the effect of feminization of PR industry and people still has miss perception about PR as management function. Public relatons industy has not been insentive to gender issuess in PR profession. Because of parthiary culture and alomost female PR respondents who work in BUMN are under the corporate secretary that led by men. However glass ceiling still part of corporate policy. Nevertheless female public relations practitioner still work in heavy industry at multinational and international corporate level who had occupied the managerial level so then they must change their gender identity to be a masculine and a agentic. As said by DU, PR agency owner, said that women and men are seen as equivalent and demanded to be like a men

in order to do PR job desks in heavy industry. Over all this part of paper showed that heavy job deks, corporare culture, corporate policy, and bussiness need or interst become strong factor in constructing of gender identity which make the distinguish in the role, duty, and responsibility between male and female public relations practitioner.

Public Relations as women profession in Soft Industry in Indonesia
All respondent agreed that in soft industry for instance hospitality, restaurant, and food and beverages, public relations profession still dominated by women. ME, PR expert said, "in the field of soft industry such as hospitality, public relations is a female field because of demand job, feminine stereotype, and communal atrtibute ". Female are being selected to be a PR in soft Industry because of their feminine side that being exploited in soft industry, for instance in hospitality industry the PR position is not as a management function but more concern on the sales outcome then they need to hire a female public relations practitioner because a woman is friendly for serving the VIP gust, attractive physically as a spoken person in the media conference and able to negotiate with media, and women are more sensitive than men in aspect of customer service in the hospitality industry. In soft industry indeed is female oriented field. This perception also formed due to media exposure (Umeogu & Ojiakor, 2012:149-154) and also 71,6% journalists in Indonesia are men who like attractive and charming female public relations figure that dominated in soft Industry (Sinaga & D, 2007:69-70). The soft industry has become motorization of feminization of Public Relations as evidenced by women domination (Aldoory & Toth, 2002:103-126) & (Rea, 2002). This thing is excoriated by the corporate public relations practitioners.

The Role of Indonesian PR Practitioner According to Their Gender
Although all respondent admitted that men and women are equivalent in another head gender still influence their dominant as PR in organization. This statement is mentioned by one of respondent name, ME, a PR expert and owner PR agency said, "I have ever been trusted by one of my client for handling the labour rally case. I did my role as spoken person and negotiator to media and labour. My client picked me because as a woman, I am more persuasive, motherhood, more sensitive to the humanity problem than men, and looking good through make up". Communal attributes and femininity indicators as a tool for impress a female public relations practitioner as a credible communicator and to win the public's heart. When a crisis occurs female public relations are more play a role as communication technician by receiving orders from her manager/director to write a press release and to be a spoken person than to do a duty as a problem solver on the corporate communication problems, communication facilitator, and expert prescriber (Cultip, Center, & Broom, 2000:41-46).

LU, DI, and RA argued, "PR practitioner's gender is not always determinate the role of PR practitioner at the workplace". However in some case for example when a female PR was dealing with media, she should be communal, persuasive, emotional, attractive, serving type, negotiable, another word they should play a role as the technician communication and serve as a information source to the mass media. Female Public relations respondents are being exploited by the industry and their superiors most of whom are men. This findings is still (Grunig, Toth, & Hon, 2000:49-68) that female public relations are more work as technician than managerial. Managerial position still dominated by male PR. In addition, according to EM, female public relations are harder to bargain the salary compare to Male PR. This phenomenon has ever researched by (Dozier, Sha, & Shen, 2013:1-21)As mentioned by (Kania, 2012:151-164) there are some obstacles for women in occupying at the managerial level such as gender, culture, ethnic, and religion. ME one of respondent in this study could not make some job desks in PR such as

dealing with the client in the night club, because she is wearing a hijab. Another fact such as job experiences, skills, and training (O'Neil, 2003:151-179) and women's role as housewife and a wife are become consideration female PR employed as technician communication (O'Neil, 2003) & (Grunig, Toth, & Hon, 2001) . Beside of that O'Neil also (2003) as citied in (Johnston, 2010) added that female public relations practitioners have difficulties to achieving higher level managerial because low status in the organization structure and less support from the manager or executive officer.

Is Public Relations better suited for women or men?
From all the respondents' answer revealed that the preference of sex between men or women in recruiting a PR position depends on the field of industry, business need, corporate culture, and corporate policy. The image of PR as a women profession and gender oriented because of miss perception regarding to PR activity in order to support company's communication objective and winning the business competitive (Post, 2000) (See Prayitno, 2001:3). ED, a PR educator and practitioner said that, "public relations in Indonesia is not fully profession because negative stereotypes about public relations figure for example public relations in Indonesia often likened to mistress's job". However the development of public relations in Indonesia is lagged compare to the developed country such as USA and Europe region country. Because of the gender myth that has been constructed by the industry and culture in Indonesia. PR Academician and practitioners in Indonesia still debate whether PR is a gendered profession or not because PR is a functionalist profession. This thing is strengthen by Sutton's statement "The functionalist approach sees society as a system of interlinked parts which, when in balance, operate smoothly to produce social solidarity. Thus functionalist and functionalist-inspired perceptives on gender seek to show that gender differences contribute to social stability and integration. While such views once commanded great support, they have been heavily criticized for neglecting social tensions at the expense of consensus and for promulgating a conservative view of the social world" (Gidden & Sutton, 2009:614, See (Daymon & Demetrious, 2010:3).

Masculine and Feminine Concepts in Public Relations Profession
According to Deaux and Lewis (1983) said that division of labor and society expectation produces the stereotype of gender which consist of four indicators such as traits, role behavior, physical characteristic, and occupation. According to all respondents said that male public relations practitioners are argentic attributes otherwise female public relations practitioners are communal. Nevertheless almost 7 female respondents said that when she faces communication crisis case so she should be act like a man, be assertive, dare to take a risk, in role behavior a female public relations have to think logically and rational in decision making associated within the corporate communication problems, in physical characteristic indicator a women should make a credibility impression by her fashion style and appearance, and in occupation indicated that a woman in this period has an opportunity to compete with men in terms of financial and career in industry. Although a woman could not leave her responsibility as a wife and mother at home. Women and men are not allowed to behave according their gender attribute.

Masculine and feminine gender identity is shown by the way respondents communicate, their physical appearance, and behavior in accordance with the field of industry where they work. For a female public relations who work at the hotel they have to be a good looking, use make up, friendly, communal, and communicative in running her role as PR in hospitality industry. Meanwhile female public relations who work in oil corporate must be behave as opposite to her gender. Because the demands of work make her to be an agentic, logical, and rational in making decision. In this research the writer tried to offering a new conceptual framework the

constructing of public relations as gendered profession regarding to Industry perspectives in Indonesia as illustrated below.

The Preference Gender In Public Relations Industry

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│              │ │Masculine         │          ┌─────────────────┐
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        └───────┬───────┘                      │Public Relations     │
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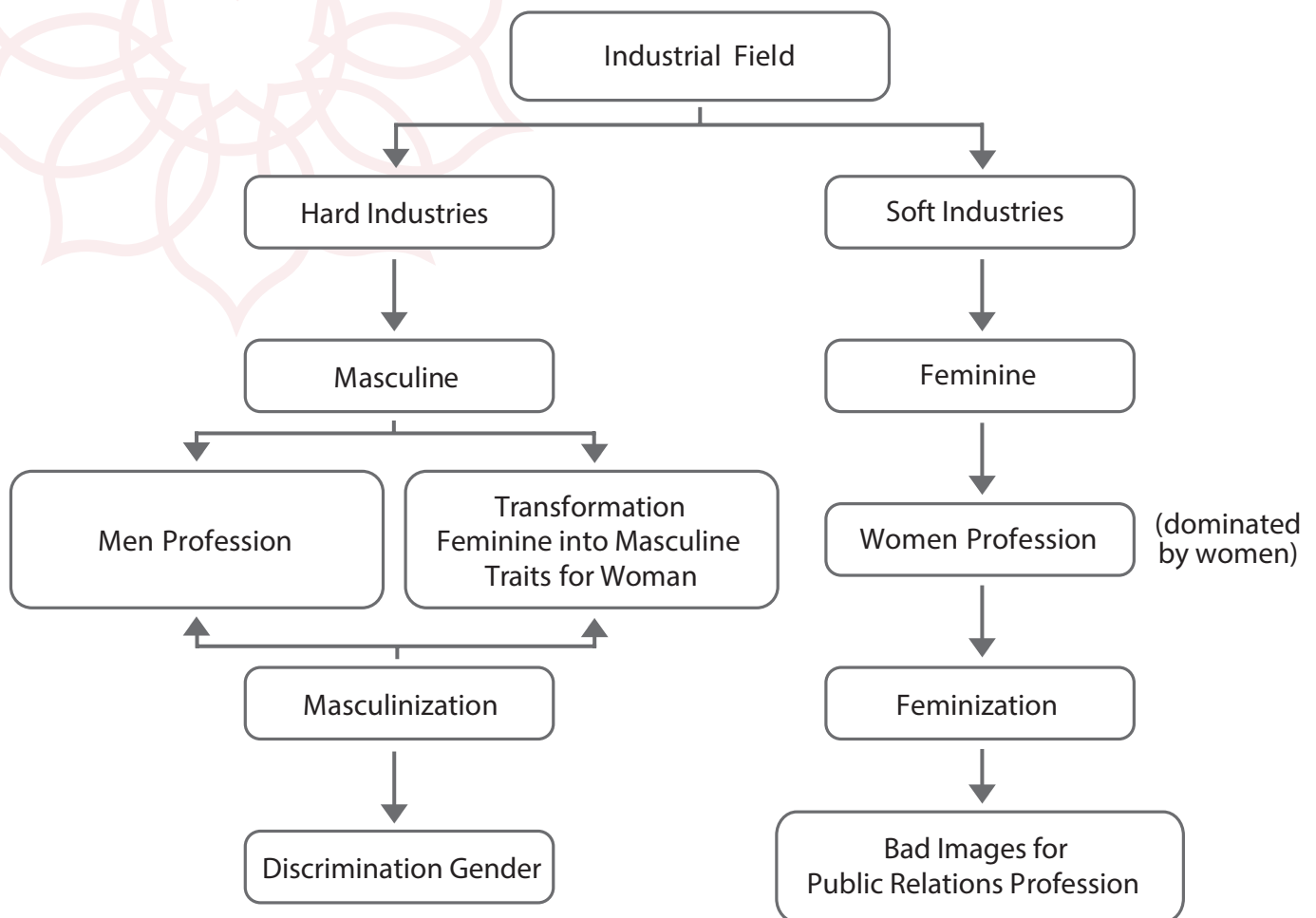
Conclusion

This study found that the figure of public relations profession in Indonesia is not necessarily a female face. For heavy industry for instance oil, gas, and mining companies, public relations is constructed as a male profession. This is caused by masculine culture which is national structure Indonesia culture, company policy in heavy industry, job desks and responsibility, corporate culture in heavy industry, and the heavy business interests. Nevertheless the Indonesian female public relations practitioners who work at the heavy industry must be a masculine figure, logical, rational, and become a competent manager in decision making. The heavy industry makes the position of women and men are equivalent. Although in heavy industry still to be a male domain. Otherwise for soft industry such as hospitality, cosmetic, and food and beverages, the public relations figure still played by women. Indeed soft industry needs a feminine touch due to business interest. Female public relations who is feminine, friendly, pretty, have physical attractive, communal, communicative, responsive, and empathy are exploited by this industry and they are more played a role as communication technician for example they are a spoken person when the crisis occurs. So then the consequence is they salary are less than men, although women are more work than men. The gender preference in public relations profession in Indonesia is still to be a polemic because it is a functionalist profession. This research finding is strengthened by another study such as (Katerina, 2014)from USA and Simorangkir (2009) in Indonesia. Public relation is not fully to be the professional profession because this profession

still gender oriented so then that miss perception can slow down the development of public relations profession in Indonesia. This paper has limited then researcher suggests that future research must conduct the survey reseach design with lager respondents or specific qualitative research method to enrich the study of gender in public relations in Indonesia.

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PR 4.0: Social Media to Strengthen Brand Awareness
In Tourism and Hospitality Industry

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A. Background

As the world have entered the digital era, the consumer behavior in decision making encountered an alteration. The consumer behaviors to buy or use any service and products have changed from conventional ways to modern ways. They are likely to obtain infromation that influence their decision to buy or use sevice and products from social media and online, rather than printed and electronics media. Social media is the environment in which social networking takes place and has altered the way in which consumers gather information and make buying decisions. Consumers' Sentiment toward Marketing (CSM) is a factor consider by researchers to measure how well consumers will perceive social media marketing. CSM is defined as a concept which refers to the general feelings that consumers have for marketing and the marketplace (Lawson et al. 2001as cited by Mady, 2011).

On the other hand, the conventional media, both printed and electronics media have taken advantages from the perceptions and paradigm that have been constructed in the company's system, that every Public Relations Officer in hospitality industry that successfully bring out the brand of the company in printed and electronics media, no matter high the cost is, will get good mark in Key Performance Indicator.

In that case, most of Public Relations Officer in hospitality industry spend their promotion budget in media advertisements, both printed and electronics. The promotion budget however is not small amounts. An advertorial in local magazines might cost five (5) to 20 (twenty) millions rupiah, depends on the coverage of the magazine, the brand awareness to the magazine, and the size of the advertorial columns.

Almost the same with magazines, an advertorial or advertisements in local newspapers are also costly. They cost two (5) to 16 (sixteen) millions rupiah, depends on the coverage of the newspapers, the brand awareness to the newspapers, and the size of the advertorial or advertisements columns.

Advertisements on radio also requires lots of money, the price is varied from 2 (two) millions rupiah to 30 millions rupiah, depends on what kind of advertisements will be taken (adlibs, ads spots, or talkshow), the coverage of the radio, the brand awareness to the radio, the durations and frequencies of the advertisements, and the advertisement's placements (prime-time and non prime-time).

The high cost they spend unfortunately cannot be measured directly, unless they conduct a survey to the consumers (guests) and analyze the data, which barely did by the Public Relations Officers in hospitality Industry.

In this research, the effectiveness of the promotional tools including conventional media (represented by Newspapers) and new media (social media and online) towards consumer behavior (buying) will be measured, based on The Theory of Buyer's Behavior (Howard and Sheth, 1969).
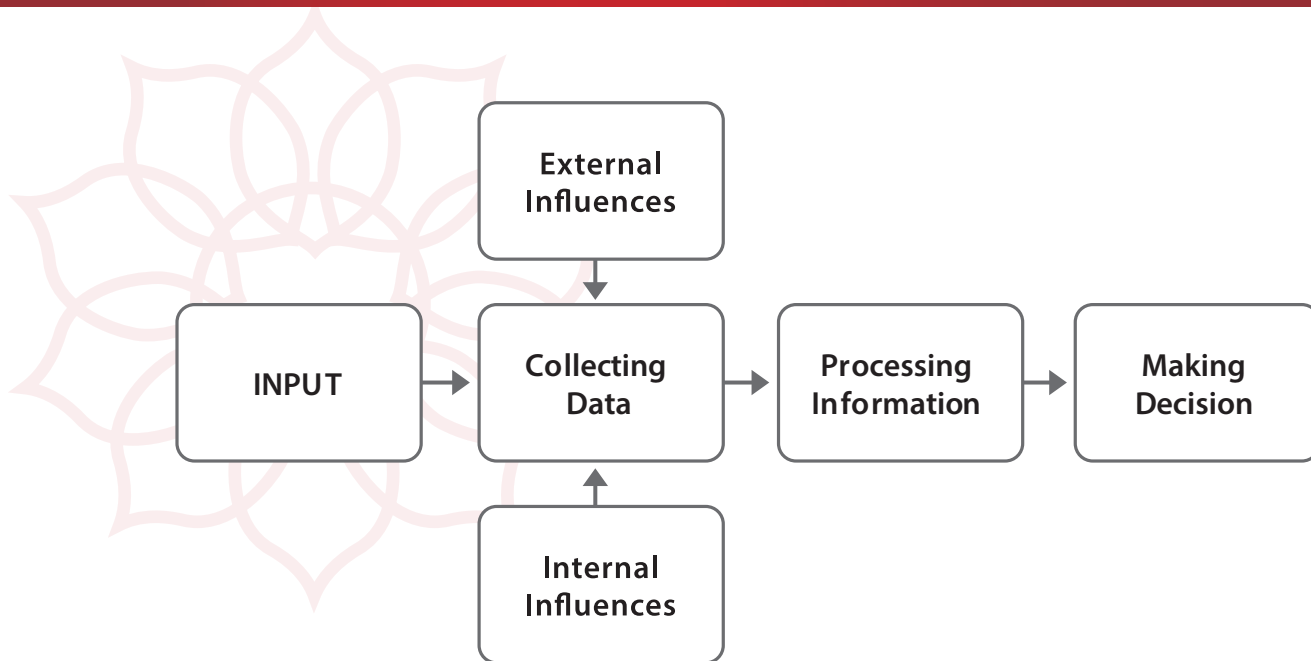
Figure 1.1 : The Theory of Buyer's Behavior (Howard and Sheth, 1969)

This theory explained how the consumers or buyer finally make their decision to buy a product or use a service. There is a motivation or need to be the "input". From the motivation or need to buy or use products and service, they observe what kind of products and services that can fulfill their needs. They might use external sources to get any information about the product and service. They also have preference based on the social background, knowledge, and demographics factors. After they collect the data, they will process all the information to make the decision to use the products and services.

From this theory, the rearcher conducted a survey with queationnaire that consis of multiple-choice questions. The multiple-choice questions derived from the internal factors and external factors that might influence the decision making of the consumers.

A. Scope of Problem
Considering the effectiveness towards consumer behavior that gets the input or information about the brand (hotel), this research identified which promotional tools doing better to attract them deciding Pesonna Tugu as their accommodation and what internal factors (demographics and social background) that influence their behavior as consumers.

B. Formulation of Problem
"Is social media more effective promotional tool compared to conventional media in Tourism and Hospitality Industry?
"What factors that affect their behavior as consumers?"

C. Hypotheses
"Social Media is a better promotional tools compared to Conventional Media"

D. Operational Concept
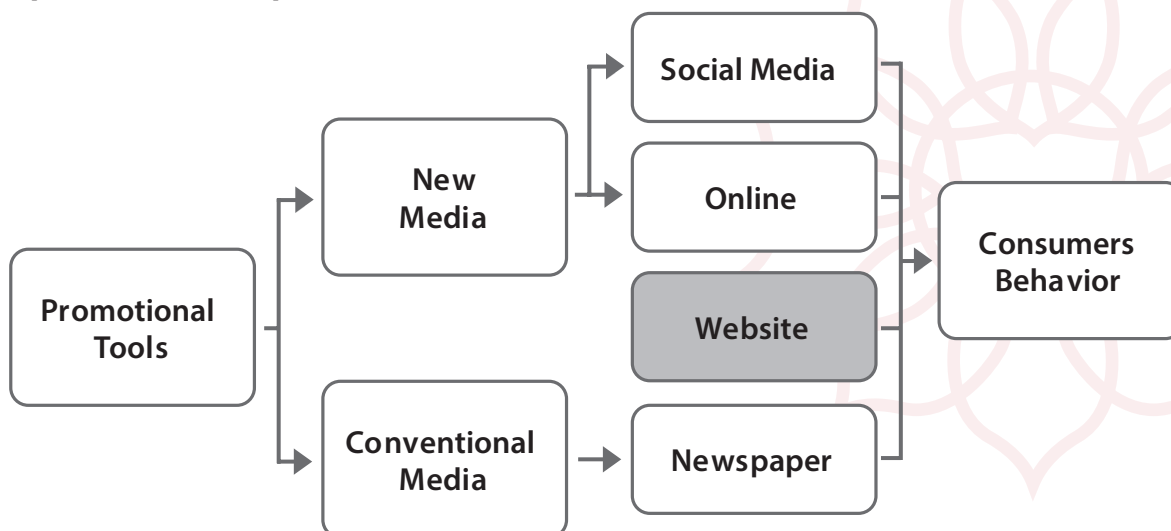
Figure 1.2: Operational Concept Flow

E. Data and Analysis

To determine the effectiveness of using social media as promotion tools towards consumer behavior until they decided to stay in the hotel, we conducted a quantitative research with survey method. The instrument for this research used a simple questionnaire with multiple choices.

The questions for the survey based on validity test that took 30 samples including ten (10) questions:

1. How does the guest get information about the hotel
2. What is the guest's purpose to stay in the hotel?
3. What is the type of guest
4. What does the guest think about the promotional materials
5. What kind of promotion that attract the guest to come
6. What is the gender of the guest
7. What is the occupation of the guest
8. Where does the guest come from
9. How old is the guest
10. What is the point of interest to stay in the hotel

The research took 868 samples consisted of guests that stayed in period between 24th May 2017 and 24th June 2017. Based on their booking management, the guests were categorized as followed:

a. Walk-in guest 212 people (24, 42%)
   Walk-in guest is the type of guest that come accidentally into the hotel and stay, without any referrals.
b. Booking from Online Travel Agent 247 people (28, 45%)
   The guest that makes reservation via online Travel Agent, such as Traveloka, Pegipegi.com, Agoda, Booking.com, etc.
c. Direct Booking 156 people (17, 99%)
   The guest that makes reservation via hotel website.
d. Corporate 253 people (29, 14%)
   The guest that makes reservation in groups, usually via hotel sales
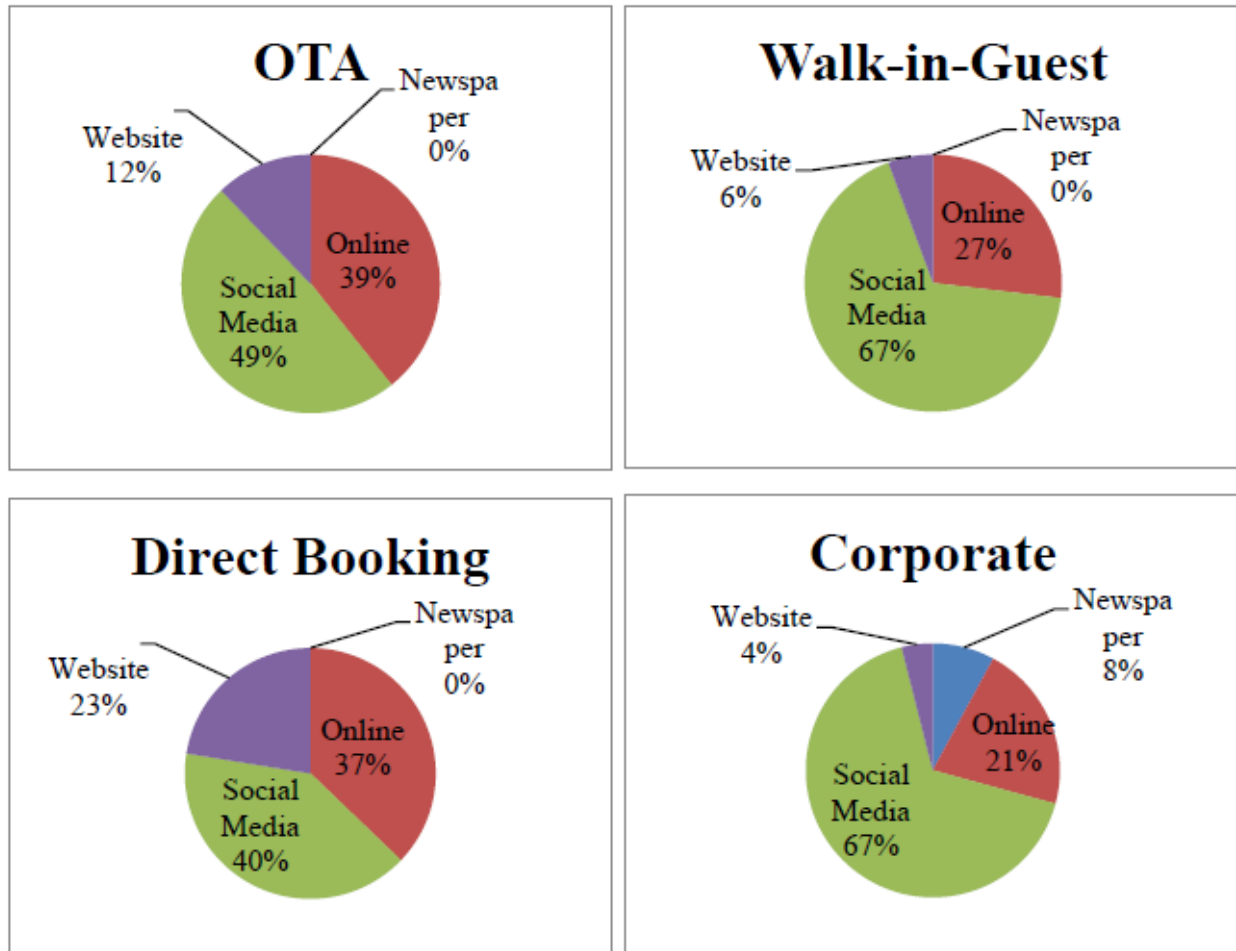
Figure 1.1: Type of Guest Chart

Anova: Two-Factor Without Replication

SUMMARY	Count	Sum	Average	Variance
Walk-in-Guest	4	212	53	4202
OTA	4	247	61,75	3152,25
Newspaper	2	0	0	0
Online	2	154	77	800
Social Media	2	263	131,5	264,5
Website	2	42	21	162

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Rows	153,125	1	153,125	0,427973	0,559662	10,12796
Columns	20989,38	3	6996,458	19,55456	0,017949	9,276628
Error	1073,375	3	357,7917			
Total	22215,88	7				

Figure 1.2: Type of Guest (Analysis of Variance Two-Factor without Replication

The guests got information about the hotel from various sources, mostly from social media, as much as 495 people (57%). Beside the social media, the guests also got the informations about the hotel from online website, online travel articles, or online magazine, as much as 266 people (30%). Some of the guests got information about promotion and the hotel directly from the website, as much as 87 people (10%). Just few guests got the information from newspaper; they read the advertorial articles and hotel profile, as much as 20 people (3%).
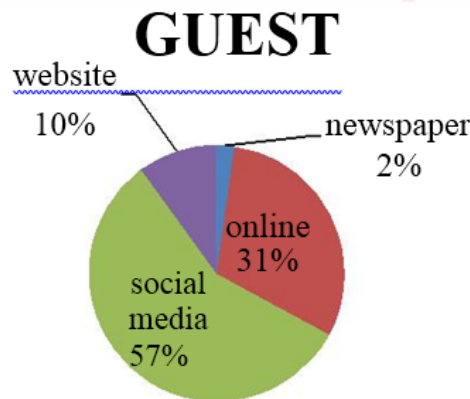
Figure 1.3. Guests' source of information about the hotel

The guests acknowledge the hotel's brand from many sources, but mostly from cookies on social media (Facebook and Instagram) as many as 228 people. The other guests, as many as 204 people know the hotel information from the hotels's Instagram Account when they search from hashtag and repost. As many as 63 people find the hotel's advertisements on their Instagram and Facebook's accounts ("cookies").
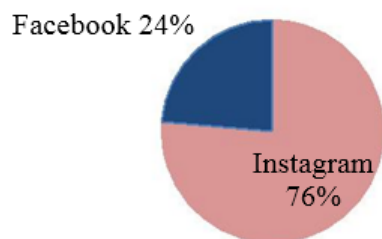
Figure 1.4. Guests' source of information about the hotel-Social Media

Some of the guests, as many as 180 people, find the hotel's promo via Online Travel Agent (72 Traveloka, 55 TripAdvisors, 41 Booking.com, 12 from the other Online Travel Agents).
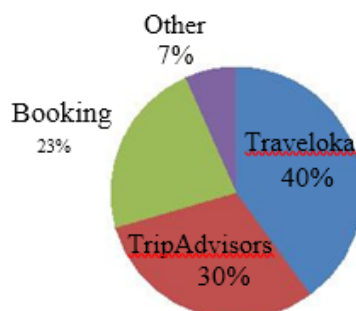
Figure 1.5. Guests' source of information about the hotel-Social Media

As many as 87 people read the online articles in Kompas Travel (36 people), Liputan 6 (22 people), Tribun Jogja Online (20 people), and Womenplus magazine (9 people).
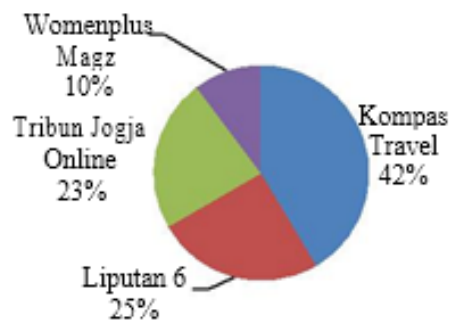
Figure 1.6. Guests' source of information about the hotel-Online

And the rest of the guest, as many as 20 people, read advertorial about the hotel profile in Media Indonesia and Tribun Jogja.

The promotional materials that attracts the guests to stay in the hotel the most is the hotel's location, as many as 294 people. Other reasons to stay in the hotel are the promotion rate (low-season price) 286 people, good reviews from previous guests 183 people, referral from their companies 56 people, other reasons 49 people.
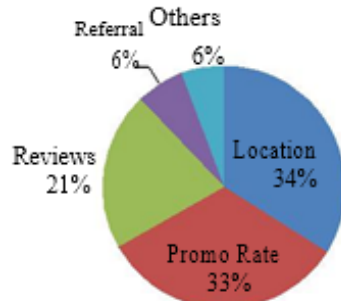
Figure 1.7. Promotional Materials that Attracts The Guests

The guest mostly came as visitor or tourists. As many as 615 out of 868 guests (70, 85 %) stays in the hotels for leisure. The rest of the guests, as many as 253 guests came for business trip.
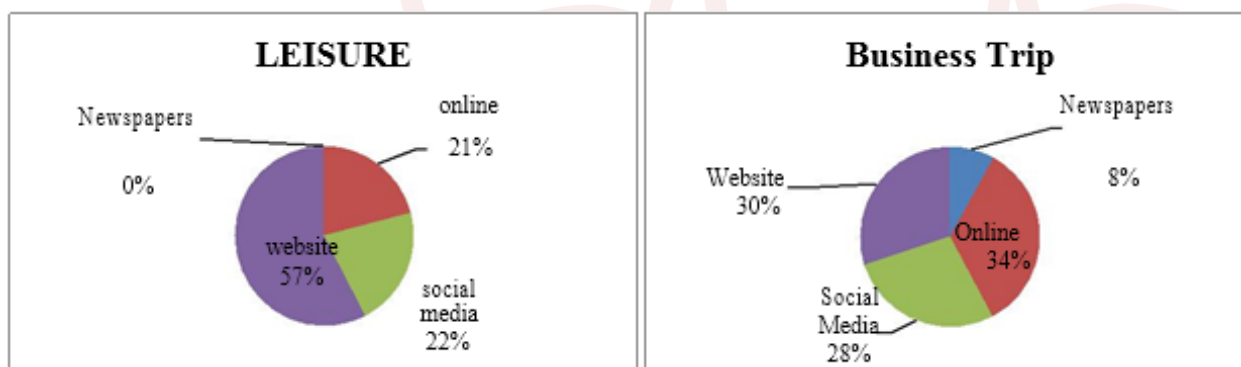
Figure 1.8: Chart of Guest Purpose

Anova: Two-Factor Without Replication

SUMMARY	Count	Sum	Average	Variance
leisure	4	615	153,75	21610,92
business trip	4	253	63,25	880,9167
newspapers	2	20	10	200
online	2	215	107,5	840,5
social media	2	203	101,5	1984,5
website	2	430	215	38642

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Rows	16380,5	1	16380,5	1,943389	0,257612	10,12796
Columns	42189	3	14063	1,66844	0,342212	9,276628
Error	25286,5	3	8428,833			
Total	83856	7				

Figure 1.9: Guest's Motivation (Analysis of Variance Two-Factor without Replication)

From the guest profiling, the guests consisted of 376 female and 492 male. Female guest are likely to get the information about the hotel from online website, including online Travel Agent website, as many as 136 people (36%), social media 124 people (33%), hotel website 109 people (29%), and newspapers 7 people (2%).

Male guest mostly use social media as their source of information, as many as 181 people (37%), online 157 people (32%), hotel website 141 people (29%), and newspaper 13 people (2%).
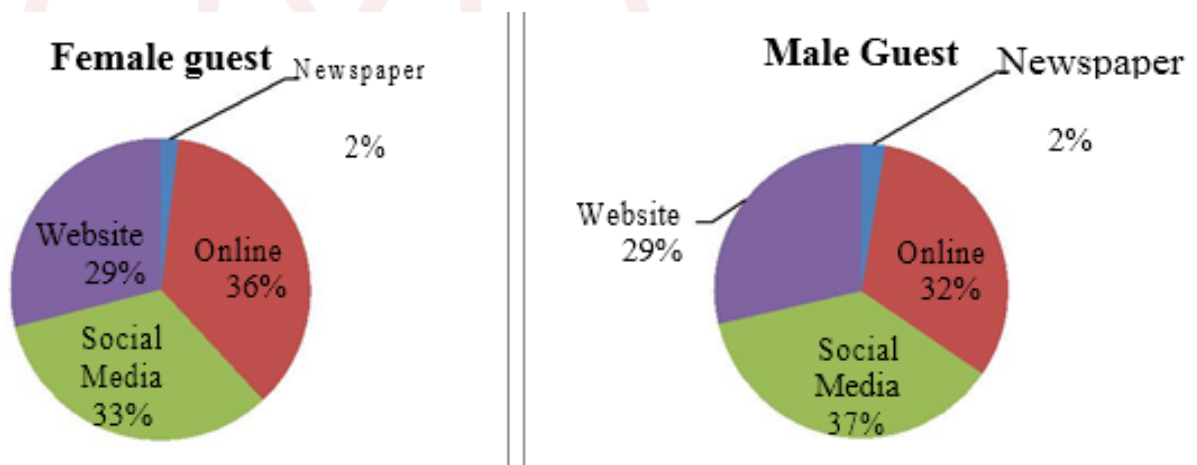
Figure 1.10: Chart of Guest Reference Based on Gender

Anova: Two-Factor Without Replication

SUMMARY	Count	Sum	Average	Variance
Female guest	4	376	94	3486
Male Guest	4	492	123	5648
Newspaper	2	20	10	18
Online	2	293	146,5	220,5
Social Media	2	305	152,5	1624,5
Website	2	250	125	512

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Rows	1682	1	1682	7,281385	0,073886	10,12796
Columns	26709	3	8903	38,54113	0,006776	9,276628
Error	693	3	231			
Total	29084	7				

Figure 1.11: Guest's Source of Information Based on Gender (Analysis of Variance Two-Factor without Replication)

The guests' occupations were corporate employee 570 people, self-employed 172 people, freelance worker 86 people, and unemployed 40 people.
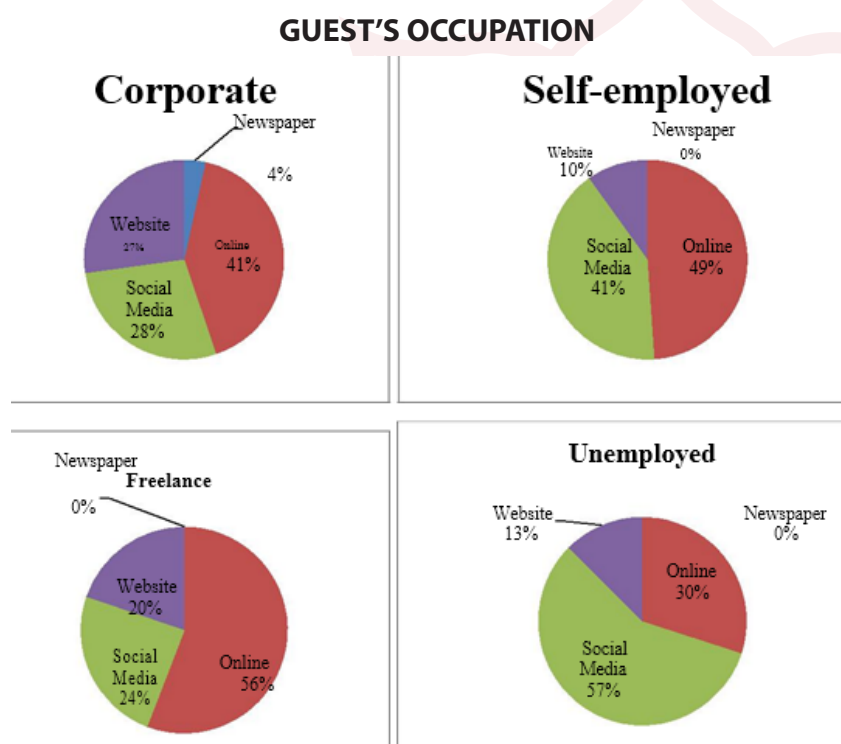
GUEST'S OCCUPATION

Figure 1.12: Chart of Guest Reference Based on Occupation

Anova: Two-Factor Without Replication

SUMMARY	Count	Sum	Average	Variance
Corporate	4	570	142,5	8008,333
Self-employee	4	172	43	1663,333
Newspaper	2	20	10	200
Online	2	319	159,5	11400,5
Social Media	2	231	115,5	3960,5
Website	2	172	86	9522
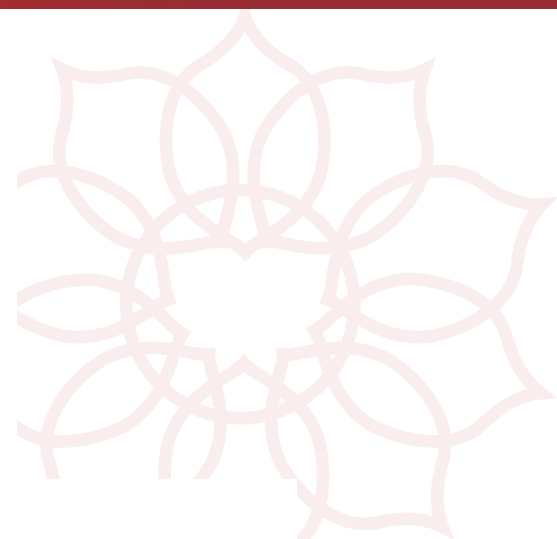
ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Rows	19800,5	1	19800,5	11,24496	0,043949	10,12796
Columns	23732,5	3	7910,833	4,492664	0,124423	9,276628
Error	5282,5	3	1760,833			
Total	48815,5	7				

**Figure 1.13: Guest's Source of Information Based on Gender
(Analysis of Variance Two-Factor without Replication)**

This guest came from various cities in Indonesia, like Jakarta 403 people, Surabaya 114 people, Bandung 60 people, Medan 37 people, Makassar 24 people, Papua 10 people, and others including foreign countries 220 people. Jakarta's more likely to use social media to fill in their curiosity about the hotel and tourism destination around, as much as 285 people knew the hotel's account on Instagram and Facebook, 118 knew the hotel's room promotion from Online Travel Agent (Traveloka, Agoda, and Booking.com), or in this research categorized as online. Surabaya guests mostly knew the hotel from online (Traveloka) as much as 24, social media (Instagram) as much as 20 people, and from the sales (corporate) as much as 70 people. Bandung guest were likely to know the hotel from Online Travel Agent, as much as 34 people and social media as much as 26 people.
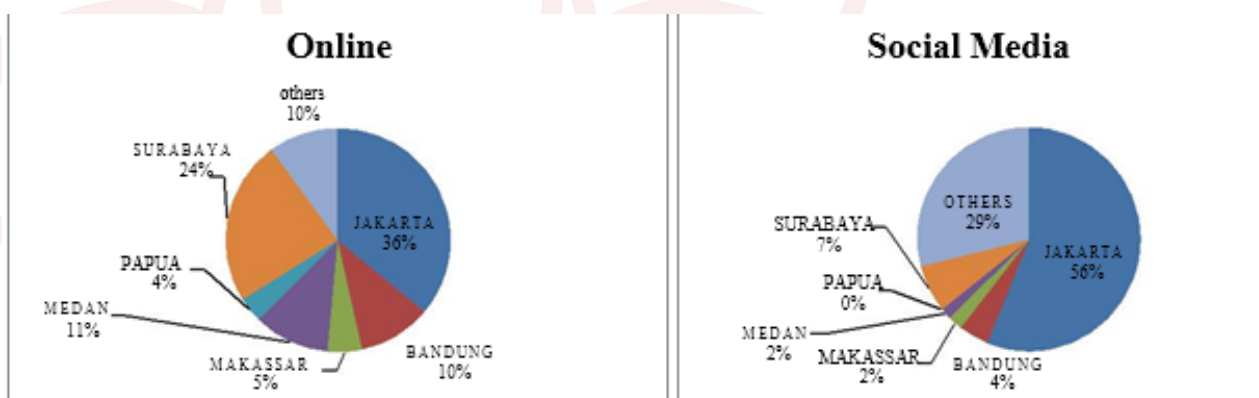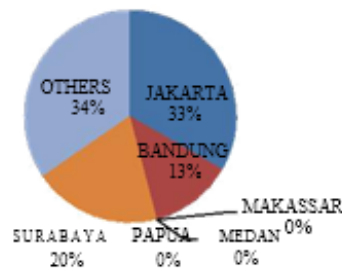
Figure 1.14: Guest's Hometown Chart

Anova: Two-Factor Without Replication

SUMMARY	Count	Sum	Average	Variance
JAKARTA	4	403	100,75	15579,58
BANDUNG	4	60	15	148,6667
Newspaper	2	0	0	0
Online	2	124	62	2312
Social Media	2	299	149,5	33024,5
Website	2	40	20	162

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Rows	14706,13	1	14706,13	2,121854	0,241249	10,12796
Columns	26392,38	3	8797,458	1,26933	0,424622	9,276628
Error	20792,38	3	6930,792			
Total	61890,88	7				

Figure 1.15: Guest's Source of Information Based on Hometown
(Analysis of Variance Two-Factor without Replication)

From the guest profiling, the guests' ages ranged from infant (under 2 years) to above 50. In this research, the infant, children, and teenagers are excluded. Total guest are 897 people, 4 (4) of them are consisted of infant and children below 12 years old, 6 of them are teenagers (12-19 years old), and 868 people from 20 years old to above 50 years old. They consisted of 277 people 20-30 years old, 308 people 31-40 years old, 239 people 41-50, and 44 people above 50 years old.
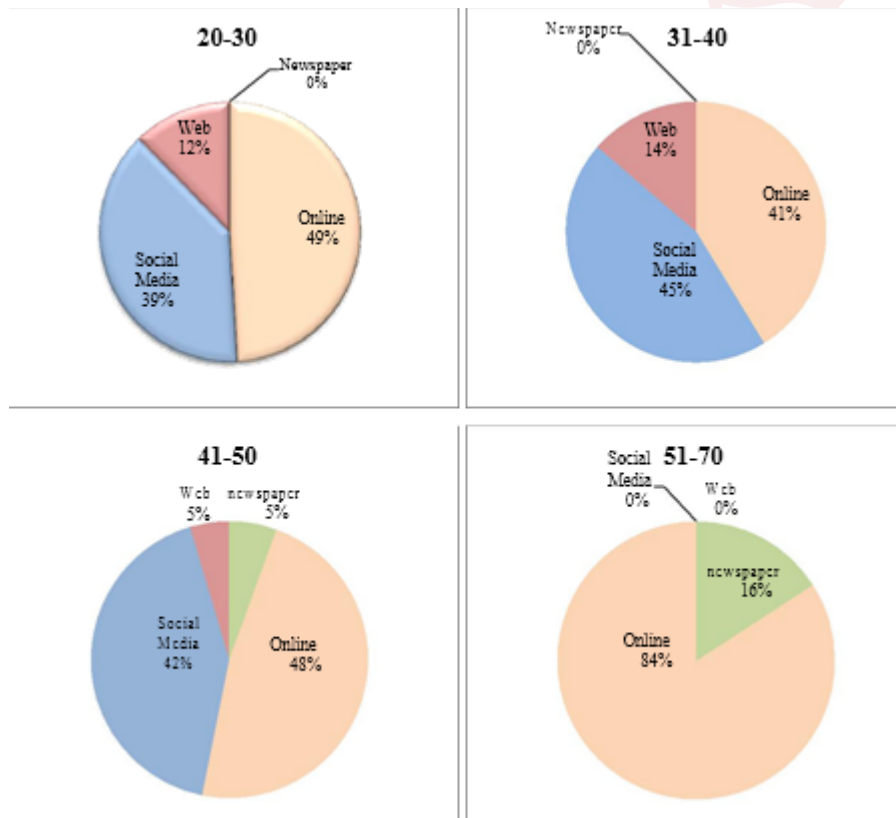
Figure 1.16: Guest's Age Chart

Anova: Two-Factor Without Replication

SUMMARY	Count	Sum	Average	Variance
20-30	4	277	69,25	3972,917
31-40	4	308	77	4499,333
41-50	4	239	59,75	3068,917
51-70	4	44	11	311,3333
Newspaper	4	20	5	39,33333
Online	4	414	103,5	2047
Social Media	4	347	86,75	3622,917
Website	4	87	21,75	382,9167

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Rows	10573,5	3	3524,5	4,117941	0,042846	3,862548
Columns	27854,5	3	9284,833	10,84818	0,002405	3,862548
Error	7703	9	855,8889			
Total	46131	15				

**Figure 1.17: Guest's Source of Information Based on Age
(Analysis of Variance Two-Factor without Replication)**

F. Discussion

Without any in-depth analysis, the guest's source of information can be predicted came from either social media, online, or website. This assumption came from the type of the guest, that mostly made the reservations from Online Travel Agent (247 people or 28, 45%). Based on the figure 1.1 (Chart type of Guest), The guests from OTA, gathered the information about the hotel from social media (49%), online (39%), website (12%). The Analysis of Variances (ANOVA) shows that the P-value is 0,559662 (>0,05) and F (0,427973)< Fcrit (10,12796). It indicates that the social media becomes the main promotion tool for the hotel. Social media allows participants to unite by generating personal information profiles and inviting friends and colleagues to have access to those profiles (Kaplan and Haenlein 2010, 63).

Nowadays, the pricing in Online Travel Agent as the marketplace for hotels has challenged the hotels in the same area offers the competitive pricing. The hotel has to set up the strategic yielding to gain productivity from the allotments in their OTA account(s). This provide more options and greater benefits for the users. Online Travel Agent also provides wider coverage for the hotels because it has digital marketing system that allows people to update their promotion and information about the OTA's talents or merchants (hotels) from e-mail campaigns, Instagram, Facebook, and other social media platforms, as "cookies". Cookies is a small piece of data sent from a website and stored on the user's PC while they browse some related contents (Vamosi, 2008).

So, once the users got information from OTA about the hotel, the users will likely got the same advertisements on their social media accounts, such as Instagram and Facebook. Social media platforms provides "a sophisticated integration of the various social, psychological and marketing influences on consumer choice into a coherent sequence of information processing" (Foxall, 1990: p.10).

This is especially true for companies striving to gain a competitive advantage.

This review examines current literature that focuses on a retailer's development and use of social media as an extension of their marketing strategy. This phenomenon has only developed within the last decade, thus social media research has largely focused on defining what it is through the explanation of new terminology and concepts that makeup its foundations, and exploring the impact of a company's integration of social media on consumer behavior. That explained how the OTA guests got the information about the hotels mostly from social media.

The walk-in guests (212 people or 24, 42%) usually made a random choice because they prefer an accommodation that deliberately close with their destinations. From the surveys, these walk-in guests made the decisions after they search the hotels in the same area. Once the hotels become the talents or merchants for an Online Travel Agent, the hotel will get high exposure in search engine. So, when people randomly browse in the search engine, the hotel's name will come up first in the result.

Besides the promotional medium, the material of the promotion also affect people decision to stay in the hotel. The most affecting points from the promotional material is the location of the hotel that established in Ring-1 or main area (figure 1.7). The hotel is located nearby the business districts, government offices, and tourism destinations. Based on figures 1.1 (Chart type of guest), the walk-in guest got the information about the hotel mostly from social media (67%) and online (27%). The wide range of consumers utilizing social networks

means that most target markets can be reached (Cha 2009). This provides an effective platform for retailers to promote their brand and products to potential consumers.

The promo package or promo rate from the guest was the other point of interest for the guests (33%). The other factor that influence their preferences is the review from previous guests (21%). Good reviews or testimonial from previous guests, their colleagues, or influencers like celebrities and public figures affect the guest's decision to choose the hotel as their accommodation. Based on the hotel's Instagram and Facebook accounts, there were some celebrities, member of parliaments, board of directors members in government, and the member of aristocrats that stayed in the hotels. But, the most affecting is the "ordinary people" that wrote their reviews and the reviews from hotel reviewers. The nature and culture of social media groups affect the ways members of such groups interpret and attach meaning to brands and products (Muñiz and Jensen Schau, 2007). Group norms represent the set of shared goals, beliefs, and values that the group members follow. Social identity refers to the values and beliefs that influence group related behavior (Zeng, Huang, and Dou 2009). Community members within a strong social group were more likely to have group intentions to accept advertising in online communities (Zeng, Huang, and Dou 2009).

In total, the guests got the information from social media, as many as 495 people (57%). Beside the social media, the guests also got the informations about the hotel from online website, online travel articles, or online magazine, as much as 266 people (30%). Some of the guests got information about promotion and the hotel directly from the website, as much as 87 people (10%). Just few guests got the information from newspaper; they read the advertorial articles and hotel profile, as much as 20 people (3%).

Social media is the environment in which social networking takes place and has altered the way in which consumers gather information and make buying decisions.

Consumers' Sentiment toward Marketing (CSM) is a factor consider by researchers to measure how well consumers will perceive social media marketing. CSM is defined as a concept which refers to the general feelings that consumers have for marketing and the marketplace (Lawson et al. 2001as cited by Mady 2011). An individual's perception of the overall marketplace plays a major role in whether or not they are motivated to partake in consumption activities (Mady 2011).

The promotion strategic applied by the hotel was the hotel used the hash-tag and repost, which is decribed as User-Generated Content. Based on figure 1.4, this affected as many as 204 people to know the hotel information from the hotels's Instagram Account when they search from hashtag and repost. As many as 63 people find the hotel's advertisements on their Instagram and Facebook's accounts ("cookies"). User generated content describes "the sum of all ways in which people make use of social media, usually applied to describe the various forms of media content that are publicly available and created by end users" (Kaplan and Haenlein 2010, 61).

The factors that influence people decision besides the external factors, is the internal factors such as age, gender, neighborhood, and occupation. Cultural backgrounds and traditions may factor into the formulation of a consumer's opinion and attitude towards a brand or product. Consumer Attitudes/Motives It is vital for retailers and marketers to be aware of the factors that affect consumer attitudes and motives because consumers are increasingly creating content

about brands, something previously controlled solely by companies (Heinonen 2011).

Based on figure 1. 16, people with age range 20-30 mostly used online and social media as their source of information. Cox (2010) investigated the correlation between age and attitude and found that social network user attitude toward online advertising formats (i.e. blogs, video, and brand channel or page) differed to some extent across age groups. Cox explains that users who fall in the 18-28 age brackets had strong positive attitudes towards blogs, video, and brand channel ad formats. This was because users' found these ad formats to be eye catching, informative, and amusing.

The guest with age ranged from 31-50 used social media and online also to get the information about the hotel. This is in line with Cox (2010), that the 35-54 age groups preferred ad formats on video and brand channels because they found them to be more eye catching, informative, and had better placement within the online 11 page layout. Overall, online advertising formats with positive attributes are welcomed by users; however, ads that are intrusive or interfere with online social networking activities, such as pop up, expandable, or floating formatted ads were disliked by network users (Cox, 2010).

G. Conclusions

1. New media (social media, online, and website) is a better promotional tools compared to conventional media.

2. The internal factors that affect or influence the consumers (guest) behavior in choosing hotels as their accommodations are their background (occupation, academic background, age, gender, social environment/ neighborhood)

3. The external factors that affect or influence the consumer (guest) behavior are promotional materials, promotion tools, and testimoni (comments/reviews) from previous guests.

H. The Limitation of Research

This research only took samples in one period of stay (May to June) which is low-season in hospitality industry, in term of preparing Holy (Ramadan) season. The typical of guest that stay in these months, are for leisure. Business trips seldomly hold in this season.

I. Suggestions

The research will result a deeper comprehension if it is conducted not only in one (1) period of stay, but 3 to 4 periods. This will allow the researchers to get more various samples, thus they can get more variance to be analyzed.

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Participatory Development Communication: between Achieving Government's Development Target and Encouraging Community's Participation (A Case Study in Renewable Energy Initiatives in Indonesia)

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INTRODUCTION

This paper focuses on the communication processes about renewable energy to encourage rural community participation towards renewable energy community in Indonesia. Renewable energy community is "a state-of-the- art community in which integrated, renewable energy technologies play the primary role in meeting the energy supply and demand needs of its residents, with the possibility of providing excess energy back to the grid or other communities" (Carlisle, N., Elling, J., & Penney, T., 2008). In Indonesia, renewable energy community is part of the main goal of Indonesian Government towards energy independence. While moving to renewable resources may be a policy objective, changing the attitudes and behaviour of people towards renewable energy community is a significant task. This paper, accordingly, aims to achieve these objectives : (1) explore the communication process conducted by local government to encourage community participation in the renewable energy initiatives, and (2) examine communication climate and communication satisfaction in the process towards renewable energy community.

Using a case study approach towards Dusun Kedungrong, which has adopted micro hydro power, in Kulon Progo Regency, Special Province of Yogyakarta, Indonesia, this paper proposes that strategic communication is a pre-requisite and an instrument of effective policy making and public participation in the area of sustainability issue, including in the transition process into renewable energy community.

LITERATURE

Strategic communication emphasizes the strategic application of communication and how an organization functions as a social actor to advance its mission (Hallahan 2007). Strategic communication is more than disseminating of information but an active process to accommodate stakeholders' perspectives (GTZ, 2006, UNICEF et.al., 2004). It ensures a two-way flow of communication and takes into account human factors such as sociology, psychology, culture, behavior, and politics, in a process to build consensus and partnerships regarding the development agenda (GTZ, 2006).

In the development agenda, this strategic communication is articulated into participatory development communication for an effective community organising process (Bessette, 2004). Participatory development communication is a communication process, which relies on dialogue for sharing information, perceptions and opinions among the various stakeholders, in order to empower those who are most vulnerable and marginalized (Tufte & Mefalopulos, 2009). Participatory development communication is not just the exchange of information and experiences, but also the exploration and generation of new knowledge aimed at addressing situations that need to be improved.

To enable this participatory approach, it is important to create supportive communication

climate. Adopting from organisational communication approach, the communication climate is a combined perceptions (or a macro evaluation) of communicative events, human behaviors, responses of employees to one another, expectations, interpersonal conflicts, and opportunities for growth in the organization (Ahsanul 2013). This includes six dimensions of communication, i.e. trust, supportiveness, listening in upward communication, openness in downward communication, participative decision making, and concern for high performance goals (Ashanul 2013). These communication dimensions will enhance the degrees of stakeholders participation in decision making (Ashanul 2013) as well as the success of international project development (Diallo & Thuiller 2005).

Interaction between individuals will create communication climate. Positive communication climate will lead to communication satisfaction. Communication satisfaction refers to an individual's satisfaction with various aspects of the communication occurring in the organization (Engin 2012, Pace & Faules 1993), including information related to a project, sufficient information, ability to recommend an improvement, efficiency of top down communication, media quality, the way of peers to comunicate, and the whole information about the project (Pace & Faules 1993). Communications satisfaction will lead to commitment towards organisational goals.

METHODOLOGY

This study is a qualitative study based on case study approach. The communication process in the development of micro hydro power (MHP) in Dusun Kedungrong, Kulon Progo Regency, Special Region of Yogyakarta, is chosen as the case study. Micro hydro power is part of Indonesian Government's plan to electrify remote rural area using renewable energy technology. This technology has a competitive price, can be implemented using indigenous technology, and is also suitable for rural Indonesia's geographical condition.

The appreciative inquiry approach is undertaken to explore the community engagement into the micro hydro project. This approach is chosen due to four reasons: (1) this approach emphasizes exploring new ideas, (2) this approach involves members of the community and emphasizes community engagement during the process, (3) each person has an equal opportunity to participate, and (4) this approach is considered a new approach in Indonesia, therefore, there is a potential for a better contribution towards approach in understanding community needs.

The research team observed the area and conducted preliminary interviews with the hamlet's leader and community members who are responsible for maintaining the MHP, as well as with local government representatives. Based on these observation and preliminary interviews, the research team identified actors and groups of community as the participants of the study. The participants of this study can be divided into two main groups: (1) local government actors, and (2) community members. The data was collected through interviews and and focus group discussions (FGD). The research team conducted 3 FGDs with male community groups and 3 FGDs with female community groups. There were 23 interviews conducted. This consisted of 3 interviews with central government representatives and 6 interviews with province and regency government representatives, who are responsible for renewable energy policy, 2 interviews with community leaders, 4 interviews with MHP community organisation representatives, and 8 community members who actively access to the MHP.

KEY FINDINGS AND DISCUSSION

This study found that communication process in the development of MHP in Dusun Kedungrong was characterised by a top down approach. Local government representatives have become the main actors and source of information. The community members mostly act as receivers of messages rather than part of active actors in developing communication process neither in the management of MHP.

The study found positive and negative communication climate within communities. Results from FGDs and interviews with community members show that there is trust and honesty among community members as well as between the community and local government representatives. There is also a very established collective decision making process in the community. In spite of this, the study found that there was negative communication climate with regards to relationship with local government. Community members perceived that there was a less openness in the MHP communication process from local government. They stated that there was no regular visit from local government representatives that allow them to ask questions or communicate their problems. They also claimed that communication from local government mainly focused on technical issues of MHP rather than how to encourage communities to maximise the use of MHP. This contributes to a negative communication climate, since it does not meet the community's communication needs.

This communication climate tends to lead to a negative communication satisfaction. Communities do not feel satisfied with information they received. There was insufficient information regarding MHP. Most of informations given were mainly about technical issues. Even though local government representatives try to use various channels, such as text message, phone call, meeting, or site visit, participants claimed that these channels are only used when they need to discuss MHP technical problems. Further, partcipants claimed that there is a lack of top down communication efficiency, since there is no regular visit that allows communities to ask for further information.

This negative communication climate, however, does not lead to direct rejection from communities to the MHP project or to the local goverment representatives. This might be due to community values and local wisdom. Village communities in Indonesia have strong community bond as well as values of togetherness, which leads to a sense of shared destiny, a locality, and a strong fraternity. Communities' social relations mainly aim to create a harmonious life, bringing inner peace and balance. This is manifested by the act of mutual help and living in harmony. Accordingly, even though communities feel do not fully satisfied with communication design developed by local government, communities will still maintain good relationships with local government representatives.

In addition, this study observed that the communication process conducted by local government still does not encourage community participation. Communities are still in the position of receivers rather than actors who should own the MHP. Communities communication channels, such as community groups meetings or mosques announcement channels, are mainly used to disseminate information rather than to encourage community participations into MHP project.

CONCLUSION AND RECOMMENDATION

Participatory development communication design should optimize the use of communication channels to allow a higher level of public involvement in communication system as well as to

empower community to be fully involved in the formulation of communication policies and plans. To encourage communities' participations, the communication design should not only focus on achieving the government's development target, but also need to consider local values and wisdom Local wisdom needs to be respected for being the foundation of community development in order to achieve self-reliance and independence.

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Event Marketing Communications Strategy Analysis Conducted by the Department of Event Promo PT. Radio Ardan Group in Attracting the Audience in the City of Bandung

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Mass media is a term that originates from an English word that is an abbreviation for mass media of communication or media of mass communication. Mass media is "communication by means of equipment or equipment that can reach as much masses as possible within a large area". "Mass communication can not be separated from the masses, because in mass communication, the delivery of the message is by using media" (McQuail 2005:3).

McQuail also stated that mass media is a source of power for control, management, and innovation tools in the society that can be utilized as a substitute of power or other resources. Mass media consists of several types; which includes print media such as newsletters, magazines, bulletins, and others. Non-print or electronic mass media consists of radio, television, Internet, film and others. An article from landasanteori.com which was accessed by the researcher on (Mei 8th 2016, 17.49 WIB), claims that electronic media (film, radio, and television) has its own history compared to printed media. As a product of the industrial revolution and technology, electronic media was born when the democratic environment in the United States of America was fully developed. Therefore, electronic media since the beginning has always had a democratic characteristic due to the masses within its reach being for a wide community and not only certain circles.

In the past, unlike printed media, electronic media demanded the audience to pay full attention towards it, as there would not be any repeated broadcasts. We could read about Plato now, and pass it on for ten years afterwards. Yet, one cannot enjoy a radio broadcast nor a television show in such a way; however audio and video technology has since changed considering that we are capable of recording and enjoying any show or broadcast as liked without being tied to certain times of when the show or broadcast is originally aired.

Within Indonesia, there are several printed media and broadcast media that consist of public broadcasting organizations (TVRI, Radio Republik Indonesia, Televisi dan Radio Publik di tingkat daera, and Stasiun Radio Siaran). Apart from this, in Indonesia one can also find subscribed Broadcasting Institutions, and also several other types of media organizations in commercials/advertising, Internet media, film media, telecommunications media, and online media. Along with this development, there has been an impact of growth within the media industry that is increasing along with the needs of the Indonesian society regarding information and telecommunication. Radio or to be exact, broadcasting radio, is a type of mass media which is a mean or channel of mass communication such as newspapers, magazines, or televisions (Asep Syamsul M.Romli, 2004:19).

The development of broadcasting radio within Indonesia has an interesting history to be looked upon, as to what the researcher obtained from the following source of http://a-research.upi.edu/operator/upload/s_pek_023565_chapter1.pdf (accessed on May 20th 2016, 18.14 WIB)

which explains that the growth of broadcasting radio in Indonesia is tightly connected to the history of the nations struggles. Broadcasting radio within Indonesia has been known since the era of colonization. The pioneers originated from the private sector, being from foreigners and the indigenous with different missions. Broadcasting by foreigners were mainly used for trade interests, meanwhile the Indonesians used it as a tool for their struggle and movements in maintaining a nationalistic spirit (www.radioprssni.com). The first radio in Indonesia was BRV (Bataviassche Radio Vereniging) that was established on June 16th 1925 in Waltevreden (Jl. Gajah Mada, Jakarta), followed by NIROM in which worked together with Dinas Pos and only had networks in major cities throughout Java. During the Japanese occupation until Indonesia's Independence and the ending of the old order/regime, broadcasted radio was only conducted by the government RRI (Radio Republik Indonesia) which was a radio channel formed by the government on September 11th 1945. Private radio channels only appeared again after the birth of the new order/regime around 1966. During this era, private broadcasted radio channels experienced a rapid growth. Originating from amateur radio stations, which were then developed into professional private radio stations. Currently, Indonesia has around 1000 privately driven a radio station that keeps increasing from year to year.

Radio itself is a fruit of technology where sound is transmitted in unison through radio waves in the air (Astuti, 2008:5). In the city of Bandung, there are also several privately conducted radio stations that are developing and have developed, making the competition among radio stations to increase. There is a total of 51 radio stations within the city of Bandung (www.bandungaktual.com, accessed on May 20th 2016, 17.55 WIB).

Within the radio industry, apart from the main business activity being to broadcast and gain as much audience as possible to obtain a high rating, radio channels also have a different business line in the off-air sector being the division of events that are conducted off-air that supports the radio channels existence. In one of the oldest radio stations in the city of Bandung being PT Radio Ardan Swaratama, the said division is named as the Department of Evens and Promotions where the department works on off-air events where events are ordered by clients and conducted by the mentioned department. Their main goal apart from maintaining and increasing the existence of the radio itself is to enter a line of business in which is profitable. On a global positioning basis, Radio Ardan itself is for young people aged 14 until 24 who are active in activities outside from their houses, belongs to a community, is dynamic, and has a high curiosity towards new trends. Based on this consideration, therefore the themes that are discussed both on-air and off-air often include activities and issues that are developing among young adults. (http:///www.ardanradio.com, accessed on May 20th 2016, 19.35 WIB).

Event Promo is a department within Radio Ardan that was formed since the year 2002. Matters conducted by Event Promo are making off-air activities and events that include branding Radio Ardan. The coverage of Event Promo is in Bandung and surrounding areas. Its scope is campuses', schools and hangout places. Before conducting an event, the Event Promo department does a pitching, intended to present their concept of the event itself and what the broad outline is. Pitching is done to interest a product to be willing to join and become an event sponsor, which therefore needs creative people such as designers and drafters to attract said products.

This study will be focusing on Finding out and Analyzing the Marketing Communication Strategy of Events that is used by the Department of Event Promo PT. Radio Ardan Group in attracting the society within the city of Bandung, and the outcome of this research is hoped

to give a large contribution especially to fellow event organizers and academics that have contributions in similar matters.

Results of this research that becomes the expected purpose of study is that we as a team of researchers will be able to know and analyze the results of the marketing communication strategy conducted by a Department within the radio industry in the city of Bandung which is Radio Ardan. How they organize marketing communication strategies for the continuous events held by the Event Promo unit. The researcher would like to see and analyze whether or not the marketing communication strategy applied has a connection to theoretical matters regarding marketing communication itself that refers to media strategy and messaging strategy as stated by Machfoedz (2012:28), or if the marketing communication strategy conducted by the Department of Event Promo in Radio Ardan has a special strategy without considering theoretical aspects, which eventually becomes something constructed and could lead to new findings.

The method of research used in this study is descriptive qualitative, where the results of the study is the results of an interview made into a transcript and later described by researchers in associating it with existing theories and phenomenon's that occur while this research is conducted. This is in line with the opinion of Bogdan and Taylor (1975) in Moleong (2002:3) that states "qualitative methodology" as a research procedure that produces descriptive data in the form of written or oral words of observable persons and behavior. In other words, this research is categorized as a qualitative research since it does not include calculations. Qualitative research needs to consider the qualitative methodology itself. Qualitative methodology is a procedure that produces descriptive data in the form of written or oral data in the language community (Djajasudarma, 2006: 11). After being qualitatively described, the results of this study will then be analyzed, it is afterwards constructed by researchers based on the ideas of the researchers themselves according to the paradigm applied within this study.

For the data collection technique, the research team will conduct a literature review and an in-depth interview towards the main informant who is the manager of the Event Promo Department in Radio Ardan Bandung. Apart from this, the researcher will also observe and interview supporting informants which is a member of the society in the city of Bandung who is a consumer of the events conducted by the Event Promo Department of Radio Ardan.

Grand theory used within the study:
Effective Marketing Communication Strategy:
There are two strategies in achieving the communication objectives used by marketing in marketing their products, namely message strategy and media strategy. Message strategy discusses the content of communication itself and the creative strategies. Content of communication itself is how consumers convey and respond to the given message. As for the messaging strategy itself, comes in the form of a required message. In media strategy, there are two media subjects that is used to convey the message to consumers. Firstly, the choice of media channels used to deliver the message. Secondly, the consumer gap in the form of time and place in order for the message to reach its maximum scope.
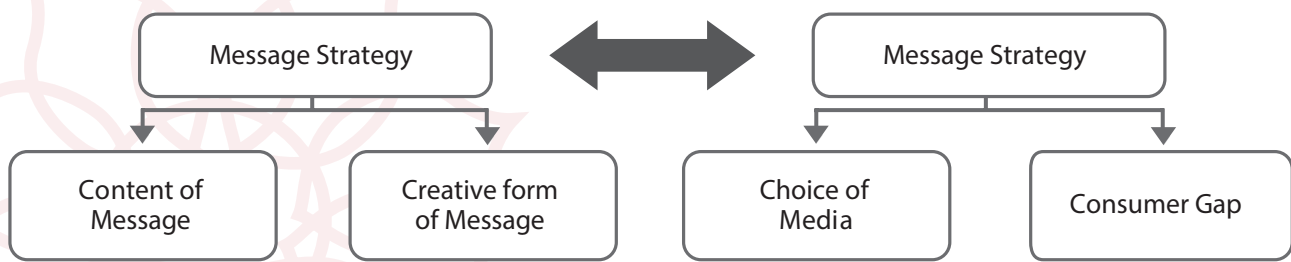
Figure 1: Strategic Component of Communication
Source: Machfoedz (2010:28)

Based on the figure above, there are two components of communication strategy, which is message strategy, and media strategy, as following is the explanation:

1. Message Strategy
Within a message, there is the content and the form of the message itself. Before designing the content and form of the message, a target market must be selected first. The target market is chosen first due to similarities in background characteristics regarding the behaviour in processing and consumption. Marketers need to be wise in desigining the marketing strategy according to the target market. Marketers need to convey the information regarding the product which is aimed to generate an appetitce within the consumers to make a purchase.

• Content of communication
In conveying a message, marketers need to have several aims and objects of communication. The media used also needs to be applicable. Each object indicates a particular consumer need according to the stage in the purchasing process, and for that reason, it is possible to use the information in the same way.

• Creative strategy
After identifying the target market and developing the aim of communication, the marketers must create elements according to the target market to understand the demand so the company can create a motivation for the target market can conceive and understand the marketing message. There are two types of messages that can be used to attract consumers, which are informational or rational, and emotional or transformational.

Infromational attractiveness is marketing effort to convey infromation about the product towards the consumers which is applied for a rational buying process. In advertisements on printed media to deliver information regarding a prodcut, publicity efforts using articles on printed media containing facts and figures and product explanations by sales people are presented in a matter to attract consumer rationally.

Emotional attractivess or transformational is the effort to affect the suggestions towards consumers who are willing to use the offered product. Suggestive television commercials and salespeople are effective in attracting consumers using emotional attractiveness according to the product offered.

2. Media Strategy
There are two types of media strategy which is the choice of media and consumer gap.
- Choice of media is the channel used to deliver the message and whether or not the media channels used fits to the target market.
- Consumer gap is where the time and place affects the message delivering as to reach its maximum scope potential.

Based on the research results obtained by the team of research by conducting an interview with the Manager of the Event Promo Department at PT. Ardan Group, the analyisis are as following: The Event Promo Department of PT. Ardan Group has conducted a marketing communication strategy in accordance with the direction of the research questions that we directed based on the marketing strategy communication theory proposed by Machfoedz (2010:28) in his book titled Komunikasi Pemasaran Modern. The Event Promo Department of PT. Ardan Group has conducted a marketing communication strategy by considering the message strategy consisting of content of communication and creative strategy also the media strategy which consists of choice of media and consumer gap.

In designing the message strategy within the Event Promo Department of PT. Ardan Group, there are several aspects that needs to be considered including who the targeted audience is, the type of language used, and even the articulation in delivering the message orally. Since the Event Promo Department of PT. Ardan Group is in charge of 3 (Three) radio stations with different segments, the Creative Team who is responsible in creating the content of information communication in a creative matter, needs to work hard in differentiation for the different segments which effects the target audience along with the language used according to the message being conveyed.

Apart from the considerations on the message strategy, the Event Promo Department of PT Ardan Group also needs to consider the media strategy which consists of the choice of media being used and the consumer gap which has been done. After deciding the message strategy, the department needs to decide upon the what media will be used to spread the designed message for the target audience of the events. Due to the three radio stations under PT. Ardan Group are radio's that have different segments, the media selection strategy needs to also be different. Ranging from the selection of social media used to disseminate their message strategy based on the respective radio that is related. The selection of the radio that delivers the message intended is according to the event's executors in order for the target market to be right on target. In addition, conventional media is also still used such as flyers with the adjustment in the message strategy that is given out to the target market. For example for the 1st segmented, we can also said Youth segmented Radio (Ardan Radio) whiches have ages characteristics in 10-14 years old, they have some strategies such as: type of musics (Top 40 music) and then for sounding an events doing roadshow to schools, For the 2nd segmented, we can also said Mature segmented Radio (B Radio) whiches have characteristics in 25 above, they have some strategies such as : type of musics, and the roadshow events that held office to office, message characteristics will be different depend on target audiences. The last segmented is Cakra Radio, is a radio with some music speciality and we called "dangdut music", characteristics of this segmented audiences are middle low segment, such as peoples who always come to traditional markets, so they have they own strategies to get their audiences such as play dangsut music to make a crowds, doing roadshow markets to markets and also messages characteristics also different to do in this segmented.

Doing some mesages strategies to apllied on promo contents (flyer, brocure, poster etc) creativity staff in event Promo Departement make all kinds of different types of contents depend on the event and target audiences, but clients still have power to re-check the draft until published to communities.

For the sub-variable of consumer gap, the manager of Event Promo Department in PT. Ardan Group claims that the consumer gap can be obtained from the marketing communication strategy by using digital media, because the target audience will more easily reach the information as it gives an effective effect he claims.

Based on the analysis done by the research team, it is obtained that the marketing communication strategy for events conducted by the Event Promo Department of PT. Ardan Group is in line with the theory of Machfoedz, starting from the planning of the message strategy and also media strategy. However, from previous studies, the reseracher did in 2007 at the Event Promo Department of PT. Ardan Group, the company did not hold responsibilty over three radio stations owned by Ardan Group where originally the department was only known as the Event Department of PT. Radio Ardan Swaratama. Apart from this, according to previous studies, the applied strategy was not digitally based and was still conventional; but now, along with the development of technology leading to a different target market, there has been a need to adjust the design of the marketing communication strategy of events according to the target market itself.

Social media activation is one of common strategies that used by this Department to support some Media Strategies, and they used Facebook more effectively because after they doing some research to all communities whiches had different characteristics and segment, average all communities have facebook and they active facebook user. There're so many kinds of social media, but Facebook are more common to all segment in this phenomena. So, Event Promo Department using Facebook to blast some promo content to 3 (three) kind from 3 (three) different segment and characteristics of Radio and then using the otherssocial media such as Instagram, Twitter, and Youtube for 1st Segment and 2 nd Segment (Ardan Radio and B Radio). They make some differents kind of Media Strategies it depends on their needs (social demographis characteristics).

This being the movement from conventional media marketing to digital media marketing, yet apart from this, the use of conventional media such as flyers is still used within the Marketing Communication Strategy of events bu the Event Promo Department of PT. Ardan Group Bandung.

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Inappropriate Use of Words 'Jihadist' and 'Islamist' in Western Media's Reports on Bombing Attacks

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A specific term in Islam's vocabulary, 'Jihad', has been increasingly popular among news readers, especially following an announcement from the US administration under President George W. Bush, Jr. in his speech after the September 9, 2011 incident calling on all the countries around the world to wage war against terrorism. Unfortunately, the popularity of the term, which has broader meanings as it literally means striving or struggling, especially with a praiseworthy objective, is inappropriately used in terms of text and contextual conditions since it has been perceived notoriously in a way to describe violent and criminal acts.

Considering huge impacts of news reports, people may expect a lot that mass media can also create news stories that spread values of peace, but do not cultivate seeds of hatred on a certain belief, or persons in society. Not only do the editors and journalists pay attention to the speed of writing, editing and publishing many stories but also consider possible social and even political impacts of their stories on the society.

However, since journalists and editors work based on their agenda setting that usually follow the owners' directives, they may find difficulties to escape from values that are constructed on news platform which determines their opinions and views on certain issues, and that makes them different from those of other mass media. Although the words 'Jihadist' and 'Islamist' do not frequently appear on their stories, those three most-accessed Western media websites use the two words to describe the terror persecutors.

Since such words have typically good meanings in Islam's vocabulary, mass media should not recklessly collocate them with those words that have negative meanings such as terrorist, radical and militant. It is argued that the use of such terms by the mainstream online news websites indicates that they tend to have specific intention to frame Islam and Muslims. The massive disseminations of news stories in terms of quantity and frequency coupled with the popularity of the mainstream media have made the mass media's news agenda successfully become public agenda that causes Islamophobia among people.

The study is expected to give a significant contribution to media industries as the focus of the study is aimed to give enlightening and right explanation on words, phrases or terms that will be used by media industries in the hope their reports will no longer hurt people, especially Muslims, and/or Muslim organizations as the mass media will hopefully understand the meaning of the terms, words, and phrases which will be used in their stories about any terror incidents, and will eventually give positive impacts to certain groups of people and/or organizations.

1. Background

Without proper understanding, the western media use the word 'Jihadist' or even 'Islamist' before the word 'terrorist' or before the phrase 'terrorist groups' that committed such violent acts as bombings, shootings, and criminal attacks in their (the western media's) reports. Such those aggravating words have been labeling Islam as a religion with a dangerous ideology and considering Muslims as frightening people.

Those words which are related to Islam have driven people's opinion that tend to blame Islam and its believers in general for every terrorist act. This has then deteriorated the image of Islam as a religion of peace, and brought about the so-called Islamophobia in which innocent Muslims who have absolutely nothing to do with terrorism have to bear risks of attacks which were actually perpetrated by villains who do not understand Islam.

1.2 Islam in mass media

Topics on how (Western) mass media portrait Islam and stereotype Muslims with terrorism and violence, and the impacts of such news in deconstructing social structure, including Islamophobia, have been discussed in many academic literatures and scientific reports (Tornberg and Tornberg, 2016). Most of the researchers use the September 9, 2011 incident as the time benchmark to analyze the resurgence of media's interest in covering Islam.

Saeed (2007) studies articles published by nine British newspaper containing the word 'Muslims' within 2000-2002. He found that the western media overwhelmingly associate Muslims/Islam with negative connotations in their reports. The researcher attempted to notice that with such coverage, the media construct ethnic minorities as the 'other' and that they are alien outsiders to the 'British way of life'. Saeed examined articles from western media that contain the word 'Muslim' and qualitatively analyzed those reports based on previous researches to highly prove and assert that media have distorted the images of Islam and Muslims in their reports, mainly after the 9/11 incident. The similar conclusion was also found by Yusof et al. (2013) in their investigation on media framing on Islam and terrorism of 109 articles from two international news magazines, namely, The Economist from the UK and TIME from the US which either directly or indirectly related their stories to Islam after the death of Osama Bin Laden until two months following the incident (the second week of May 2011 issue until the final week of June 2011 issue).

They found three negative common frames on Islam that: Islam caused violent, Muslims are terrorists, and leadership in Muslim countries is in catastrophe. Despite the killing of Osama Bin Laden, the authors concluded that biased news stories against Islam can still be found in media, and although only with very little coverage, they have caused a negative perception towards Islam as a whole. According to Powell (2011), major national print and Internet media sources, including The New York Times, Washington Post, USA Today, CNN, MSNBC, and FOX News have also framed Islam and Muslims in their reports on terrorism after the 9/11 incident. Powell suggested a model of media coverage on terrorist events showing that media give a label to the victims as heroes and personalized them, while the terrorists were labeled as Muslims and are directly linked to larger terrorist cells. The violence acts are connected to war on America by Islam and therefore, future threats from Islam are enhanced. When the terrorist are not Muslims and are the U.S. citizens, media will describe them as human and the reasons of the violence will be investigated. From the model, the author found that after 9/11 events, the media have been demonizing Muslims while glorifying Christians, as well as creating and sustaining fears of Islam and Muslims to support the U.S. attacks on Muslim-majority countries. Collocating the words

Islam/Muslims with connotative terms in media was also examined by Martin and Phelan (2002) in their research on the immediate representation of Islam on US-based television networks, namely, CNN, ABC, CBS, NBC, and Fox, as well as CNN's online messageboard by focusing on the noun phrases for 'Islamic' from September 11 to 16. Using the lexical analysis software Wordsmith, the cross-media comparisons are based on analysis of 4.18 million words corpus of the televisions' transcripts and 2,39 million words on CNN messageboard. They found that the noun phrase of 'Islamic fundamentalist(s)' is the most popular on TV transcript corpus with 51 frequencies, while 'Islamic terrorist(s)' mostly appear on CNN's online messageboard at 174 frequencies.

2. Concept: Agenda Setting Theory

One of the determining factors – if not the only one - that revealed the Watergate scandal to the US public was the role of the Washington Post by its two journalists Bob Woodward and Carl Bernstein. For months, the newspaper put the subject on its front page and successfully made the issue became the public's salient item. Journalism professors Maxwell McCombs and Donald Shaw considered the case of Watergate as a perfect example of how media function the agenda-setting and believed that mass media have the ability to transfer their news agendas to the public agenda.

The agenda-setting theory discusses current issues which become discourses in the public. The theory emphasizes that the press has power to influence or even create public opinions thanks to the media's agenda setting whose discussions prioritize current issues developing in the public. From the agenda setting, mass media can even frame certain interests to cover hidden agendas and/or misappropriations of certain individuals or groups.

The use of the words 'jihad/jihadist' and 'Islam/Islamist' in western media's news stories which are believed to have been discussed in their agenda settings which conclude dissemination of the stories to the readers who may then make opinions on Islam and Muslims. When the agenda setting frames their stories only on the words 'jihad/jihadists' and 'Islam/Islamist' with wrong connotations and the stories are repeatedly exposed, the readers will likely perceive the terms wrongly and they may show dislikes or hatreds against Islam. The stories could thus lead to discourses in the society and create public opinion on Islam, especially the words 'jihadist' and 'Islamist' which fit what media want to tell people and what they want people to think about and perhaps even what to do about it (Griffin, 2012).

3. Data collection

The study samples several news stories made by three online western mainstream media, namely, www.cnn.com, www.bloomberg.com, and www.reuters.com on three deadly bombing incidents taking place in western countries, which are the ones known as the Boston Marathon bombing in Boston, the U.S on April 15, 2013, the Paris Bombing on November 13, 2015, and the Manchester Concert bombing on May 22, 2017.

In order to see original editorial agenda that decided the use of terms by those western media, the news stories to be observed are those published within a range of 72 hours after the incidents occurred. The study is not aimed at accusing mass media of being the main cause of hatred against Islam and Muslims, but since they have the most accessible and limitless disseminations of such ideas in the global scope (Allen, 2001), most western people who are highly dependent only on mass media to get information, especially that on Islam and Muslims, will be easily influenced by what the media tell them, and eventually they may think, speak and act in accordance with the media's agenda. A research by Triandis (2013) stated that "people often believe that Islam is violent because of what they read in their newspapers".

The three bombing incidents observed in the study have drawn major attentions of world media. They are the bombings at Boston Marathon in the US on April 15, 2013, slaying three people; in Paris, France, on November 13, 2015, killing 137 people, and in Manchester, the UK, on May 22, 2017, claiming 22 lives. In order to see original editorial agenda that decided the use of phrases by those western media, the news stories to be observed are those published within a range of 48 hours after the incidents occurred as showed in Table 1 below.

Table 1: The *words* used by Western mainstream media in covering Islam in several bombing incidents.

Incident	Words		
	www.cnn.com	www.bloomberg.com	www.reuters.com
Boston Marathon bombing, the US	Not found	Published: April 19, 2013 "*What we do know is that the Tsarnaevs are Muslims*; that they've lived in the U.S. for more than 10 years; and that the younger brother, Dzhokhar, became a U.S. citizen last year." [1]	Not found
Paris bombing, France	Published: November 14, 2015 "The threat of ISIS is well-known, *with the jihadist group's* atrocities in Syria and Iraq being met with condemnation and airstrikes by a U.S.-led coalition that includes France." [2]	Published: November 15, 2015 "The attacks in Paris are a wake-up call. A wake-up call to the fact that what we're involved in now is a civilizational conflict with *radical Islam*," Rubio said in a statement. [3]	Published: November 14, 2015 News title: "France in shock after *Islamist attacks* kill 129." "It was the worst such attack in Europe since the Madrid train bombings of 2004, in which *Islamists* killed 191 people." [4]
			Published: November 15, 2015 "France had already been on high alert since *Islamist gunmen* stormed the satirical weekly Charlie Hebdo and a kosher supermarket in Paris in January, killing 17 people." [5]

| Manchester Concert bombing, the UK | Published: May 29, 2017

"She said MI5 is looking at 500 plots and has identified 23,000 *jihadist extremists,* of which 3,000 are on a 'top list.' She said MI5 is currently recruiting 1,900 new staff and its budget 'has gone up significantly. [6] | Published: May 24, 2017

"Libya descended into turmoil after the NATO-backed uprising that ousted Qaddafi in 2011, with myriad armed groups -- some of them *Islamist* -- and two administrations vying for influence." [7] | Published: May 24, 2017

"The Manchester bombing was the deadliest attack in Britain since July 2005, when four *British Muslim* suicide bombers killed 52 people in coordinated attacks on London's transport network." [8] |

[1]https://www.bloomberg.com/news/articles/2013-04-19/the-boston-bombers-and-the-decline-of-al-qaeda
[2]http://edition.cnn.com/2015/11/14/world/paris-attacks/index.html
[3]https://www.bloomberg.com/view/articles/2015-11-15/who-benefits-most-from-paris-attacks-assad
[4]http://www.reuters.com/article/us-france-shooting-idUSKCN0T22IU20151114
[5]http://www.reuters.com/article/us-france-shooting-idUSKCN0T22IU20151115
[6]http://edition.cnn.com/2017/05/29/europe/mi5-internal-inquiry-abedi/index.html
[7]https://www.bloomberg.com/news/articles/2017-07-02/trump-aide-says-cnn-tweet-wasn-t-threat-against-journalists
[8]http://www.reuters.com/article/us-britain-security-manchester-idUSKBN18K0K5

4. Discussion
4.1. Inappropriateness

The religion and ethnicity backgrounds of terror perpetrators nowadays attract more attentions of mass media to report terror attacks. In Powell's model of media coverage of terrorist events in the US (2011), the victims of terror attacks will be portrayed as heroes and personalized, if the perpetrators are identified as Muslims, and then linked them to larger terrorist cells. Furthermore, the crimes are connected to wars on America by Islam and claimed as a future threat from Islam. The hard news examples in Table 1 show that the Western media have set their agendas to frame Islam and Muslims as they immediately emphasize the religion background of the perpetrators as Muslims or Islamists, and make a phrase to name the incidents with those words on their hard news right after the bombings took place. The media have also built a negative image by saying 'radical Islam', meaning that such violent incidents are related to the original teaching of Islam which also leads to represent the crimes as a form of 'jihad' that is committed by 'jihadists'.

Considering the media's power to create public opinion while distributing ideologies (Gitlin, 1980; Hall, 1990 in Ahmed and Matthes, 2016), the media must have a high consideration of involving a certain faith into their reports relating to violence. Although there were a number of claims by certain groups responsible for those attacks and introduced themselves as a Muslims group or a jihadist group, these cannot be a basis for media to build a generic perception about Islam and Muslims or the noble deed of jihad when it comes to terrors because those who commit crimes are just people who have potentials to be bad and good persons. Quoting certain words from religious teachings like 'jihad or jihadist' as reference by media which then collocate those words with such criminal terms as terrorist or terrorism in their stories is a mistake as the words jihad or jihadist have a noble meaning in Islam.

Media may not a direct cause of Islamophobia, yet the negative stereotype about Islam and Muslims in media has fell apart the society into 'the self' vs 'the other' (Abbas, 2001), 'us' vs 'them' (Martin and Phelan, 2002), and 'the West' vs 'the rest' (Saeed, 2007). The social divergences have marginalized Muslims and jeopardized their lives as the number of hate crimes increases along with the growth of negative Islam/Muslim images in media. Ahmed and Matthes (2016) found in Ogan et al.'s (2013) study that Islamophobia significantly increased in the US which is increasingly associated with anti-Muslim media discourses. Powell (2011) revealed a poll in 2002 that 67 percent Muslim Americans said the media grew more biased against Muslims after the 9/11 attacks.

4.2. Understanding the terms

Most people especially in western countries learn about Islam from media (Ahmed and Matthes, 2016; Powell, 2011; Triandis, 2013) and are greatly influenced by them (Smith, 2013), which have been unfair to report about the religion, especially relating to terrorism. A comprehensive understanding about Islam is highly important for people to build a harmonious social life, and for media to return to its duty: serving the public with fair, unbiased, and balanced news report.

Islam is a monotheism religion which also covers a comprehensive system that regulates individual and collective lives, including the relationship between humans to the environment, in the world and also the life hereafter. The comprehensive teachings have changed the dark old Arabic cultures into a high-valued civilization as the enlightenment spreads across the world until present time. The success of Islam to maintain its teachings for centuries is due to the rationality of the concept of 'Rahmatan lil 'alamin', or literally means 'blessing for the whole universe' that is propagated through peaceful way and high consideration of jihad.

Jihad is a specific Islamic term that is mentioned in Al-Qur'an and hadeeths. Jihad has two meanings, namely, literally and Sharie[9]. Jihad in Arabic means a difficulty or exhaustion because of the optimal resistance against the enemy, while jihad according to the Sharie term has the meaning of an optimal effort to combat the disbelievers. The fuqaha[10] expressed it with a more detailed definition, that is an attempt by a Muslim to (physically) fight the infidels who refuse to embrace Islam after getting Islamic preaching (da'wah) as mentioned in Al-Baqarah verses 190-191, as translated as follows:

"Fight in the way of Allah those who fight you but do not transgress. Indeed. Allah does not like transgressors."
"And kill them wherever you overtake them and expel them from wherever they have expelled you, and fitnah is worse than killing. And do not fight them at al-Masjid al-Haram until they fight you there. But if they fight you, then kill them. Such is the recompense of the disbelievers."

As the verses contain commands, jihad for Muslims is an obligation. However, the command and the later meaning of jihad has a broad explanation as jihad can only be committed under definite circumstances including the command which must be from the Islamic leader who is so called Khalifah who rules the Islamic state of Khilafah Islamiyah under the Sharia Law. In addition, in conducting jihad, Muslims must pay attention to another package of rules, such as the one obliging the Mujahidin not to hurt women, elderly, children, religious leaders, and

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[9] Sharie meaning derives from deep extraction from reliable sources with Islamic learning methods.
[10] Fuqaha is an Islamic jurist, an expert in fiqh (practical Islamic laws), or Islamic jurisprudence and Islamic Law.

unarmed people. Likewise, jihad must not damage the environment including animals and plants as well as worship places. The Mujahidin must treat prisoners of war well and must not torture victims. All the rules on jihad are derived from the Islamic teachings which have been practiced by Prophet Muhammad (peace upon him) and after the prophet passed away, his followers continue practicing jihad in the true meaning according to Al Quran and hadeeths. As it is crystal clear that jihad needs great efforts and must concern humanity, thus Islam does not teach suicide bombings including other forms of self-killing which constitute a great sin.

4.3. Fair coverage

The power of wide open accessibility has made mass media an effective disseminator of messages including opinions and ideologies, and therefore, mass media become an influential instrument that could be used both for bad and good purposes (Shoemaker and Reese, 1996). In the introduction of Edward W. Said's book Covering Islam, which was translated into Indonesian, the publisher said Said concluded that media and experts indeed determine people's point of view about the world. In this context, Said proved that not only do languages describe but also define a political reality. Here we see the relation of Habermas'[11] epistemology above. That what western media and experts stated -- when talking about the Islamic world -- as the 'truth' not the truth in objective perspectives, without prejudice. What they said as 'the truth' was the truth of their own version, which was used unilaterally by certain interests based on their own feelings that Islam was a specter (Said, p. x).

Rather than referring the terrorism or terrorists to Islam, Islamist, Muslim, jihad, jihadist, or other Islam-related terms, alternatively media can identify such crimes and criminals with some backgrounds that are common in public, such as those on nationality, occupation, originality and family backgrounds. It is quite difficult to find fair news reports on terrorism which do not use Islamic terms collocated with word terrorism or terrorist. However, Al Jazeera when reporting about terrorist attacks, it did not use words that cornered Islam. For instance, the Qatar-based online media's reports on Boston bombing attack described the suspected perpetrator, Tamerlan Tsarnaev and Dzohkhar Tsarnaev as the brothers who emigrated to the United States a decade ago from Dagestan, a predominantly Muslim region in Russia's Caucasus. Furthermore, Al Jazeera wrote: "Tamerlan Tsarnaev travelled to Moscow in January 2012 and spent six months in Dagestan, a law enforcement source said. Neighbours in Makhachkala, the region's capital city, said he kept a low profile while visiting there last summer, helping his father renovate an apartment unit. That trip, combined with Russian interest in Tamerlan communicated to US authorities and an FBI interview of him in 2011, have raised questions whether danger signals were missed."[12] The report described the Tsarnaev brothers from their originality background and the last activities they did before the bombing incident. Similar reports on Manchester attack by BBC published on May 29, 2017 described the bomber, Salam Abedi, as a 22-year-old man born in Manchester to Libyan parents who at 16 fought against the Colonel Gaddafi regime with his father during the school holidays.[13] Referring the bombing suspects to their nationality, originality, or birth data and place do not reduce the substance of the news. Their religions, whether or not they are Muslims, should not be so excessively highlighted that people would think the incident occurred only because of the faith.

Meanwhile, on November 14, 2017, a day after the Paris attack, Usatoday published

[11] He currently ranks as one of the most influential philosophers in the world.
[12] http://www.aljazeera.com/news/americas/2013/04/2013422171313409856.html
[13] http://www.bbc.com/news/uk-40086352

a statement of the Secretary General of the Muslim Council of Britain, Shuja Shafi, saying that, "My thoughts and prayers for the families of those killed and injured and for the people of France, our neighbors. This attack is being claimed by the group calling themselves 'Islamic State'. There is nothing Islamic about such people and their actions are evil, and outside the boundaries set by our faith." The online media also quoted a professor of Islamic Studies at Oxford University in England and President of the European Muslim Network think tank, Tariq Ramadan, stating that absolute and immediate condemnation. They shouted, we are told, 'Allahu Akbar' (God [is] the greatest) to support and justify their inhuman actions. With this they told a lie and a truth. Their lie is related to Islam and its message as not even one of its teachings, ever, can justify their actions. These acts are the result of minds inhabited by the worst, or minds without minds, manipulated or manipulators." Such statements from Islamic leaders and experts on terrorism are significant to encounter negative news on Islam that create deteriorating image about the religion of peace among people.

As mass media influence and affect people's mind and acts, there are a number of rules that journalists should pay attentions to, including the one that are formulated by Bill Kovach and Tom Rosenstiel in the ten elements of journalism. Indeed, media companies have their own agenda according to the interests of the owners or the capitalists, yet it should not neglect its first loyalty to citizens, including Muslims, and its essence of verification to all reports they serve to public. Understanding about Islam and jihad have to be put at the first place before media framing them on news on terrorism, conversely it should be served in proportional narratives that the public will not have symptoms of Islamophobia in which people express and perpetuate feelings of fear, anxiety, hostility, rejection and dread of Islam and/or Muslims from mainstream political and social affairs (Abbas, 2001; Richardson, 2012; Runnymade trust, 1997 in Marranci, 2004)

5. Conclusion

With regards to the above question, mass media are expected to make their stories unbiased and use the principle of presumption of innocence. They should also abide by the ethic code of journalism in order to make their reports on providing true information, knowledge and understanding well perceived, especially in using sensitive words as 'jihad, jihadist and Islamist' by exercising the principle of covering both sides to find the right meaning of those words. As an effort to help contribute to creating peace among people of different faiths and ethnic groups, their reports are also expected to serve as a means to educate people about a way to see an incident thoroughly and prudently.

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The Effect of Social Media Content on Facebook and Instagram on Buying Decision among Online Customers of HijUp.com

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Introduction

As we know this time the technology development was supported by globalization and modernization. The usability and utilization of the technologies that are increasingly become the mainthing thing for human beings. Internet users in ASEAN currently has reached 3.773 billion per JANUARY 2017, if compared with the percentage of the community population is 50%. We Are Social said, on JANUARY 2017 internet users in indonesia has reached 132.7 million users. If compared to 262 million residents in Indonesia, internet users has reached 51% of the total populations. This is the prove that internet has become part of the life of society in Indonesia, any information can be found on the internet. Internet is also used by a variety of activity ranging from active users of social media as a channel of online interaction. People who access the internet via mobile phones is 91% and access through laptops or PCs is 21%. The use of mobile phones and internet users are high so social media get the impact and experience shifting function or revolution, which initially as media or platform for social interaction online now become media of promotion and existence of very wide economic market. Social media users in ASEAN according to We Are Social has reached 2,789 miliiar per JANUARY 2017, compared to the population in ASEAN is 37%. In Indonesia, an active user of social media has reached 106 million per JANUARY 2017. A variety of business sees many opportunities in the online media that can be used as a place to sell goods and services. Social media appears one of them is Facebook, Instagram, Twitter, YouTube and other social media

Social media is a channel to socialize with each other via online so that people can interact with each other without limited space and time. We Are Social explains if the use of social media facebook in ASEAN is take in first ranked while in Indonesia facebook was ranked 2nd. Instagram usage in ASEAN is occupy in eight ranked and in Indonesia instagram was ranked third. In addition to shifting the function of social media, they was began to emerge e-commerce as a meeting platform between sellers and buyers. According to Chaffey (I Putu, 2015, p.2) after being refined in 2007 e-commerce is defined as any form of organizational and stakeholder information exchange process based on electronic media connected to the internet network. Various economic activities in the real world undergo many changes in innovation so that economic activity that happens to the world of the internet. Hijup.com is Muslim fashion e-commerce were discovered in 2011 that aims to facilitate community especially Muslim women to follow the trend (Hijup.com). Hijup was start to establishing a specialized and segmented market at the time, because Hijup saw the majority of Indonesia's population as 85% Muslim (Fitria S and Aini N, 2016). Hijup utilizes social media such as instagram and facebook to perform marketing strategies for its products.

Hijup not only sells its products to Indonesian citizens only, but also sells its products to all over the world. It can be seen from the options of the prices is available for 5 options: rupiah, ringgit Malaysia, Brunei dollar, the US dollar and Singapore dollar (Hijup.com). The hijup founder sees the Muslim population in Indonesia reaching 194.72 million could be a good market. In addition to the number of Muslim population in Indonesia, from the side of internet users and social media users, Indonesia is superior compared to Brunei Darussalam, Singapore and Malaysia. Based on We Are Social internet users and social media in Brunei Darussalam only

reached 370 thousand per JANUARY 2017. Internet users and social media users in Malaysia has reached 22 million per JANUARY 2017. While in Singapore Internet users has reached 4.71 million and social media users is 4.40 million per JANUARY 2017. Based on what has been described in the background, the problem formulation that emerged in this research is there any influence of social media content facebook and instagram Hijup to buying decision on Hijup.com? This study aims to determine the effect of social media content facebook and instagram on buying decision Hijup.com, to know the direction and influence of social media content facebook Hijup who play a role in buying decision at Hijup.com, to know the direction and influence of social media content instagram Hijup that plays a role in buying decision at Hijup.com, to find out which factors are more influential on buying decisions at Hijup.com, whether the social media content facebook or instagram. The hypothesis in this study is social media content facebook and Instagram has no effect on buying decision Hijup, The absence of relation between facebook social media content to decision of buying Hijup, is there no relation between social media content instagram to decision of buying Hijup. Alternative hypothesis in the research is Social media content facebook and Instagram effect on purchasing decision Hijup.com, The relationship between facebook social media content to decision Hijup purchase, The relationship between social media content Instagram to purchase decision Hijup.com.

Keywords: E-commerce, social media, consumer decision buying.

Literature Review

The main theory used for this research is Elaboration Likelihood Model (ELM). Elaboration Likelihood Models based on the models of Richard Pettnol and John Cacioppo (in Kotler & Keller, 2016, p.245) that influence change and attitude formation. This theory is a form of persuasion that sees every individual becomes very rational when evaluating persuasion messages, messages received differently for each individual then the impact will also be different. In Elaboration Likelihood Model theory illustrates the two routes found in this model, namely the central route and peripheral routes. The central route is the change and the formation of attitudes that occur because of the many thoughts and arguments based on good rational considerations of the most important information and product services, individuals who perform this route have the ability to process good messages. Peripheral route is change and attitude formation includes little thought and consequence association with positive or negative guidance, individual in this route do not see aspect of message content but aspect outside of content or just look at attraction of context. In this study using the central route because the message of persuasion or content contained in social media facebook and Instagram Hijup can be assessed in detail by using the thoughts and arguments of consumers so that it can produce a positive attitude change that is the purchase decision on Hijup.com. Content on social media facebook and instagram is included in the path of social proof for customers.

The facebook app was founded by Mark Zuckerberg with some of his friends at Harvard University, Eduardo Saverin, Andrew MacCollum, Dustin Moskovitz, and Chris Hughes on February 4, 2004 (Tim Pusat Humas Kementrian Perdagangan RI, 2014, p.72). Content in the form of photos, videos, and links on facebook (Parsons, 2011), each month is uploaded as much as 30 million content maintenance. According to Neher (2014, p.75) Instagram is a social media that allows users to upload or share editable photos and videos to be more interesting with various filters through smartphones. Content or persuasion messages contained in instagram are photos, hastags, and titles (Atiko, Sudrajat, & Nasionalita, 2016). Miles (2014, p.23) instagram can help marketers because instagr am is designed to do 1 thing that is uploading photos, because it has real power then it allows the marketer to influence the market.

According to Schiffman and Kanuk (2007, p.485) decision buying is when consumers are required to choose two or more alternatives. Once the consumer has determined what they want, it will occur to the purchase process. In other words, decision buying are actions taken by consumers in buying a product. In this study only use decision buying, because this study focuses on changes in attitudes that occur by consumers when making a purchase. Researchers can find out whether Hijup followers have ever made a purchase through a distributed questionnaire. The process before the purchase decision has been passed by the consumers or followers in this research. The introduction of the problem is when the consumers or followers are aware of the need to dress syar'I but still fashionable by following or following the facebook account and instagram Hijup. Search information conducted by consumers or followers is by searching #myHIJUP through facebook or instagram, so that appear various kinds of testimonials and products owned by Hijup. Evaluate alternatives to consumers or followers when they have started liking or giving likes on facebook account or instagram.

Methodology

This research is using quantitative methodology with positivistic paradigm and explanatory of causality approach because it explains generalization of population samples that explain the influence and relationship between one variable with other variables. According to Hune, Locke, and Berkeley (Bungin, 2015, p.39) the paradigm is to emphasize the experience used as a source of knowledge that has the same relationship with views and philosophies known as positivism. This research, the population of facebook follower Hijup 278.154 and Instagram Hijup 553.292 on May 5, 2017, so that the researcher use sampling technique with simple random sampling 831.464 follower facebook and instagram Hijup done randomly. Researchers use simple random sampling because researchers want all respondents have the same opportunity. Samples taken are users who follow facebook and also instagram Hijup. Followers of facebook and Instagram summed up to get the exact sample amount. Respondents in this study as many as 100 people.

Findings

In this research has been tested the validity of the results of each statement is declared valid because the value of r (corrected Item-Total Correlation) positive and greater than 0.3. This study also tested the reliability, and the results of the statements are also realible because the value of cronbach's alpha is more than 0.6.

Dimensional Analysis Photos of Facebook Hijup

Dimension	Indicator	Statement	Frequency
Photo	Interesting Photo	Facebook Hijup upload a good quality photos	82
		Photos on facebook Hijup are impressed	79
	Photo Caption	Hijup write a unique caption in every photo	81
		Hijup have a typical caption in every picture	74
	Like Photo	You like every photo that Hijup upload on facebook	80
		Many people are like the photos that uploaded by facebook Hijup	82

In this dimension the indicator that has the highest value is an interesting photo and photo caption which the statements is facebook Hijup upload a good quality photo and many people are like the photos that uploaded by facebook Hijup has the highest value of 82, so that Hijup need to pay attention to the quality of each uploaded photos.

Dimensional Analysis Video of Facebook Hijup

Dimension	Indicator	Statement	Frequency
Video	Interesting Video	The videos featured in facebook Hijup quite interesting	82
		Videos on facebook Hijup uploaded are various and not boring	81
	Benefit Video	Videos on facebook Hijup are given useful for your daily life	84
		Hijup upload videos that allow you to dress in a muslimah way	**90**
	Caption Video	Interesting caption makes you want to watch the video	80
		The caption is corresponds with the content in the video	84

In this dimension the indicator that has the highest value is the benefits of video which the statement is Hijup upload videos that allow you to dress in a muslimah way has the largest percentage of 90%, so this needs to be considered. Videos that facilitate the consumer is a video that contains tutorials in using clothes with fashionable way and makeup in accordance with the shape of each consumer body.

Dimensional Analysis Link of Facebook Hijup

Dimensional Analysis Link of Facebook Hijup

Dimension	Indicator	Statement	Frequency
Link	Interesting Information	**The Information that contained on the link is informative for you**	**89**
		The content or information that contained on the link facebook Hijup is unique	80
	Benefit of Link	The links in facebook Hijup help you	87
		The information that is in the link in facebook Hijup is useful	83
	Importance of Link	Information on shared links is important	82
		Information that shared on links uptodate	81

In this dimension the indicator that has the highest value is interesting information which the statement is the information that contained on the link is informative for you have the highest percentage of 89%, so it is need to be considered. The information that is usually in

the intention in this research is articles that are distributed through facebook containing things related to women and Islam, such as one of the articles on how to bath properly according to Islam.

Dimensional Analysis Photo of Instagram Hijup

Dimension	Indicator	Statement	Frequency
Photo	Interesting Photo	**Instagram Hijup has a good quality photo**	**94**
		Photos of Instagram Hijup trendy and fashionable	92
	Photo Consistent	Instagram Hijup upload a good quality photos with consistently	90
		Instagram Hijup always upload a photos that make you interest	89
	Like Photo	You like the photos in Instagram Hijup	93
		Many people like the photos that are shared in Instagram Hijup	91
	Photo Comment	You also comments on photos shared in Instagram Hijup	71
		Many people give a good comments on Instagram Hijup photos	81

In this dimension the indicator that has the highest value is an interesting photo with the statement Instagram Hijup has a good quality photo because the percentage of the statement highest is 94%. Good photo quality owned by Hijup is the resolution of the uploaded photo has a professional standard.

Dimensional Analysis Hastag of Instagram Hijup

Dimension	Indicator	Statement	Frequency
Hastag	Interesting Hastag	You know #myHIJUP in every photo Instagram Hijup	86
		#myHIJUP has a unique meaning	85
	Identic Hastag	**#myHIJUP has become an identity for Hijup.com**	**91**
		#myHIJUP is a hallmark for Hijup.com	90

In this dimension the indicator that has the highest value is identic Hastag with the statement #myHIJUP has become the identity for Hijup.com has the highest percentage of 91%. Hastag #myHIJUP is already attached and the identity for e-commerce Hijup. Hijup always use #myHIJUP in every post uploaded.

Dimensional Analysis Caption of Instagram Hijup

Dimension	Indicator	Statement	Frequency
Caption	Interesting Caption	Title on the caption makes you want to buy the product on that photo	77
		The caption on Instagram Hijup is interesting	86
	Photo Information	The caption is contained an information that helps you know which products and prices are used	87
		The information on caption is complete and accordance with the photo	**94**

In this dimension the indicator that has the highest value is the photo information with the statement the information on caption is complete and accordance with the photo has the highest percentage of 94%. As one example of Hijup provide complete and appropriate information is "Faida Outer from HIJUP X MAJA INDONESIA Rp399.000, - available in size M, L & XL, Material used is Balotelli. For reservations please click bio link www.hijup.com/ig or contact our customer service via 021-7894001 / 80682226. Email customer@hijup.com and enjoy the convenience of shopping through HIJUP Official Line Account @hijup (using @) Happy shopping :)"

Dimensional Analysis of Decision Buying

Dimension	Indicator	Statement	Frequency
Decision Buying	Fulfillment	**Hijup.com helps you to meet the needs of Muslimah clothing in a modern way**	**95**
		Hijup give the information needs of Muslim fashion	94
		All your fashion needs can be found through Hijup.com	88
	Make a Purchase	You've bought Muslim clothes through Hijup.com	79
		You've bought shoes or accessories at Hijup.com	69
		Content in social media facebook and instagram Hijup makes you want to make a purchase	87

In this dimension the indicator that has the highest value is the fulfillment of needs with the statement Hijup.com help you in meeting the needs of Muslim clothing in modern way has the highest percentage of 95%. The products owned by Hijup is fashionable but still in syar'I way.

Distribution of the questionnaire in this study was stated normal because the value of skweness of social media content variable facebook is equal to -2.304, social media content instagram variable has skewness value of -2.570, and skewness value of variable y equal to -1.443. All skewness values of each variable close to 0, which means that the data analysis in this study

is distributed normally. The correlation in this study was stated positive and significant because the value of facebook social media content to the purchase decision of 0.714 and the correlation between the content of social media instagram to the purchase decision of 0.774. Based on the data in though by the researchers there are 61.1% contribution variable X1 social media content facebook and X2 social media content Instagram to Y is the purchase decision. The rest of 38.9% is influenced by other factors such as youtube social media content and endorsement. Based on t test results the social media content facebook has a lower influence value when compared with social media content intagram. Age instagram users in accordance with the target market Hijup 20-35 years, so this can be one factor for instagram has a higher value. Visible on average facebook statement has the highest score only 90 that statement Hijup display video that allows you in dressing muslimah, whereas if seen from the grin statement on instagram the highest value is 94 in the statement instagram Hijup has good photo quality and information written is complete and in accordance with the picture.

Tabel Anova

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	643.144	2	321.572	76.033	.000[b]
	Residual	410.246	97	4.229		
	Total	1053.390	99			

a. Dependent Variabel: Keputusan Pembelian
b. Predictors: (Constant), X1, X2

Sig value in this research is 0.000. Which means, the Sig value is smaller than 0.05 so Ho is rejected and Ha accepted. So the influence in the social media content facebook and social media content Instagram of the decision to purchase Hijup. In accordance with the theory used form of persuasion in the form of social media content facebook and social content instagram effect on changes or the formation of attitudes that become attitudes to make purchases.

Conclusions

The contribution of social media content of facebook content and social media content of instagram to explain variation of consumer purchase decision is 61,1%. Hypothesis test results stated that there is a positive influence between social media content facebook and social media content Instagram simultaneously to the decision of purchase Hijup. There is a positive direction of influence on facebook social media content (X1) on purchasing decisions (Y). The magnitude of the effect of value (X1) is 0.071 if the social media content facebook (X1) increases one unit then the purchase decision (Y) will also increase by 0.071 and significant influence. The highest-rated statement is Hijup showing videos that make it easy for you to dress in a muslimah, so if Hijup adds a variety of videos that help the consumer then the purchase decision will increase. There is a positive direction of influence on the content of instagram (X2) social media on purchasing decisions (Y). The magnitude of the effect of value (X2) is 0.228 if the content of social media instagram (X2) has increased one unit then the purchase decision (Y) will also increase by 0.228 and significant influence. Statement that has the highest value is Hijup instagram has good photo quality and written information is complete and in accordance with the photograph, so if Hijup provide product detail information on the photos that have good quality then the decision will increase. It can be seen that the social media content of facebook has a lower value than the content of social media instagram, so instagram Hijup has a value and influence greater or higher and significant.

Based on the results of research on social media content facebook and social media content instagram on purchasing decisions, it shows that the contribution of social media

content facebook and social media content instagram of 61.1%, while the rest of 38.9% explained by other factors. Not used in this study, therefore it is expected for students, especially students majoring in communication who want to do more research on social media, especially social media facebook and social media instagram, better to investigate other factors of facebook and instagram that is not included in This research such as endorsements, geotagging, editors, cameras and social networking on instagram or boost on facebook are often done by other online stores.

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Coming of Age in the Digital Era:
An Exploratory Trans-National Study into Australian and Singaporean PR Consultants' Attitude Towards Digital Communication

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Digital and social media tools are no longer new and have become standard components of the public relations toolkit. However, they have undoubtedly changed and shaped the practice of public relations (PR) over the past decade. Industry reports like the Cision-Canterbury Christ Church University Social Public Relations study (Pole & Miller, 2015) remain enthusiastic about the importance of and opportunities provided by social media for the public relations industry. Likewise, media reports have acknowledged that public relations as a discipline has fundamentally changed because of changes in the traditional media landscape and the rise of digital media tools (see, for example, Eppen (2017)).

The emergence of digital and social have been the subject of a plethora of scholarly studies (see e.g. Verčič, Verčič, & Sriramesh, (2015) and ; Wang, (2015) for comprehensive literature reviews). Online communication, and in particular social media, have provided oxygen to the occupation of public relations (Demetrious, 2011). However, despite calls by Macnamara in as early as 2010 for empirical data on how what was then labelled 'Web 2.0' and 'PR 2.0' have influenced or changed PR practice, the focus has remained almost exclusively on the quantitative tracking of usage and access to digital, social and mobile media as tools (in particular within the context of media relations). Scholarly literature in the field has historically relied on the assumption that social media and online communication provide benefits for the communication sector, commonly failing to critically examine online engagement and its shortcomings (Valentini, 2015). As Valentini & Kruckeberg (2012) emphasise, online communication primarily exist for the purpose of interactions and exchanges of opinions amongst individuals; hence the question should not be to what extent PR professionals embrace online tools, but what they perceive as their benefits and limitations, as well as to what degree commercially-driven communication should interfere with user generated content.

While some academic literature has examined the changes – and challenges - faced by the PR industry with the rise of digital communication, there are surprisingly few empirical studies that provide insights into the lived realities of practitioners adapting to new technologies and grappling with the changes. Notable exceptions include an exploration of the ethical implications of social media use (Toledano & Avidar, 2016) and 'early' studies in Singapore and Malaysia (K. Fitch, 2009; K. Fitch, 2009b).

This exploratory study examines public relations consultants' perceptions of and attitudes towards digital communication in both Singapore and Perth, Western Australia, more than five years after a preliminary study into the emergence of what was then referred to as 'new' media was conducted in Perth (see Wolf and Archer (2012)). This project answers the call by Macnamara (2010) for further research related to social media into "levels of interactivity, the issue of control, practitioner knowledge and skills, and ethics in social media use which are shown to be topical issues, but far from clear or resolved" (p.33). Furthermore, it responds to

the need for "cross-national studies of public relations ….to assess similarities and differences in public relations practice, further enhancing the body of knowledge" (Sriramesh, 2009, pp.920-921). Perth and Singapore have previously been the focus of critical investigations into the public relations industry (Kate Fitch, 2012; Kate Fitch & Desai, 2012), as they are conveniently located in the same time zone and only marginally further apart than Australia's East and West coast, but provide insight into two distinct nation cultures and professional contexts. Consultants have been chosen as key focus of this study, assuming that as they are providing expert advice to multiple clients, they need to be at the forefront of new developments and model best practice. Findings in the current study are based on a critical analysis of semi-structured interviews with current and past West-Australian based Registered Consultancy members of the Public Relations Institute of Australia (PRIA) and Singaporean practitioners. The full paper and presentation will provide insights into regional differences, as well as commonalities, and changed attitudes since the completion of the initial study.

Preliminary findings from the current, cross-national study indicate that the PR industry has experienced a shift from 'novel and new' to a more balanced attitude towards and strategic understanding of online communication tools. Appropriately so, the reference to new media has become dated, as the focus moves increasingly towards sophisticated usage and – arguably most importantly – critical analysis of online engagement and its contribution to organisational objectives. PR professionals' attitude towards online communication and digital tools has notably matured. Digital communication is no longer an 'add on'" or a responsibility that is (by default) allocated to the "'office junior'", but a crucial communication offering which is embedded across functions.

Participants in the original study downplayed their involvement and interest in the use of new technologies. Today, communicators feel no longer as overwhelmed, although the need for continuous upskilling has been identified as a key challenge – and ultimately risk – in particular for smaller operators. Digital communication tools have not changed the basics of professional communication, but they have extended the toolkit available to communicators and hence the pressure to "stay on top" (Zerfass & Schramm, 2014). As McCosker, Rid & Farrell (2016) highlight, communicators frequently struggle to negotiate and keep pace with changes to social media platforms, which appears to be amplified by a lack of appropriate, timely, high level training and professional development opportunities.

The use of online tools for intelligence gathering and ongoing monitoring was surprisingly limited in the initial study, but communicators are increasingly recognising the opportunities presented by new and emerging tools and platforms. However, evaluative tools and analytical skills are still evolving, with a remaining focus on basic tools such as click through rates. This reflects findings of similar studies, such as DiStaso, McCokindale & Wright's (2011) study in the United States.

The biggest change has arguably been an increased interest in opinion leaders, influencers, or what the Edelman Trust Barometer (Edelman, 2016) refers to as 'a person like yourself'. Professional communicators recognise the increased trust placed in peers – in particular in comparison to CEOs and corporate spokespeople. Meanwhile, payment to influencers and the ethical ramifications of disclosure versus non-disclosure of payment have arisen as a major concern, with attitudes somewhat differing between the two locations.

Despite not changing the basics of good communication, the digital communication environment has introduced a number of new – in particular ethical - challenges for communicators, which will be discussed in detail based on senior consultants and practitioners' first hand insights and observations from both Perth, Western Australia and Singapore.

Keywords: Social media, digital media, consultancy, public relations

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"Bridge Over Troubled Waters"
(Ethnic Tensions & Political Play Behind the Naming of a Bridge)

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Background of the issue: Myanmar's progress down the path of democracy and creating a united nation has experienced a number of challenges. One of these is in dealing with the upset created by the naming of a bridge in a minority ethnic area after a national hero who was from the majority ethnic group.

As Myanmar has many ethnic groups and the Bamar ethnic group has the largest population, the other ethnic groups are minorities. The naming of the bridge issue occurred in Mon State where ethnic Mon people live. The issue is leading to tension between the two ethnic groups because the lower house of parliament approved the naming of the bridge after General Aung San who is an ethnic Bamar hero and Aung San Suu Kyi's father. Although the Mon respect General Aung San, they want the bridge to have name that is related to Mon history. The bridge was opened in May this year with the name of General Aung San. Local communities were disappointed with the government and twice demonstrated against the naming of the bridge before the opening ceremony because the government ignored their wishes. They also sent a petition to the government to express their disagreement.

About the organization: When mentioning the Ministry of the President's Office, it is necessary to start with the background of the Myanmar Government as it is one of the main government ministries in Myanmar. The National League for Democracy (NLD) party won by a landslide in the 2015 election in Myanmar and they were transferred to power in April 2016. They have only been in office one year. Aung San Suu Kyi acts as State Counselor, Minister of the Ministry of the President's Office and Minister of Foreign Affairs. Although the NLD party won by a landslide, it does not wield absolute power. Three main ministries, the Ministry of Home Affairs, the Ministry of Defense and the Ministry of Border Affairs remain under the control of the Myanmar Military according to the Constitution of the Republic of the Union of Myanmar (2008, p-86). According to the official website of the Ministry of the President's Office, it deals with many issues including public service, the economy, energy, foreign policy, health, national security, immigration, rural and urban areas, maintaining peace, disasters, ASEAN activities, administration reform, border affairs and Rakhine State affairs.

Methodology: Monitoring the articles about the issue on both traditional and social media and analyzing those articles. Certain government spokespersons will be given media response training and a broader government audience will receive some crisis management training so that they will be better prepared for these sorts of crisis in the future. A SWOT analysis is used to make sound decisions. Uncertainty Reduction Theory and Two-way Symmetrical Model are also used for this project.

Findings: The issue is not good for the government especially the Ministry of the President's Office because the government's main target is to do national reconciliation. It cannot be denied that there are a lot of challenges for the government. The government's efforts to promote peace are ongoing including holding the 21st Century Panlong Peace Conference. However, conflicts between the Military and different armed groups, especially in border areas

have made this process difficult. People criticized that even though the government's aim is to create peace, the government did not appear to care about the Mon ethnic minority group's wishes. The government is also facing other issues like the Rohingya issue in Rakhine State, many conflicts in Shan State, Karen State and Kachin State between ethnic minorities and other groups. Although it is difficult to manage these ethnic conflicts, the government should handle issues like this with sensitivity to demonstrate that they care about all ethnic groups. "That NLD lawmakers and leaders cannot recognize how insulting and destructive this move is to their professed efforts for national reconciliation is reflective of what I have called Burman privilege." (Walton, 2017, March 29). It is essential that the public participates in the process of national reconciliation and peace. But if people do not trust, or misunderstand, the government, it will be more difficult to establish unity. The NLD party failed to win at the 1stApril 2017 by-election in Chaungzone Township because of the naming of the bridge issue (Mang, 2017, April 28). It demonstrated that local communities have less trust in the current NLD government.

Conclusion and Recommendation: The bridge issue is not only symbolic issue, it is also an ethnic group issue so the government should give attention to this issue. A project should be run from the Ministry of the President's Office to handle the naming of the bridge issue. The goal of the project is to develop relationships with local communities to improve their opinion of the government and reduce ethnic tensions.

Three Result Objectives are:
1. to enhance the government's management of the naming bridge issue by 50% by October,
2. to improve communication with the activists' leaders and local communities by 70% by the end of 2017 and
3. to improve media relations of the Ministry of President's Office by 50% by October.

These objectives will be measured by monitoring the committee's actions and parliamentarians' proposals, and analyzing the feedback from the public and media responses. To achieve these objectives a committee will be formed to support the President's Office Ministry to handle the naming of the bridge issue; the committee will meet with activists' leaders, conduct consultation meetings to meet with local communities and conduct individual surveys in each village to obtain local communities' views. Media conferences will be conducted in two townships and information on the Ministry's website and the committee's Facebook page will be continually updated. This project will take 4 months to 6 months and the estimated budget is 30 million Myanmar Kyat or about USD 22,000.

In conclusion, for developing relationships with local communities to improve their opinion of the government and reduce ethnic tensions, it is necessary to
- promote better communication between the government and the Mon ethnic group so that they can have more productive dialogue,
- encourage both groups to better understand and then trust each other,
- recommend solutions to de-escalate tensions between the two groups,
- improve the government's image with other minority ethnic groups who are monitoring the ongoing bridge issue, and
- better prepare the government to deal with similar crises in the future.

Keywords: ethnic groups tensions, naming of the bridge, communication

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Biographical Details:

Htike Chit Su was born in Mogok, which is a small town in Myanmar in 1986. She achieved my bachelor degree in English in 2005 then moved to Yangon which is the second capital city of Myanmar in 2008. Her working experiences are freelance English teacher for several years, the Administrative Assistant at Cetana Myanmar Advisory Board (Cetana Foundation) & Cetana English Proficiency Centre from 2010 to 2013, Project Office Manager at GMS EWEC Eindu to Kawkareik Road Improvement Project (2013- 2014), SMEC International, Social and Stakeholder Officer at Mong Ton Hydropower Project (Social and Environmental Impact Assessment) (2014-2015) and Naopha Hydropower Project (Social and Environmental Impact Assessment) (2015-2016).

Now, She is a post-graduate student of Corporate Communication in London School of Public Relations, Jakarta. She has experienced in remote field operations for consultations and stakeholder engagements through Myanmar. She got government relations experience at the national down to the township level. She is also interested in volunteering in community- based activities. She used to volunteer at Teaching English Program at Light House (Media) and Summer School at a church from grass-root community in rural area of Yangon.

Her other interests are reading, listening to music, playing guitar and singing songs.

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Social News Site : People's Interest and Content Spreading

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Since the development of the digital era, mass media has not only been a medium for information but also an interaction. As the development progresses, the community can be actively involved in responding to an issue. New Media allows people to control issues as simple as typing in their gadgets. With this New Media, communication between sender and receiver can result into a two-way communication. In addition to the online news portal, the presence of blogs in this digital era is considered as a replacement to the position of newspaper because of its more segmented content comparing to conventional newspapers. It can be seen that many blogs are grouped into smaller segments which are very specific depending on the desire of the netter (Prisgunanto, 2014, p.37).

The number of segmented blogs is also glimpsed as a potential by some media entrepreneurs up to the presence of the so-called 'Social News Site'. Social news sites are similar to blogs although managed by an agency (not an individual) with more features than the blog itself. In contrast to the online news portal, social news sites tend to provide light news (soft news) such as leisure, technology, music, movies, celebrities, hobbies, and tips. In addition, it also relies more on contributors to fill the news column, the news also tends to be soft news and interesting to viral news spread. Social News Site allows its readers to play a role as contributors in writing whatever is concerned with their interests.

This research discusses 'Social News Site : People's Interest and Content Spreading'. The background of this research is the presence of Social News Site in Indonesia. The content could be viral as long as it is being shared. In other words, Social News Site defined as a site that attracts readers to comment and make it viral on social media (Rizal, 2015). Social News Site combines online news portal with social media having the netter as the end user who specifies the agenda .There are several There are several social news site in Indonesia such as Hipwee, Malesbanget. com, IDNTimes, Trivia and Brilio.net.

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| Website	Alexa Rank[1]	Similar Web Rank[2]	Comscore Total Unique Visitor (000's) [3]
Brilio	21	108	602
IDN Times	38	149	579
Hipwee	234	262	355
Malesbanget	1244	690	123

As of February 2017 Brilio.net was ranked 21 in Alexa.com less than two years since it started operation.

1. As of Feb 9th 2017
2. As of Nov 2016
3. Source: Euromonitor

Competitive Rank of Social News Site in Indonesia. Source : Brilio.net Media Kit

People will read the information if they are interested or if it is useful for them. According to Abugaza (2013, p. 155), the new media has a number of important features that distinguish it from the old media. First, there is great variation in the content, both in terms of variety (number of topics) and depth (amount of information on the topic). The old media has limited content, because there is consideration between space and time. Furthermore, new media provides users with greater control over what information they receive. In the broadcast model, the media determines what information will be transmitted, and people have few alternative sources of information. In new media models, people have more ability to pick their own resources and dig deeper if they feel the need.

The content processing in Social News Site consists of steps as; first, the contributor (citizen journalist) submits the article on Social News Site and then the article is reviewed by an editor. After that, the article will be published on Social News Site. The end user (viewer) could share the article through their social media, add comments, and also publish their article. The end user could make the news viral based on how much it is being shared. 'Uses and gratification' is completely determined by end user. This is different from the conventional media that sets the agenda, social news site which will display the most popular news and favored by readers, regardless of whether the news is important to know or not. The most popular news counted by the most viewed, so the more it is being shared, the more it is will be viewed.
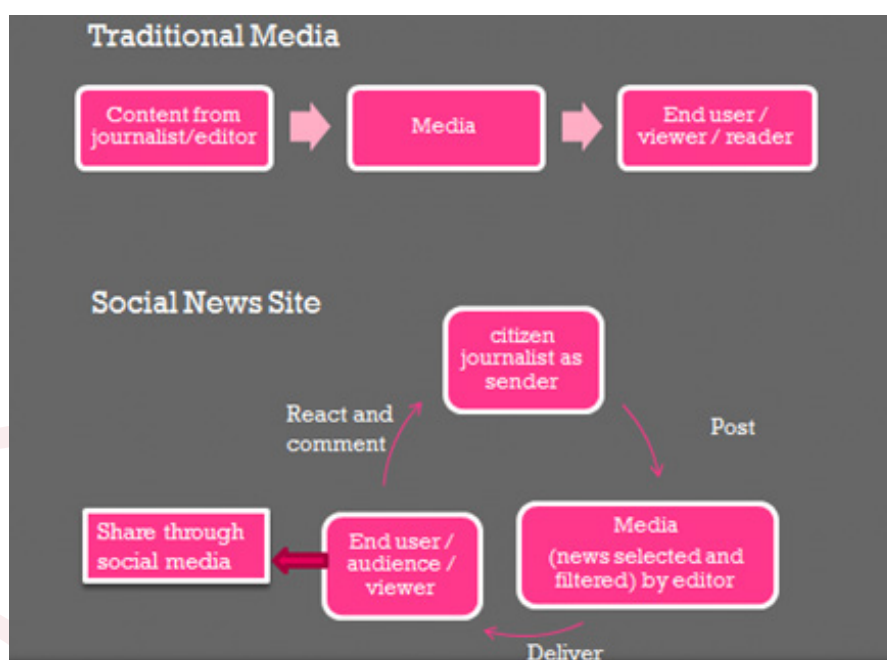
Source : Processed Data of Researcher

This research aims to find out the people's interest of content on Social News Site and its spread. There are several factors that build the people's interest in consuming information. The contributors write with a content based on their interests. On the other hand, they also think about the viral potential of the content. In other words, contributors should also think about what others like in order to get the content spread as viral news.

This research also shows about the diversity of content in social news site. Social News Site become more engaging when it provides many kind of feature such as popular news, fashion, film, community, video, funny stories, public figure, romance, and Do It Yourself (DIY). Unlike conventional media that has the characteristic to set the certain agenda settings, the independence of social news site makes people's interest towards something become more

recognizable. Social News Site becomes a new public sphere that allows people to set the agenda on their own, let the other people acknowledge it, persuade them to share, give like, and comment. When questioning the public sphere in relation to the internet media, it can be equated with the use of mass media by humans. In research of the effects of mass media (Prisgunanto, 2014, p. 86) it is mentioned that there are 3 stages in absorbing information through mass media known as social learning process. First stage is Attention, which meant that the mass media keeps viewers interested in the content of the mass media or makes it unworthy to be considered. Second stage is retention, which meant that people always limit what they should process. Third stage is Motivation, which means that the underlying motivation of people to act in their daily life.

This research uses descriptive qualitative research method with data collection technique through interviews, online observation and literature study. According to Bungin (2007, p. 68), social research with qualitative descriptive format aims to summarize the various conditions, various situations, or various phenomena of social reality that exist in the community into an object of research, and attempt to draw the social reality to the surface as a characteristic, nature, model, sign or picture of a particular condition, situation, or phenomenon. The study conducted in Brilio.net, one of Social News Site in Indonesia that incubated by Kapanlagi Network. Brilio.net, is ranked first as a Social News Site in Indonesia, followed by IDN Times, Hipwee and Malesbanget (Data from Alexa, by February 2017).

This study focuses to analyze people's interest and content spreading. The researcher uses AISAS (Sugiyama & Andree, 2010) model to analyze this problem. AISAS stands to Attention, Interest, Search, Action, and Share. AISAS model is usually used in digital marketing to analyze the effectiveness of content shared.

Contributor as Sender

Based on an interview with Dimas Ragil Mumpuni, the contributor (citizen journalist) of WeWereHere.com, he mentioned, " I choose the theme based on my knowledge and interest. I love to write about economy, finance, technology, and travelling. First I consider about my skill and knowledge, after that I consider on what is interesting for me. I guess the combination between knowledge and interest could give 2 sides of satisfaction, both from the writer and the reader."

It can be analyzed that the contributor can write various category of content. The contributor will consider about his expertise before starting to write without forfeiting the reader's need. The contributor is aware about 'uses and gratification' theory. The audience is considered an active and purpose-directed audience. Audiences have a significant responsibility in choosing the media to meet their own needs (Littlejohn & Foss, 2012, p. 426).

Novita Maria, a blogger and content writer of Kompasiana.com, said, "I choose beauty and parenting category, but there is still a possibility in writing based on the current issue. For example, my article on Astra Group which can be categorized as economic article reached 22.577 readers."

Based on this interview, it can be analyzed that the contributor has the possibility to write based on the current issue, whether by interest or not. Novita Maria is a beauty and parenting blogger and she did not expect that her economic article reached large amount of readers. Therefore it can be seen that the contributor does not have the power to control what

the people read, share, and comment to the article. The contributor also cannot set a target number of reader.

As a motivation Dimas said, "In writing, we share knowledge, so I hope my article could be useful to add an insight to the readers. Furthermore it can also influence them to act."

Based on this interview, it can be related to what Sugiyama & Andree 2010 explained on the AISAS model. The contributors have the AISAS strategy to influence people as seen in the table below

Attention	The contributors could start to set the theme and title of content. The contributor gets the reader's attention through various category of content.
Interest	The contributors set the similarity between their interest and reader's interest. This allows the contributors get more followers from readers. The reader who is interested to the issue of the article will finish their reading.
Search	The article could influence the reader to search more. Moreover, the reader will find any article that is related to the previous article.
Action	The contributors expect that the reader who has similar perception with them will do a certain action based on what he/she read.
Share	The contributors expect that the reader who has read the article or act accordingly will share it to social media.

Source : Processed Data of Researcher

Editor as Gatekeeper
Marta Marselina as the editor of Moeslema.com said, "There are few requirement that the contributor should fulfill in producing an article such as : the article must be suitable to the categories available, it must be informative, and it is free from ethnic, religious, racial, and intergroup elements (SARA). For Moeslema.com that concern to halal fashion and beauty, there are some characteristic that should be fulfilled. The article should be written in some points, passes spelling and grammar check, the article written in more than 300 words."

From the interview, it can be seen that the editor acts as a gatekeeper. Any person now had the ability to circumvent the traditional gatekeeper, shape the flow of news, and influence public discourse (Poor in Messner & Garrison, 2009, p. 392). Messner and Garrison (2009, p. 391) said that the editors did not view the selection process itself as their most important task, but the protection of news quality.

From the interview, it can be seen the difference between traditional media editor and the social news site editor. The traditional media editors could set the agenda for their media for next week's / next month's issue. In contrast to the traditional media editors, social news site editor can only select the information based on the company regulation of the contributor. The social news site editor cannot interfere the substantial content. Mc. Combs in Messner & Garrison (2009, p. 394) said that the importance of research on the agenda-setting role of internet formats as follows: "Blogs are a part of the journalism landscape, but who sets whose agenda under what circumstances remains an open question. Intermedia agenda setting at both first and second levels is likely to remain high on the journalism research agenda for a very long time".

The social news site editor only can set the article for marketing and promotional needs. "We provide the sponsored content for client who wants to promote their product." said Marta. Based on this interview, the editor only can provide article for client but cannot change the overall agenda based on sponsored content. Readers will feel bored with the same product information continuously. In addition, this may result in the reader assessing the media is not objective in reviewing a matter. This can reduce the number of readers.

Some scholars in Messner & Garrison (2009, p. 397) mentioned that the future development of mass communication theory inevitably must include uses and gratifications dimension as it "has always provided a cutting-edge theoretical approach in the initial stages of each new mass communication medium: newspaper, radio and television, and now the internet." Nevertheless, the researcher added that the traditional uses and gratifications approach must incorporate the concepts of interactivity and hypertextuality as well as demassification and asynchroneity to account for a greater media selection menu and the breakdown of a set time scheme under which news was delivered in the past which gives the audience greater ability to choose its media usage (Messner & Garrison, 2009, p. 397).

The Content
As the social news site, Brilio.net provides various categories of content, such as Celebrity, LOL, WOW, Fail, and News. It is intended to meet all the needs of the reader. Brilio.net is also connected to some communities. According to Lindlof in Littlejohn & Foss (2012, p. 421), he highlighted 3 genres of interpretive communities such as content, interpretation, and social action. In 'content group', it is insufficient if the community has a common interest in one type of media content; the group must also have the same meaning for the content. In 'interpretation group' members of a community interpret the contents of programs and other media in the same way. The effect on their behavior, especially what they say about the media and the language used to explain is the same. Finally, 'social action group' is a set of shared behaviors of the media concerned, including not only how media content is consumed, but also the ways in which they influence the behavior of members of the community.

Category	% of Total Views	Avg. Views Per Content
Celebrity	26.3%	60,664
LOL	20.5%	69,246
Wow!	10.7%	31,139
Fail!	9.8%	50,319
News	7.2%	28,355
Total Other	25.4%	NA
Total	**100.0%**	**NA**

Source : Brilio.net

In his interview, Joe Wadakethakal as the CEO and Co-founder of Brilio.net said, "Changes in content production control from media companies to users have made it more difficult to predict what content will be popular among readers. To put it simply, when you have an audience or reader focused on a limited set of channels, it is a pretty safe bet that one of those channels will become popular. Today, we effectively have an unlimited number of channels, and the next thing may come from an established media company or from a woman in Texas sitting in a car park outside Kohl's Department Store."

Based on Fish in Littlejohn & Foss (2012, p. 196) on reader-response theory, this is not "What does a script mean?" but "What does a script do?" Fish taught that the reader is a member of the interpretive community - a group that interacts with each other, shapes reality and general meaning, and uses it in their reading.

According to Littlejohn & Foss (2012, p. 201), even if the message actually has certain structural features, you cannot separate messages from the communication of the sender and receiver. The structural features of the message certainly reflect the rules of interpretation, but these rules arise from social interactions in groups or societies as well as a part of the cognitive resources possessed by everyone.

The End User Habits to Spread Content
Brilio.net released the info graphic about 'Indonesian Millennial Social Media Habits' that involve 729 respondents on July 21, 2017. According to the research, 31% of respondents spent 1-2 hours on social media and 66% spent their spare time on social media. In frequency of posting, 77% of them do not always posts every week and 13% of them posts 1-3 times a week. For news sources, 89% of millennials get their news online. For content-sharing behavior, 43% share the content based on their hobbies and interest and 25% share the content which they believe will be useful for others.

Source : Brilio.net Info Graphic

Based on news sources, it can be seen that 89% got their news online, and 76% from it, got the news from news portal (including social news site).

Distribution Platform Type	% of Total Views
Social	23.5%
Chat	20.9%
News Aggregators	34.4%
On-Site	21.2%
Total	**100.0%**

Source : Brilio.net

Joe Wadakethakal as the CEO and Co-founder of Brilio.net in his interview said that "In Brilio, we believe that the most important thing to maximize the popularity of your content is distributed through various platforms." As social news site, Brilio.net distributes the content through 3 platform as social media (such as Facebook, Instagram, and Twitter), chat application (LINE Today), and news aggregator (such as UC News, Babe, Kurio).

According to posting frequency and content-sharing behavior, it can be analyzed that more people are using their social media to get content (acting as a receiver) rather than producing content (acting as sender). In Indonesia, social media replaces the conventional mass media. In the other words, social media provides the **'social learning process'** effect. People will pay **attention** based on their interest. After that, they will limit what information they want to process (**retention**). According to the diversity of content in social news site, people can choose what kind of information they will consume. After that, people will act based on what they follow on social media, what they read on social news site / online news portal, in addition based on shares and comments on issues of their friends on social media. It is called **motivation,** which means that the underlying motivation of people to act in their daily life.

Tasha Heydifa, 18 years old millennial that usually read the 'Life and Showbiz' content of social news site through LINE Today (chat application) said, "I will read the information that I like. If it contradicts information from my beliefs and my experience, I will ignore it."

In this situation, Tasha as a reader limits the information that she will receive. Based on Baran & Davis (2009, p. 185), there are 3 forms of selection: exposure, retention, and perception. Selective exposure is a person's tendency to expose himself or to consume media messages in accordance with his interests and attitudes as well as the same tendency to avoid messages that can lead to dissonance. Selective retention is the process when one tends to remember the best and longest of messages consistent with the interests and attitudes that he has had before. Selective perception is the mental or psychological change of a message so that its meaning is linear to one's beliefs and attitudes.

Tissy Bunga Ananda, 23 years old a reader of 'Life and Showbiz' content said that if there is an information which contradicts to my beliefs, I will search another article/review to confirm its legitimacy. Based on this interview, it can be seen that 'search' in AISAS have a role before the reader decides an 'action'. Many sources of information provide readers with many references in determining his/her actions.

So, in conclusion, the reader limits himself to receiving information based on what he believes, but the reader can also obtain other information about the truth of information. Ultimately, this does not guarantee what the reader will interpret and what he will do.

Keywords : social news site, people's interest, content, viral

Biographical Details:

Rizka Vardya was born in Banda Aceh on November 21, 1991, and is currently a student at the London School of Public Relations Postgraduate Program. She has graduated from LSPR, SMA Negeri 63 Jakarta and SMP Negeri 1 Palu. During her life, Rizka often moved from one city to another such as Aceh, Medan, Padang, Pekanbaru, Palu, and Jakarta. This makes Rizka familiar with the culture of each region in Indonesia. During her college years, Rizka was active in the Islamic spiritual organization LSPR FOMS (Muslim Student Federation) which she founded with 5 other students. After graduation, Rizka worked at PT Republika Media Mandiri as an account executive for 3 years. Rizka has also been a part of marketing communication at CV An Nur and Metroworld Indonesia. Now, Rizka works as a media relations at PT Profesional Eksibit Internasional. Her passion and experience in media field, make her want to do research about social news site and citizen journalism.

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The Identity Construction Of Woman Politician On Facebook

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The increasingly globalization era of information and communication supported by the number of internet users today that based on existing data, making social media used by politicians who fight on the seizure of political office as one means of political communication. Through cyber space, communication can be done on three segments at once, namely mass, interpersonal, and organization. So the internet tends to be used as a means of campaign that is considered effective in Indonesia. Facebook is one of the most widely used communication media by politicians to campaign and socialize with the public. The existence of facebook among the politicians raises the diversity of usage as well as the identity picture of its users. Communication activities using facebook is likely to minimize social communication that is face to face both personal and group. This is due to the limited time that women politicians have in interacting with the wider community. Through Facebook enables women politicians to compose personal messages and disseminate them in bulk in quick time and reach a very wide and unlimited audience. The virtual world is not tied to a particular location and institution so that it gives birth to opportunities or opportunities for facebook users to think, behave, or act, without any significant control, except the self-awareness of the user. The use of facebook, making every user a sender as well as recipient of the message, increase the variation or provide a wide space in the presentation itself. Referring to the situation it is important to understand the thoughts, attitudes and actions of women politicians associated with the use of facebook. Because personally an individual has the freedom and opportunity to produce messages on facebook including about his identity. If in everyday life women politicians are bound by many values and rules that apply in society, then how social users see and construct themselves on Facebook?

The purpose of research to determine the pattern of use of social media facebook by female politicians, the meaning of facebook, and the identity construction of women politicians through facebook. This research uses qualitative approach with descriptive case study method. Data were collected through in-depth interviews, observations and literature studies. Research subjects are women politicians of Surabaya City, who have characteristics as active users, understand the problems and can be trusted. The number of informants in this study were 10 people from 17 female legislative members in Surabaya.

The results of the first study, the diversity of use of facebook, viewed from the beginning of use, usage patterns and technology used. The earliest use facebook for women politicians are generally driven by reason, namely as a political media to be able to establish relationships with the community, in order to interact directly with the public, and is one of political strategy. The next reason, the social benefits that can be obtained by its users is to build a very broad social network and maintain relationships with so many people. Sharing opinions and thoughts, and getting to know better or get an impression of other people, both physical and non-physical. The last reason that Facebook can become a gathering place for family, friends or colleagues separate the distance and time, this is because the politicians felt they had very little time.

Second, the diversity of meaning about the existence of facebook for the users are related to himself, his family, his studies, his hobbies, his community and his work. Fecebook usage activities are performed by women politicians as political media. Informants told

about some activities that are notified through facebook is in the form of work activities as members of the people's representatives. The use of social media facebook is one way to get closer to the community, although in its use sometimes not used directly by women politicians themselves. Some women politicians use this facebook by borrowing the hands of others. This is because the capacity of politicians is limited. However, messages posted on facebook are a reflection of the politician's attitude, by his assistant, or the institution he leads. Some politicians interpret social media facebook as a very effective means to improve the ability of politicians communication competence, for sharing, publication of works, forming community, and facilities for the education of critical thinking such as direct dialogue with the community from all circles, whether young people, adults, or parents , So that it can sharpen the thinking because accustomed to accept criticism or accept different opinions from other facebook media users related postings or thoughts that are shared in the media facebook. Therefore, social media facebook interpreted as a place to argue. Associated with the freedom of individual expression, some politicians interpret social media facebook more freedom and release themselves from the bonds of values or cultural norms, because with the media facebook politicians can express in accordance with what is desired his heart. Facebook can be a means for self-existence, accommodating thoughts, releasing thoughts, entertainment or satisfaction, and building social networking. Therefore facebook interpreted as an arena to embarrass or get a response or appreciation from other users. Some politicians will know whether they are liked or hated, how many love and how much to hate.

Thirdly, there is a diversity of meaningful identities of every female politician. Although in general the resource persons have some characteristics that are the same in terms of activity and age, but the results of research show that the speakers interpreted his identity diverse when using facebook. By using facebook some politicians interpret themselves as individuals who are critical, active, dynamic, up todate, confident, open and outgoing. This is because the result of the interaction done on facebook between the politicians with friends, family or other people who use facebook. The conclusion of this research is the identity of the use of facebook by female politicians dimaknai different from reality. Imaging is one of the goals to use facebook. So politicians feel the need to be cautious when constructing themselves in social media, and considering the value and norms of the real world in their virtual world. Facebook media can also be a place to construct the imaginative identity of different female politicians with the real world so that in the management some politicians use the services of others to manage facebook to be more effective. Identity construction can be done through various photos uploaded in the form of self-image, friends, family, writers made / referred / commented on, quotes taken, links accessed, places visited, activities undertaken or followed. There are also various symbols that represent the emotions or thoughts of the resource persons when dealing through the media facebook.

Keywords: facebook, political media, indentity, female politicians

IMPLEMENTING COMMUNICATION AUDIT
TO UNDERSTAND PUBLIC PERCEPTION

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INTRODUCTION

Many of student organizations executives do not realize the importance of understanding public perception upon their organizations. It is also related to understand about the organization image on public mind. Ideally, in every organization must have Public Relations Division (PR) to build and maintain mutual relations with stakeholders. As a student organization, of course the main stakeholder or public is the student himself.

There are 13 student organizations in Fakultas Ilmu Sosial dan Ilmu Politik Universitas Indonesia (FISIP UI)1. However, only 2 student organizations implementing communication audit, which are Himpunan Mahasiswa Ilmu Komunikasi Universitas Indonesia (HMIK UI)2 and Badan Eksekutif Mahasiswa Fakultas Ilmu Sosial dan Ilmu Politik Universitas Indonesia (BEM FISIP UI)3. Public Relations Board of both organizations have the same goal, which is to understand public perception.

1 Faculty of Social and Political Sciences of Universitas Indonesia
2 Association of Communication Student of Universitas Indonesia
3 Student Executive Board of Faculty of Social and Political Sciences of Universitas Indonesia

The difference between HMIK UI and BEM FISIP UI in implementing communication audit is BEM FISIP UI only focuses on external public perception, in addition, HMIK focuses on both internal and external public perception upon the organization. After getting the result, it is used to evaluate the organization. It shows that only a few of student organizations realize the importance of understanding public perception through communication audit.

Author was responsible to do this audit and assisted by his 3 staffs of Relations Division in HMIK UI to interview participants, they are Miranda Irvania, Sophia Perennia, and Allya Mahira. It took 2 months for author and his staffs until its presented to top executives. This paper is also written in full dedication to HMIK UI in which author has joined for 2 years and been given authority to review its communication audit for ASEAN PR Conference 2017 in Bali.

Staffs are not included in this writing, because when author wrote abstract, all of us were still busy on implementing communication audit. Besides, after presenting the result to top executives, staffs had to prepare bidding for next work plan. But, all of them have already known and agreed on this writing. This paper is hoped to be an inspiration other students who join student organization. So, they know the importance of understanding public perception through communication audit.

A. Himpunan Mahasiswa Ilmu Komunikasi Universitas Indonesia

HMIK UI was established in 1991 to help and fulfill Communication Students' various needs, interests, and talents. One period lasts more or less one year. It consists of five departments, two bureaus, and two divisions. Every year, HMIK UI implements so many work plans to fulfill those various needs. It also has to cooperate or maintain relations with other organizations as its public.

Public Relations Board in HMIK UI is divided into two divisions, Relations and Media Division. Each division also brings its own work programs and has different job descriptions. Various work programs brought has to involve communication students as the first stakeholders. Both of Media and Relations Division should implement a research before making their programs as a base. Research that had been done such as interviewing well-experienced people in student organization, alumni, students, and survey.

Media Division's main job description is to manage all the things related to communication media channels. The most effective media used by most students are social media, so it has to manage and utilize all social media as effective as possible to communicate the message from HMIK UI to the public. Choosing the right social media is very important, this division has to observe which social media is used by most students. Besides, each social media has its own characteristic, advantages, and disadvantages. Checking the design, scheduling, uploading contents, and communicating through social media are the main responsibilities that Media Division does everyday.

Different from Media Division, Relations Division communicates with public directly and culturally. Meeting outside organization people, benchmark study, managing social media LINE Official Account, and LinkedIn company page profile. Social media managed by Relations Division aimed to use building and maintaining relations, rather than only communicating the message from internal organization.

Organization has researched and observed that a lot of communication students are ambitious about their career. On the other side, a lot of alumni of Communication Studies UI whose career and experience are really amazing, want to share information such as job vacancy, internship, program, and part-time to their juniors, but they did not have access. Realizing that problem, HMIK UI through Relations Division decided to make an LINE Official Account, named Communication Student Info.
source: Author's personal document

B. Understanding Public Perception through Communication Audit

Basically, all of PR activity in an organization should be based on research. By doing research, PR knows public needs and wants. Communication audit is one of the research not only to understand public needs and wants, but public perception. A very good activity or project would be useless if it is not considered necessary by organization public. Besides as a base before implementing an activity, it is also possible to evaluate the activity afterwards.

Quoting Andre Hardjana (2000), communication audit is defined a deep and comprehensive study to get understanding about all problems with various factors to influence and contextual power about communication system implementation and organizational which purpose is to improve organization effectiveness. It is required for4:
(1) Find out if the communication program is working properly
(2) Created a diagnosis of the problem or possibilities and possibilities that may be wasted.
(3) Whether a new policy or communication practice takes place.
(4) Checking relations between communication and other operational.
(5) Build communication activities.
(6) Setting a standard.
(7) Signs of progress and progression with the benchmark earlier.

(8) Development or restructuring of communication functions.
(9) Building foundation and rebuilding.

One of the advantages for PR implementing communication audit is we could collect so many brilliant ideas or insights that may never be thought of before. It is better to be implemented at least twice in each period of the organizations. The first audit implemented in the end of first semester, so we could use the result to evaluate and improve the organization performance in the next semester. The second audit usually implemented in the end on second semester, so we could measure the organization performance for the whole one period. The result in second semester audit is possible to be used as an evaluation for organization in the next period.

REVIEW
A. Organizational Communication Evaluation (OCE) 5
There are at least three models of communication audit, conceptual structure model by Howard Greenbaum (1974), organizational communication evaluation by Keith Davis (1953), and organizational communication profile by Wayne Pace and Don Faules (1983).

PR of HMIK UI in implementing communication audit has similar goals to OCE model. This model is to audit and assess in communication activity and practice in certain situation. Some advantages of OCE method are:
(1) Benchmarking: from the result we could get information about the communication systems in time.
(2) Improving internal communication system: information used to handle factors influencing internal communication or the result.
(3) Improving in planning and management handle.
(4) Improving external communication system.
(5) Bridging any kinds of communication error, such as slow system adaptation in fulfilling various organization needs; lack of attention to interpersonal and group communication process; failure of connecting internal and external communication system; organization inability to posit its communication system compared to other organization's communication system.

B. Public Perception
There are various definitions of public, but we could conclude that public is people who communicate, give their attention to, who are affected by, and who have interests on organization's activities or operations.

DeVito defines perception is a process to give meaning upon sensing process, whether it is sense of sight, sense of listen, sense of taste, sense of touch, and sense of smell. Perception result both from what exists in the outside world and from experiences, desires, needs and wants, loves and hatreds.

So, the simple conclusion, public perception is the result of giving meaning process by people who have interests on organizational activity.

C. Public Segmenting
As PR, we have to be capable to segment public into some segments or categories. Each segment always has its own characteristic and influence whether it is inside or outside organization. Seitel (2001: 12 – 13) defined and classified public in some categories:

(1) Internal and external public: internal public is people who become internal part of an organization, such as staff, manager, supervisor, and board of director (BoD); external public is public who does not involve directly in organization activity.

(2) Primary, secondary, and marginal public: primary public is those who the most assist or even disrupt organization or corporate activity; secondary public is defined as public who have less influence or interest; marginal public is defined as public who have the least influence or interest upon organization.

(3) Traditional and future public: these segments are defined as present employees or customers or potential in the future.

(4) Proponent, opponent, and uncommitted public: public always consist by people who support (proponent), interfere (opponent), and indifferent (uncommitted) to organization.

METHODOLOGY
A. Research Design
Qualitative research was implemented in order to get insight and perspective as much as possible, there are 4 phases in to do so. First phase is mapping or segmenting public, second phase is preparing the question, third phase is interviewing, and forth phase is data processing.

B. Mapping Public and Participants
In order to understand broader public perception, there are several public segments to map:

(1) HMIK Internal Executive: there 8 divisions in total, so, two staffs each division were interviewed. Human Resources Bureau of HMIK has the performance appraisal data of staffs, the best performed and the worst performed staffs were chosen to be interview. It aimed to know the things made them to best performed or the worst performed.

(2) HMIK External Public: this segment is divided into some sub-segments:
    a. HMIK Former Executive (Batch 2014 and 2015)
    b. Student Executive Board of FISIP UI 2017
    c. Students Joining Other Organization in faculty (Batch 2014, 2015, and 2016)
    d. Students Joining Other Organization/Activity outside faculty (Batch 2014, 2015, and 2016)
    e. The Most Outstanding Student (Batch 2014, 2015, and 2016)
    f. Passive Students (Batch 2014, 2015, and 2016)
    g. Alumni

In total, there 62 participants were interviewed for HMIK UI communication audit. Participants interviewed special internal organization are only staffs. Organization would like to know their perception after joining in.

C. Interview Instrument
To implement in-depth interview, there are three techniques in doing so:
    (1) Face-to-face interview
    (2) Phone call interview
    (3) Chat interview

There were 4 people face-to-face, 51 people by phone-call, and 7 people by chat interview. For each interview session, it would last more or less 1 – 1.30 hours. Usage of software was very helpful, LINE (chat application) for making a phone call, voice notes, and chat; Microsoft Word

to type transcription or raw data; Microsoft Excel to put the main data after transcripting; and Microsoft Power Point to present the result to the Top Executives.

INTERVIEW QUESTIONS
Because of the various public, questions for each segment have to differentiated. It would be irrelevant if questions for internal executive asked to external public. There would some things external public did not know about internal information. Questions for alumni were the most simple, because most of alumni did not really know the progress of the organization or activity at campus. In addition, questions were made on several variables considered important to be audited.

A. Internal Public Questions
For internal public, questions were the most, there were several variables had to be asked:
    1) Organizational Management Professionality (OMP):
        a. What is your opinion about Secretarial Management System?
        b. What is your opinion about Financial Management System?
        c. What is your opinion about Public Relations Management System?
    2) Procedure Stance (PS):
        a. What is your opinion about Standard Operational Procedure (SOP) as procedure to obey?
        b. How does HMIK UI 2017 help to implement SOP?
        c. How does HMIK UI 2017 give punishment or reward as respond to implement SOP?
    3) Public Perception (PP):
        a. What is your expectation before becoming HMIK UI executive?
        b. What is your opinion after becoming HMIK UI executive?
        c. What is your opinion about your own department/bureau/division?
        d. What is your opinion about your Head/Vice Head of department/bureau/division?
        e. What is your opinion about Top Executive and other Head/Vice Head of department/bureau/division?
        f. What is your opinion about projects you have handled?
        g. What is your stance to face your filled or unfulfilled expectation after becoming HMIK UI executive?
    4) Understanding HMIK UI 2017 Values (UHV):
        a. How do you understand HMIK UI 2017?
        b. What is your opinion about how HMIK UI 2017 instilling its values?
        c. Is HMIK UI 2017 good enough to implement its vision, mission, and value?
    5) President and Vice President of HMIK UI 2017 (PVP):
        a. What is your opinion about President and Vice President?
        b. What is your opinion about how President and Vice President engage internal and external public?
        c. What is your opinion about President and Vice President's compactness?
    6) HMIK UI Identity Representation through Its Executives (HRI):
        a. How do you see HMIK UI executives in personal?
        b. How do you see HMIK UI executives have the harmony of vision, mission, and value?
    7) Work plan HMIK UI 2017 (WP):
        a. What is your opinion about the benefit of implemented work plan?
        b. What is your opinion about the performance in implementing gradual work plan?
        c. What is your opinion about the effort to create continuity in each work plan?

d. What is your opinion about the effectiveness to communicate its work plan?
8) HMIK UI 2017 Work Plan Innovation (WPI):
a. How do you think of effort to create innovation to its work plan?
b. How do you think of innovation relevance on problems faced?

B. External Public Questions

Questions for external is more simple, there were some variables did not need to ask. PS was not asked, because only internal public would obey the SOP.

1. OMP, only question c
2. Relations with Communication Public
   a. How do you see the effort of HMIK UI 2017 to accommodate public interest and aspiration?
   b. How do you see the effort of HMIK UI 2017 to engagement culturally or personally with public?
3. UHV, question a – c
4. PVP, question a – c
5. HRI, question a and b
6. WP, question a – d
7. WPI, question a and b

C. Alumni Questions

Most of alumni do not really pay attention to campus activity, so, the questions prepared had to be way more simple.

1. Relations with Alumni
   a. How is HMIK UI 2017 effort to maintain relations through its work plan?
   b. How does HMIK UI 2017 communicate directly with alumni?
2. Public Relations Professionality

Management

a. How does media channel management (social media, design, wording)

LIMITATIONS

There were some limitations in this audit, especially difficulty to communicate with participants. This project was implemented during three months holiday. Most of participants' activities during holiday are travelling, internship, and other campus activities. Distance was also big challenge, most of them live not near Universitas Indonesia. Besides, some of participants were not approachable, it was very hard to contact. Due to its limitations, there might be three alternatives to interview: face-to-face interview, phone-call interview, and chat interview as mentioned in interview instruments.

CONLUSION AND DISCUSION

Data shows that public perception is very various. Some participants complimented, but some criticized, some cared, but some were indifferent. Every perception was important to give HMIK UI top executives evaluation, which one has been good or should be improved.

Internal

Objective 1: Organizational Management Professionality

Most interviewed staffs mentioned that SOP should be explained and reminded. It was not enough for them only explained about SOP in the first meeting. There are some SOPs in HMIK UI

such as PR & Publication SOP, Secretarial SOP, and Financial SOP.

Objective 2: Procedure Stance

Appreciation and punishment in obeying the SOP are also implemented. Some staffs had already realized that SOP is very needed to discipline executives. Some kinds of punishment will be given such as rescheduling the publication for a division, if content given late to PR division or imposition of a fine for late attending meeting monthly. Punishment is still making sense for them who sometimes disobey. Most kind of appreciation in obeying SOP is just a thank you, nothing is really special.

Objective 3: Public Perception

Each staff who joins HMIK, had expectation before accepted as executive. Relations, professionalism, and experience are the most common expectations. After joining HMIK, it is beyond their expectations. Not only having relations, but they learn how to maintain relations; not only learn to manage time but also manage priority; not only implementing a project but acknowledged to manage and design a work plan; and not only have more new friends but they have new family.

Leading, directing, supporting, supervising, and guiding all staffs are the main responsibilities of Top Executives, Head and Vice Head of each departments/bureau/division. Most of participants said that they had already done their job description well.

Top Executives were very appreciated, because they always tried to engage with all staffs like there was no gap. Some simple things appreciated like greetings, smiles, participation in projects, and memorizing names. However, there were some Head or Vice Head of department/bureau/division who are not familiar to other staffs. Lack of each other interaction affected that situation.

In process of designing a work plan, staffs admitted that they had learned a lot. They had to be capable of bringing organizational values, vision, and mission into their work plan; doing a research as a base to know public needs and wants; and teamwork. Besides, they had learned how to make strategy and tactic, such as marketing their work plan, so that students would be interested to attend or get involved.

Objective 4: Understanding HMIK UI Values

Before joining the organization, staffs had to go through some selection processes, registration, CV screening, and interview. There were two interview stages, the first was interview with Top Executives, and the second was interview with Head or Vice Head of each department/bureau/division they would like to apply.

In interview session, they were asked about their understanding the HMIK UI 2017 values, vision, and mission. Until now, all staffs understand quite well the organizational values, vision, and mission also are able to interpret it.

Staffs considered that the organization was actually good enough to bring its value within every work plan. Though, some staffs thought that the value was only implemented and felt within the organization.

Objective 5: President and Vice President of HMIK UI 2017

As two of top executives within organization, President and Vice President image and performance significantly affect organization image, both for internal and external public. PR of HMIK UI is really concerned about their image from head-to-toe.

Internal public realized that both of them complemented one another. They have their

own uniqueness, strength, and weakness. The president was described as a person who was fun, appreciative, very friendly, supportive, and more calm, more approachable, but seems less dominating. On the other side, vice president was described as a person who was very funny, pays more attention to detail, systematic, very argumentative, more dominating but not as approachable as president. They do not seem to be together in public place.

Objective 6: HMIK UI Identity Representation through Its Executives

Each department/bureau/division has its own characteristic. As a whole organization, when interacting one another within or outside organization they already support, appreciate, care, and help each other, especially about work plan.

Some executives not only have already understood, but also implemented its value very well. On the other side, some other needed to see more improvement to be closer one another. Because, there were a few still not willing to engage closer with other executives.

Objective 7: Work Plan

All work plans designed are believed would give benefits to public. The next step depends on how committee is able to design, communicate, implement, and control, so that, public will be interested to get involved in the work plan. The more public getting involved, the more it will be beneficial.

Gradual work plan is a work plan that needs consistency. There is a set of time for the committee to be always aware of. Even though it runs quite well, but it needs more touch of creativity and innovation.

Continuity of a work plan is always followed by beneficial continuity also. Evaluation from the previous period should be a base for recent committee to improve. This thing is actually what organization has already achieved in the first semester.

The way organization communicate its various work plan or event is actually already creative and innovative, especially through online channel. But, it is considered not enough to make audience interested or aware. Offline communication is needed to balance online communication. Word of mouth, direct communication, gimmick, and installation are still considered very important to make more audiences aware and interested. Often, some executives only utilize social media, which is not effective enough. The problem is, in a day, organization can post a lot of information in social media.

Objective 8: Work Plan Innovation

In every work plan, there must be innovation that can solve the public problems around. So far, the effort of organization to create innovation deserves appreciation, especially compared to previous period, to solve the problems. Relevance between work plan as problem solver and issues is mostly related.

Yet, there were some work plans considered was not successful to solve problems. Sometimes, work plan has been designed very well, but when it comes to execution, does not run as expectation.

External

Objective 1: Organizational Management Professionality

How PR of HMIK UI managed social media got a really good respond. Some points that had appreciation from external public were Neatness of poster design and wording; informative; up-to-date; attractive; and on-time.

Speaking of design, it very depends on individual taste. A few participants mentioned that they preferred social media previous period, especially about design. They said that it was

monotone instead if neatness. Most critics on social media, especially LINE@, was broadcast message that considered as spam and sometimes clickbait.

Besides social media targeting internal public, HMIK UI through its PR has social media, LINE@ Communication Student Info. It targets internal and external public that focuses sharing information, about job vacancy, internship, part-time work, competition, scholarship, seminar, workshop, other activities related to communication. It has more than 3.400 adders recently.

LINE@ Communication Student Info also had very good respond. Participants complemented mostly on its simplicity, informativity, and less spamming. It has fulfilled communication students needs specifically about career, competition, internship, and other things mostly outside campus. Most suggestions on Communication Student Info were to make it more attractive and user-friendly.

Objective 2: Relations with Communication Public

Aspiration is needed for HMIK UI to know public needs and wants. It is good enough that organization is considered has already listened public aspiration. The feedback of public aspiration collected is then changed into various work plan.

PR Board in any organizations has a function to listen public aspiration. Ruang Aspirasi (aspiration room) is online portal for public to give suggestion, critic, information, and question. It is published monthly and shared on various social media. People can access it on: http://tinyurl.com/ruangaspirasi. Their aspiration will be kept secretly, and when aspiration seems very important, it will be responded quickly. Besides, they also can aspire anonymously.

Even though some participants appreciate existence of this portal, yet, most participants do not really realize there is a portal named Ruang Aspirasi. It needs more effort to make people aware of this portal.

Most participants felt that executives actually have tried to engage personally and culturally. But, there are always issues with communication students, such as numbers of students that can reach up to more than 200 and peer-groups.

A big numbers of students does not mean a big number of students will participate. Not all peer-groups are reachable. Each of peer-group also has its own characteristic, interest, needs, and wants. So, it is not so easy for organization to engage with all students.

Objective 3: Understanding HMIK UI Values

Tagline HMIK UI 2017 is #SikatLanjut that stands for Sinergis, Dekat, dan Berkelanjutan (synergistic, close, and sustainable). Most participants only knew that tagline, but did not understand it deeply. But, participants from previous period or active in organization activities tend to understand organizational value better and pay more attention.

Synergistic and close are mostly felt only within organization. While, continuity appears in work plan that has been implemented in the previous periods, according to its benefit for public.

Objective 4: President and Vice President of HMIK UI 2017

Personally, both president and vice president are competent to head, lead, and manage organization. They have enough long experience in student organizational field.

Good performance appears from their serious effort to engage with public. Even both of them have different personality, but they are able to synergize, support, and complement each other.

As a person, the president is known as a calm, commanding, supportive, serious, and friendly person. But, a few participants thought that he is too cool and does not often appear in faculty activity. He also seems less dominating compared to vice president. While vice president

is well-known as a funny, open, talk-active, friendly, to-the-point, and more energetic.

In public place, they do not seem often to be together. For some participants, it looks that they do not synergize one another. Vice president is more well-known compared to president. That is the reason, as if vice president seemed more dominating.

Objective 5: HMIK UI Identity Representation through Its Executives

Top executives seem seriously instill organizational values, not only within organization, but outside organization. They have become key opinion leader (KOL) to influence other students in their batch.

It also happens around other executives who have represented organizational values in daily life. They try to be close and persuade non-executive students to be active in various activities.

How participants looked at executives carrying out organization values was relatively positive. Some said that they had engaged with external public very well. In preparing work plan, students are involved to give suggestion, input, and ideas.

However, some participants also look that there are executives not friendly enough. They do not try to engage with non-executive students as well as others. This issue is potentially improved.

Objective 6: Work Plan

Continuous benefit of work plan is seriously felt by non-executive students. Some work plans are improved compared to previous period. Most of them are relatively consistent. Besides the benefits, they also realize how organization appreciates the public.

A few people think that some work plans in recent period do not change significantly. Organizations tends cut some work plans or make it more simple.

Different from continuous work plan with strong brand, a new work plan seems need more effort to introduce it to public. In addition, it also needs more effort to make people believe that they will feel the benefit after getting involved.

In gradual work plan, HMIK UI has good effort to do it consistently. Most of it, aims to appreciate public. Though, sometimes not only consistency, but it needs more innovative way to make people aware of gradual work plan.

The way organization communicates its activity is effective enough. Some people think recent period has improved according to social media management, poster, design, and wording. But, some other think it is not enough if only utilizing social media. Offline publication, gimmick, installation, and personal invitation are also important to make more people triggered to involve in an activity.

Objective 7: Work Plan Innovation

Innovation is useful it is able to help solving problems. In each organization period, there must be innovation carried out. Most participants mentioned that HMIK UI 2017 had already carried out innovation in its work plan.

Creativity in concept and publication is the most highlighted. Work plans in organization consist of serious work plan such as career and scholarship talk show, until refreshing work plan such as Zumba and Cooking Class. It is relevant to fulfill most public interests, needs, and wants. A few participants who are not active in organization activity tend to not realize or see the innovation. It is not enough from them to help fulfilling their interests, needs, and wants.

Alumni

Objective 1: Relations with Alumni

Organization effort to invite alumni as speakers to share their story and experience in career and scholar in a talk show work plan is appreciated. Hope, that talk show may inspire students to prepare for their future.

However, until now, there is no activity dedicated special for alumni to gather. On the other side, the problem, it is not easy to approach or contact alumni.

How HMIK UI as an organization communicate with alumni is good enough. Executives know quite well the right way to communicate with them.

Objective 2: Public Relations Professionality Management

Most alumni do not really pay attention anymore to organization social media. Only instagram and LINE are frequently used. Speaking of neatness, it is good enough how HMIK UI manages social media.

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Besides choosing his studies as first priority, he also joined an organization named Association of Communication Student of Universitas Indonesia (Himpunan Mahasiswa Ilmu Komunikasi) for two periods. Recently, his position is Head of Relations Division and in his previous periods he was a staff member in assisting Relations. He chose to get involved in Relations Division due to his interest in Public Relations field.

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Marketing Communication Strategy of Non-Formal Education Institution in Rebranding The Image (Brand Rejuvenation)

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CHAPTER I
ABSTRACT/BACKGROUND

Every organization communicates with their audience and public. In communicating with the public, there are some things that the organization wants to achieve. Every organization must have visions, goals and objectives especially for profit organizations. Tight competition with a lot of competitors in the industry makes the organizations or companies lose their customers. They are racing to make their customers to be more loyal, so that their income will not decrease. For customers, a well-known brand is very important. Trusted brand or a very well-known brand can have an impact to sales and people's trust.

Every organization and company must have a good image in public in order to get people's trust. That is why a brand is the most important thing for an organization or company because a brand is an identity of an organization It is very important for organizations to make people aware of their brand.

"Brand awareness is one of the ways to measure marketing effectiveness through the ability of potential buyers or consumers to recognize and remember a particular brand. Brand awareness has a high correlation with the intensity of the purchase, market share and other important brand equity and business matrix (Fortune Indonesia, 2017)."

That is why organizations or companies, especially new organizations or new companies, do a lot of communications to their public to get people's awareness of their brand by creating communication strategies such as holding events, product launching, advertising in mass media (radio, television, newspaper, magazine and social media), and many more activities to boost their brand awareness in public.

For market leaders that have been in people's mind for so many years, brand awareness may be not something which is necessary. However, as time goes by, era has changed, the market has changed, those old players must change as well, if not, they will be forgotten because there are a lot of competitors that are more innovative and modern that can beat us. That is why brand rejuvenation is needed,
a brand can be said to be aging because of the other dimensions around it that change that we usually call the times. Times change, including humans in it, systems and all paradigms change. And a brand will age and then paralyze if it does not change. The term is brand rejuvenation" (Koran Sl, okezone.com).

Rebranding is a must for organizations that are already old in this modern era. If the organizations do not follow modern trend, people will turn away and leave us. A brand like Kodak and sony erikson is the example. Back then, many years ago, people use cameras from Kodak and cellphone from Sony Ericsson. But now, time has changed. Technology develops to be more advanced. Kodak and Sony Ericsson were late to have brand rejuvenation. They got

beaten by Samsung, LG, iPhone and other competitors.

The right time for doing brand rejuvenation is when the sales of a product or service is decreasing significantly. Before doing brand rejuvenation, the management of the organization must have a survey or research about what cause the decreasing of the sales. From the result of the research then we can analyze the problem and find solutions to solve them so that the brand still survive in different times, different eras.

One of the purposes why organizations or companies do a rebranding is to change public perception towards them. Especially for the old organizations or companies. Ramayana for example, they did a rebranding completely. They created a new image and hired brand ambassadors such as Rafi Ahmad, Prilly Latuconsina, Aliando to make the brand stronger. They want to give the understanding to public that middle to public that low class people deserve to get good quality, sophisticated yet affordable products of fashion. With their brand ambassador, they created the communication strategy via social media. They make their social media as impressive as they can to attract people to go shopping in Ramayana. For the brand ambassadors, they use Rafi Ahmad to target family-oriented with the hashtag #keluargaramayana. And for Prilly and Aliando they are the models for targeting young generations with the hashtag #sayaramayana. This communication strategy worked very well and has changed public perception completely about Ramayana that low class people now can have styles like celebrities.

Mc Donald's has done rebranding too. Public perception towards McDonald's is a restaurant with unhealthy food that create obesity. That made McDonald's to innovate their food and launched several menus that considers as a healthy food. This means that McDonald's care to people's health. Apparently, this strategy worked and people's perception towards McDonald's became a good perception and the sales were increasing.

Another old organization that once was the market leader and need rebranding is Yayasan LIA. Yayasan LIA was established in 1959. Yayasan LIA established 5 subsidiary, they are : STBA LIA for formal education in Jakarta and Yogyakarta, LB LIA english course (non-formal education), Pusat Penerbitan (PP) LIA, and DAPEN (Dana Pensiun) LIA. For almost 60 years LB LIA is well-known for providing language course especially English. With 65 branches all over Indonesia, LIA is still one of the best English course in Indonesia. However, in the past couple of years, the number of students in almost all branches has been decreasing significantly. This situation made LIA Batu Tulis and LIA Fatmawati out of business. Many competitors come with more modern and more interesting concepts such as EF (English First), Wall Street Institue, PEC (Practical Education Center), TBI (The British Institute) and many more.

Recently, Yayasan LIA hired one of the survey institutions, MARS, to do a survey about people's opinions towards LB LIA. There are some points based on the results of the survey, one of them is, according to MARS, LB LIA is considered as a mature man, meaning LIA is very old, not modern and not unique. Despite all of that, LIA is still in the top of mind for an English Course. The number of the students is still decreasing though until now. This issue becomes a big concern for Yayasan LIA. If they want to stay in the business and still become the market leader there must be something done to save the remain branches from closing. That is why MARS suggested yayasan LIA to do a brand rejuvenation. Only older peoplewho know LIA is an English course in Indonesia. But nowadays, the generation has changed. LIA is still targeting the same market, young learners and college students. But not many of them know what LIA is. They are more familiar with Wall Street or EF. It is because they go online more to find information,

social media contributes more on this. When EF's social media is really impressive and do a lot of promotion through social media, LB LIA was still doing a conventional way by spreading the brochures to house complex and schools. That is why recently LB LIA is willing to follow the trend of social media to communicate and create events on social media such as instagram and facebook.

Last year, LB LIA changed their name from LBPP LIA to LB LIA. This part of rebranding makes the researcher wants to observe and understand more about LIA's communication strategies to do brand rejuvenation and the impacts of LIA's rebranding to the public perception.

Keywords : Marketing, Public Relations, Communication, Rebranding, Brand Rejuvenation, Image, Public Perception, Perception.

1.1 Problem Statement
This study will focus on the marketing communication strategy of Yayasan LIA in order to change public perception towards LB LIA's new image
1. What are the marketing communication strategy of LB LIA in order to do rebranding?
2. What are the marketing communication strategies of LB LIA in order to change public perception?
3. What is the image that LB LIA wants to deliver to public?

1.2 Research Objectives
1. To understand the marketing communication strategy of LB LIA to do brand rejuvenation to its public.
2. To understand the marketing communication strategy of LB LIA to its public and target market.
3. To reveal the obstacles of LB LIA in doing the marketing communication strategy.
4. To understand the efforts of LB LIA in handling the obstacles regarding to their communication strategy.

CHAPTER II
CONCEPTUAL FRAMEWORK

2.1 Literature Review
Positioning and Branding Strategy of Publisher Company (Case Study : Marketing Communication of Alvabet Publisher in Implementing the Positioning and Branding Strategy) (Arif, 2014)

This research is about the communication strategy of publisher company that wanted to have a new positioning and branding because of the tight competition among publishers. The methodology that the researcher used in this paper is qualitative method with in-depth interview. And for analyzing the data, the researcher used the steps of organizing, grouping , coding and categorizing and then analyzing the data with the theories that the researcher used in this paper. From this paper, researcher found that the factors that made Alvabet did the positioning and branding are from internal and external factors.

The similarities that this research and my research have is the topic about the company doing a communication strategy to its public. The methodology that I am going to use in my research is the same with the researcher used for his paper, qualitative method. The differences

between this research and my research is the communication strategy that the researcher analyzed in this paper is to have a positioning and branding, meanwhile in my research, the communication strategy is going to be brand rejuvenation and how LB LIA's communication strategy can change the public perception towards its new image.

2.2 Concepts
2.2.1 Marketing Communication
In Peter and Donnelley (2004), they stated that The American Marketing Association defines marketing as the process of planning and executing conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals.

In this research, the marketing communication department of LB LIA is the one who in charge to do external communication such as planning and executing conception (creating the communication strategy), pricing the price of course fee, and promoting LB LIA to gain more students in every term to schools, companies, and colleges.

2.2.2 Strategy
Strategies are very important for companies or organizations to achieve their goals. A strategy is an integrated and coordinated set of commitments and actions designed to exploit core competencies and gain a competitive advantage. (Hitt, Hoskinson, Ireland, 2007). Organizations or companies strategy must be integrated and continuity. It is part of the processes that needs commitment and dedication. Communication strategy becomes very essential because it is to make people understand the messages which are delivered by the companies or organizations. There are different kinds of strategies. But in this research, researcher only talks about the communication strategy that LB LIA does in order to rebrand their image and what are their communication strategy to change public perception towards its new image. In this research, researcher wants to see and understand how LB LIA does the external communication to rebrand their image.

2.2.3 Rebranding
A brand is a name, term, sign, symbol, or design or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition. (Keller, 2013). This definition is similar to Zahid and Raja (2014) who stated that the important brand elements include the name, logo and slogan. It is very important for companies or organizations to make a powerful impact if the companies or organizations want to change any of those that mentioned above. According to AlShebil in Zahid and Raja (2014), the change should be able to make the consumers recall the brand name.

Rebranding is all about creating new image and position in consumer's mind and establishing a new name, slogan, tagline or design. (Muzellec and Lambkin, 2006 in Zahid and Raja, 2014). According to Tevi and Otubanjo, 2013, rebranding has 2 dimensions that are evolutionary and revolutionary. They quoted from Muzellec.,et al (2006) that evolutionary defines minor changes in product or brand positioning. While revolutionary reflect major change in brand's positioning, usually in the form of design name or logo.

LB LIA changed their name and logo recently. From LBPP (Lembaga Bahasa dan Pendidikan Profesional) LIA became LB (Lembaga Bahasa) LIA. This name-changing is presented in the new logo of LB LIA. From Muzellec and Lambkin perspective, LB LIA is included in revolutionary

change. It can be seen in LB LIA's name and logo that have changed from the previous ones.

2.2.4   Brand Rejuvenation

Brand rejuvenation is a face/look-changing process of a brand when the audience starting to leave you and turn around to your competitors. Brand must rejuvenate their image when they already in the stage of decline. In this research, the main issue that LB LIA has is that the number of students decreasing significantly in all branches all around Indonesia. Before it is too late, they need to rejuvenate their brand so that public still interested in studying in LB LIA. Another factor that makes the number of students decrease is the tight competition. With a lot of competitors in the same industry that offer more modern and more fun learning, LB LIA must keep an eye on them and start rejuvenating before it is too late.

2.2.5   Perception

Brands have to be powered up to deliver a full sensory and emotional experience. It will make people will remember your brand whenever and wherever they are when they see or find something related to your brand. this needs simultaneously process to make people perceive your brand as their first choice. But it is not an easy job to do, since organizations or companies need to create public perception towards its brand as the way organizations or companies wanted.

According to Solomon (2015), perception is the process by which people select, organize, and interpret the sensations (sensory receptors such as eyes, ears, nose, mouth, fingers, skin to basic stimuli such as light, odor, color, sound, and texture). Then it focuses on what we add to these raw sensations in order to give them meaning.

Picture 1.1
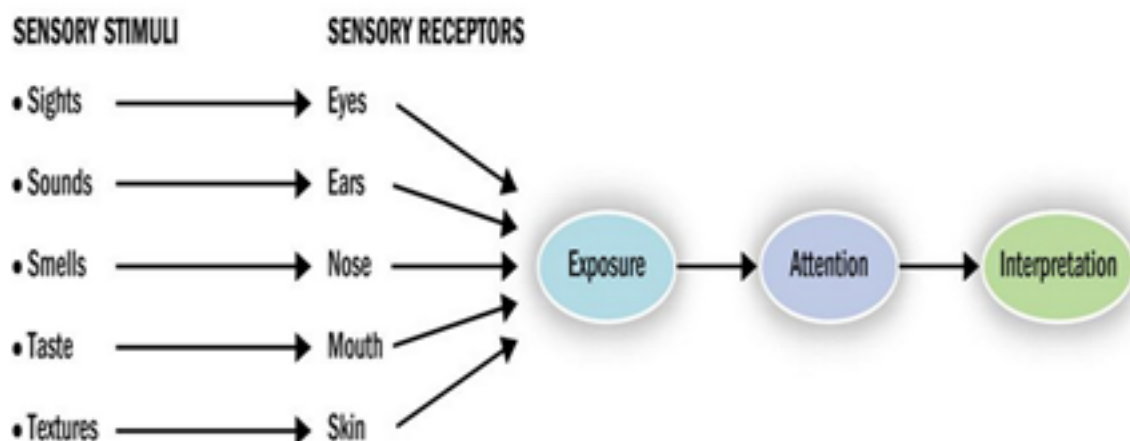
Source : Solomon (2015)

According to Solomon (2015), the first stage of people's perception is exposure. He stated that exposure occurs when a stimulus comes within the range of someone's sensory receptors. Consumers sometimes only concentrate on some stimuli and unaware of other stimuli and it causes to ignore messages. Second stage is attention which refers to the extent to which processing activity is devoted to a particular stimulus. The third stage is interpretation, it refers to the meanings we assign to sensory stimuli. Every person has a different understanding in getting and perceiving the meaning of the messages.

In this research, researcher wants to understand and seek the communication strategy of LB LIA in order to change public perception. How LB LIA turns the people's receptors by LB LIA's communication strategy to get the message of LB LIA's rebranding and new image.

2.2.5 Non-formal Education

According to dictionary (Webster's, 1988) "non-" is a prefix which means "not: absence of; reverse of"… in other words the "opposite of' something. But nonformal education is not the opposite of formal education. In many ways they are similar or overlap.

Non-Formal Education is any organized educational activity outside the established formal system - whether operating separately or as an important feature of some broader activity - that is intended to serve identifiable learning clienteles and learning objectives (yeu-international.org).

Fordham (1993) suggests that in the 1970s, non-formal education has four characteristics such as :
1. Relevance to the needs of disadvantaged groups.
2. Concern with specific categories of person.
3. A focus on clearly defined purposes.
4. Flexibility in organization and methods.

CHAPTER III
METHODOLOGY OF RESEARCH

3.1.   Unstructured Interview

In this research, researcher is going to use qualitative method with unstructured interview. Unstructured interview is an interview that the questions are not prepared for the interview. In other words, it is an interview that considers the situation and condition of the subject. The questions are mostly random and spontaneous. In this research, researcher interviewed the subject spontaneously when there was an event. Even though, the questions are not well-prepared but the researcher got all the information related to the study.

In this research, researcher has three interviewees. LB LIA's Public Relations, Mrs Togi. Valya, LB LIA's loyal cutomer (student). Nayla, LB LIA's new student.

Researcher asked several unstructured questions to Mrs. Togi related to LB LIA's Marketing Communication Strategy in doing brand rejuvenation to change public perception in LB LIA Pengadegan. And Valya, Senior High School student who has been studying in LB LIA Mercu Buana for 10 years. And Nayla, junior high school student who is a new student in LB LIA Mercu Buana term 4/2017.

CHAPTER IV
RESULT AND CONCLUSION

4.1   Result

Changing public perception that has been attached in people's mind for so long is not an easy job. Most of students in LB LIA are suggested by their parents because LB LIA's old image still in mature people's mind. A lot of efforts are done to make LB LIA's image as a modern and young institution in people's mind though this institution has reached its 58th birthday this September.

Researcher has interviewed Public Relations of LB LIA Pengadegan (Headquarter), Mrs. Togi to get the comprehension about marketing communication strategy that LB LIA has done in order to change public perception towards LB LIA new image. According to Mrs. Togi, Public Relations of LB LIA headquarter, the new image that the management wants to deliver to public is LB LIA as an English course institution that has a youthful soul for young generations. Because of LB LIA branches are spread all over Indonesia, as a big Institution, and to synchronize and achieve company's goals, LB LIA has an internal meetings between the board of directors and the branch managers in routine.

According to LB LIA's Public Relations, Mrs. Togi, LB LIA rebranding starts from inside LB LIA itself. As she stated "we're trying to hire younger teachers. But in reality, it is not easy to replace teachers who have been loyal to us for so many years. We need to appreciate their loyalty and contribution that they already gave to the institution. But our spirit leads to young, fun and modern although some of our teachers are very senior."

From her statement we can tell that LB LIA is trying to rejuvenate their brand by selecting new teachers who are younger, energetic and more fun. They start creating the new image from the inside. So that students are no longer having a thought that LB LIA is an English Institution with old and senior teachers. In further, Mrs. Togi explained that teachers should use and understand the language of young generations/millenials because the primary target market is students in elementary, junior high, senior high, and college students.

Mrs. Togi statement is supported by Valya's statement (the student) that said, "LB LIA now has younger teachers and the way they teach is also different. I have been studying here for 10 years and I like LB LIA now. It is more fun using the projector and LCD. Sometimes, they give us videos or movies to support our learning in pronunciation and fluency."

From Valya's statement, we can see from student's perspective that LB LIA has changed the techniques of teaching from traditional to modern teaching. With the younger teachers they are more technology savvy in using the laptop, projector, LCD, etc.

In Peter and Donnelley (2004), they stated that The American Marketing Association defines marketing as the process of planning and executing conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals.

In this research, LB LIA that offers service in providing foreign language, trying to satisfy the customers (students) by replacing the old teachers to the younger ones and using the modern tools to support teachers in teaching students. This is part of the strategy that LB LIA does to change public perception.

Nayla, a new student mentioned about the price in LB LIA is much cheaper than other courses in Jakarta. She said,

"When I wanted to choose an English course, I had two options between EF (English First) and LIA. At first I wanted to go to EF because it looks cool from the outside and they are quite popular on social media. But my mother said that we could go see LIA. And LIA has cheaper price compare to EF. I wasn't so sure at first when I got here,

because I really wanted to go to EF. But surprisingly, when I study here today, the teacher is really nice and fun. And she's young and very friendly. She explains clearly and I understand the lesson that I didn't before. And now I really like being here. The building is also colorful and very nice. I like it."

One of LB LIA's strategy is to set the price cheaper than competitor. From Nayla's statement above we can tell that price is very important when her parents make a decision. She changed her mind from studying in EF to studying in LB LIA because of the price is much cheaper. And teacher's role is very important for new students to create a good first impression.

Another thing that LB LIA has done to change public perception is changing the name of the institution from LBPP LIA to LB LIA. Researcher asked about the new name and logo to Mrs. Togi, does it have something to do with the rebranding and why the name should be changed. As we all know that LIA used LBPP (Lembaga Bahasa dan Pendidikan Profesional) LIA for so many years, and these couple of years, they have changed it into LB (Lembaga Bahsa) LIA. Researcher found out that the new logo and name does not have anything to do with rebranding or brand rejuvenation. As Mrs. Togi stated ;

"no, it doesn't have anything to do with the rebranding. We changed the name from LBPP to LB is because professional education which used to be in Lembaga Bahasa (LB) now moved to another unit which is BP3SDM. We didn't think to change our logo yet as a brand rejuvenation. Right now, it is unnecessary but in the future, we'll see if it's necessary."

For creating engagement with students, LB LIA is trying to approach student to get involved with the institution. And of course this has a purpose, to give the youthful vibe and change the way people see LB LIA as a "mature man" a.k.a old, not modern English course. Mrs. Togi stated that LB LIA especially in LB LIA Pengadegan, every time they want to release the brochure, poster or banner, they always ask students' opinions by doing a vote or survey about the designs. She also stated that it is very important to involve students so that they will fell they are part of LB LIA's family, "creating activities or holding annual events, and ask them to get involved as participants or Person In Charge (PIC) will create an engagement between the institution and students. Like for example this year in February, we joined an exhibition in JCC, and we asked some students to come and help us", she said.

From this strategy, we can know that LB LIA wants to create an emotional experience for students. Creating emotional experience is one of important things to create perception. People will remember your brand especially the positive ones whenever and wherever they are. In this case, students will remember their experience in contributing in LB LIA's big event as an experience that they will never forget.

Another strategy that LB LIA has in order to do brand rejuvenation is holding annual event. Since 2016, LB LIA created LIA English Competition with the categories "Show and Tell" for English For Children (Elementary school students), "Storytelling" for English for Teens (Junior High School students) and "Presentation" for English for Adults (Senior High School and college students). Every year, the topic for each category is different. This year, the topic is about traditional food of Indonesia, interesting places of Indonesia, and rituals or traditions of Indonesia. Another thing that makes this event different from last year is this year, LB LIA uses social media as part

of the scoring. Participants must create a video less than 1 minute and send it to LB LIA to be uploaded. Participants must promote their video to their friends and ask their friends to visit LB LIA's social media (every branch has their own social media) to give like, comment and share the video. After competing in every branch, the first winner from all of the branches around Indonesia will be competing again in Semarang for the final round.

Mrs. Togi stated that this competition is aimed for LB LIA's students and non LIA students that represent their school. As she said further ;

"we want to give an impression to public that LIA is for young people, young generations. Because our primary target market is students from elementary school until college. From 2016, this is the second year we hold this competition. For the implementation as I said earlier, we always make our students involved to participate. Lots of them are very talented, that is why we give them a chance to perform to make the event more merrier".

From her statement above, LB LIA has an intention to change public perception by holding events like LEC (LIA English Compeition). In Solomon (2015), perception is the process by which people select, organize, and interpret the sensations (sensory receptors such as eyes, ears, nose, mouth, fingers, skin to basic stimuli such as light, odor, color, sound, and texture). Then it focuses on what we add to these raw sensations in order to give them meaning.

One of students in LB LIA Mercu Buana, Valya, said that it is very surprising that LB LIA holds a big competition. She said, she was surprised that LIA holds a competition and she had to do presentation. she never had this before since she's been studying here for almost 10 years.

By holding LEC (LIA English Competition) LB LIA wants to sow to public that they still exist. And by using social media, they want to show to the public that they are now young and modern. To reach more audience, LB LIA invites schools to send their best students to compete in LEC. In promoting LEC, LB LIA's marketing officers in every branch all around Indonesia visit the schools and give the application form for the students who are interested in the competition.

Doing school visit is aimed to reach more audience and potential customers. This also has a purpose to tell public that LB LIA now has changed by holding a competition.

4.2 Conclusion

Based on the interview that the researcher has done with the interviewees here are the results of the interview :

1. Brand rejuvenation starts from the inside of the company by replacing old teachers to younger ones. This has a purpose to give a good impression to new students that LB LIA's teachers are now energetic, fun and flexible.
2. Holding annual event, LIA English Competition (LEC). LIA English Competition has a purpose to gain more students by inviting schools and universities to join the competition. The winners will get free course for one term. All LB LIA branches must hold LEC by inviting and promoting the event to schools and universities near their branch.
3. Involving students to LB LIA's events. According to Mrs. Togi LB LIA is trying to involve students to contribute and share their ideas to the institution. By asking them to be PIC in LB LIA's events and vote for marketing tools design such as brochure, poster, banner, and many more.

4. Using social media for big event to promote their social media branch to public. For LIA English Competition, LB LIA uses all socal media in every branch. Participants must create a social media and send it to social media officer in every branch to upload their video. Participants should promote their video to their friends to visit social media branch and get likes as many as possible. This has a purpose that LB IA is also for millenials who exist on social media such as instagram and facebook.

From those communication strategies, hopefully it will change public perception towards LB LIA new image as a young modern institution for young generations. And LB LIA management hopes that LB LIA will be in young generations' mind as a modern English course in Indonesia.

In order to achieve the goal, LB LIA surely has obstacles such as :

1. Social media officer is not capable enough to handle and manage LB LIA's social media in every branch. In almost all branches of LB LIA, social media officer is still handled by teachers or marketing officers.

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Biographical Details:

Nur Alvia Pratiwi was born in Jakarta, November 6th 1990. She went to London School of Public Relations – Jakarta majoring Public in Relations and graduated in 2013. In her fourth year of college, she got an opportunity to teach in the biggest English Course in Indonesia, LB LIA. In LB LIA she got her certificate of teaching as an English Tutor to teach young learners. Now, she teaches various classes for English for Children, English for Teenagers, English for Adults, and Conversation class. Besides teaching she is also the jury for school and college competitions in Jakarta such as debate, storytelling, speech, etc. In 2016 she wrote a journal article titled "Maximizing The Use of Gadget to Improve Students' English Fluency" and was published by Yayasan LIA as their internal journal. Now, she continuous her master degree's study in London School of Public Relations – Jakarta majoring Marketing Communication.

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CREATE BETTER FUTURE OF INDONESIAN MIGRANT LABOUR

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Indonesia is a known as labour surplus nation. Around the end of 2010, the estimated 11% of Indonesian workers were unemployed and underemployment was over 20% (45 million workers), therefore a majority of global source of contract migrant workers wants to secure jobs in another country. Overseas deployment of Indonesia Migrant Labour (TKI) predominantly involves woman who work in the non-formal sector. The labour migration of woman for domestic services has grown significantly since Indonesia crisis in 1997 and the rates of deployment continue to rise. Domestic workers are usually not protected by labour law, so that are particularly vulnerable to the exploitation such as physical and psychological abuse, including violence, harassments, intimidation and various forms of the exploitation at the migration process.

Keywords: Labour, Migrant, Government, Protection

1. Background

The sad stories about migrant labour are not new. Migrant care itself notes that currently there are approximately 420 migrant labours who are threatened with death penalty abroad, 99 of whom have been sentenced to death and two others executed in Saudi Arabia. In the meantime, the number of people fleeing persecution is unlikely to lessen in the near future due to geopolitical uncertainty, on-going civil wars, military intervention and human rights violations that occurred in almost all parts of the world. The existence of Indonesia Migrant Labour (TKI) is one of the government's efforts in raising the country's foreign exchange and also can improve the welfare of the community by lowering the unemployment rate, migrant labour who work abroad are operated in working relationship for a certain period of time by receiving wage. Factors that encourage Indonesians to work abroad are economic factors. The low quality of human resources due to the level of education. This limits or minimizes one's access to take advantage of the opportunities available. Small scale of income in Indonesia raises anxiety and desire to work abroad, especially considering the difficulty of getting jobs. However, along with the increase of Indonesian worker shipments abroad also increase the problem. Many TKI's have been involve in the case of torture are the illustration on how legal protection of Indonesian migrant labour is still far from expectation despite the existence of national and international law instruments.

1.1 Secondary Research

This abstract is built by secondary research/desk research that entails collecting information from already published sources. There is an enormous amount of published data about Indonesia Migrant Labour from already published sources that can be accessed.

1.2 Definition of TKI

Indonesian Workers or often abbreviated as TKI is a term for Indonesian citizens who are lowlife and unskilled who work abroad in working relationship for a certain period of time with receiving wages. However, the term of TKI is often connoted with rough workers because TKI is indeed a collection of unskilled labour which is a government program to suppress unemployment. Female migrant workers are often called Female Workers (TKW) (Source: Wikipedia).

No	Month	2016							2017						
		Postgraduate	Bachelor	Diploma	Senior High	Junior High	Elementary School	Total	Postgraduate	Bachelor	Diploma	Senior High	Junior High	Elementary School	Total
1	January	2	140	227	7.297	9.381	6.618	23.665	2	70	205	4.576	6.025	3.967	14.845
2	February	-	99	206	4.786	6.766	5.592	17.449	2	78	260	5.162	5.893	4.341	15.736
3	March	2	119	264	6.298	8.155	5.282	20.120	1	119	296	6.779	7.442	4.874	19.511
4	April	1	93	221	5.927	7.580	5.113	18.935	2	138	651	5.813	6.074	3.944	16.622
5	May	1	77	215	5.412	8.094	5.299	19.098	-	98	338	5.808	6.808	4.134	17.186
	Total	6	528	1.133	29.720	39.976	27.904	99.267	7	503	1.750	28.138	32.242	21.260	83.900

Source: Pusat Penelitian Pengembangan dan Informasi (Puslitpo BNP2TKI). Edited

Table 1: Placement of Indonesian Migrant Labour Based on Level of Education Year of 2016 and 2017 (as per May)

1.3 Definition of Placement TKI

Placement of migrant workers is a service activity to bring Indonesian workers to their talent, interests and abilities with overseas employers covering the whole process of recruitment, document management, education and training, shelter, departure preparation, departure to destination country and repatriation from destination country.

1.4 Definition of Protection of TKI

Protection of TKI is all efforts to protect the interests of prospective TKI in realizing the guarantee of the fulfilment of their rights in accordance with laws and regulations, whether before, during or after work.

2. Towards Better Competence of Indonesia Migrant Labour (TKI)

The services of such large labour migration are not matched by the services provided by government. The Government always slows in advocating for the troubled Indonesian migrant labour. While other basic things are not at all touched. This shows that the government does not seriously deal with the problems of migrant labour. As the resolution, the Government needs to make the management of migrant labour to discipline the management of migrant labour abroad on the protection related to case containing moratorium on sending workers to certain destinations country. The effort to protect migrant workers is very important and urgent not only because they are one source of foreign exchange but also as citizen entitled to legal protection. There are also some plans to reduce the number of manipulated TKI such as how to gain awareness of the danger of human exploitation, how to educate TKI on how to prevent human exploitation and how to increase TKI soft skills and hard skills.

SWOT analysis about the issue are: Strength: Migrant workers contribute greatly to the economic development of Indonesia with registered remittances more than USD 6 billion annually, Migrant workers will have enough skills and knowledge to develop their potential in their hometown and Labour migration has potential to be a positive force in the development of Indonesia. Weaknesses analysis are Lack of synchronization, coordination and infrastructure between region and province that support goal and objectives, the complex of bureaucratic chain and overlapping interregional policies between local government, provincial government and central government while in fact, local government have great potential in relation to solving the problems of migration labour, and insufficient information to the people in general, resulting in lack of knowledge of migrant workers issues and low degree of understanding regarding the

importance of taking part in protecting future migrant workers. Opportunity analysis are an urgent need to strike balance between deriving economic benefits from International Labour migration and ensuring the effective protection of labour migrant. Threat analysis are: the condition and experiences of Indonesia migrant labour are varied between the four destination countries surveyed, the service of such large labour migrant are not matched by the services provided by the Government and it seems that the Government does not serious dealing with the issue; there are many Indonesia labour service delivery agencies in local area and it is possible that they operate illegally in all parts of Indonesia and they like a broker and have established a mafia-like cooperation with the village apparatus; there is also age manipulation in recruitment of migrant labour; the villagers are easily believed in the promises of the brokers of local agencies, so they dare to borrow money at high interest to finance their departure to the country/destination. It is undeniable that most of our weak and often troubled workers are domestic labour or domestic helper.

According to migrant care records, the relationship of domestic labour is more difficult than workers in factories or plantations. Living in an employer's home makes domestic helper's space limited and tends not to be monitored by the public or by the government. The employer often assesses his/her employer based on factors like and dislike. In feudal culture there is presumption of domestic labour as a slave. The abundance of abusive employers of migrant labours is often based on such an assumption. Many employers also apply arbitrarily because they feel they have paid amount of money to the agency to recruit domestic labour. There is also attitude that looks down on the Indonesian nation. Like it or not it does happen. The Indonesian nation is sees as a poor nation and its government is weak. Such things need to be observed.

Therefore, we need to know the contents of the employers, the habits, the likes and dislikes and the nature or character. Shows positive attitudes from various information, during the shelter of domestic workers are taught to be obedient. Generally, in the training centre also teaches a lot about the obligations rather the rights. The pattern of education was also carried out militaristically, prohibit many things and subject to physical punishment. That treatment will result to the inferior and not confident in the domestic helper itself. The attitude of submissive and surrender even make in an unfavourable position. In addition to the work ethic, adequate language skills and abilities, which must be built within a migrant labour is a critical and decisive attitude. Responsible manner and assertive must be demonstrated from the first meet with the employer.

The high numbers of violations of the rights of the TKI are assessed as a result of the lack information and training of prospective migrant labour. Therefore, they face difficulties in facing the culture, legal and social systems that exist in the destination country. So that there are acts of violation that harm our TKI. Ironically, the government is considered absent in providing protection to the TKI who stuck in the problem. For example, there are no regulations that comprehensively regulate education and training prior to departure. The current education and training curriculum only focuses on the service expertise and not the perspective of human rights. As a result, the protection of migrant domestic workers is marginalized. Through this point, comprehensive education and training for TKI before being sent to destination countries is very important. Especially for understanding language and culture. The institution that assesses the competence of the labour migrants before deploying is the Professional Certification Agency (LSP) which is supervised by the National Agency for Professional Certification (BNSP). If it doesn't meet the requirement of standards competency, then the TKI cannot be sent abroad.

The process of immigration assimilation is typically and uncritically conceived as one of linear progress-becoming similar to the dominant group in the place of destination is presumed to be a good thing. When discussing the social policies related to the English-only movement, sociologists often use the terms of "multiculturalism" and "assimilation". Supporter of multiculturalism believe that people should be allowed to adapt to a new culture. People who favour assimilation often criticize multi-culturalism because they believe that immigrants should adapt to society. Society does not need to adapt to immigrants. Sociologist Ruben Rumbaut explores immigrant assimilation by reviewing a variety of studies.

Traditionally, experts believed that assimilation occurred in a linear process. Immigrants began to assimilate by learning the language and then incorporated other parts of the culture into their lives. Rumbaut finds that this linear idea is not valid. Assimilation varies based on the immigrant's time of entry into the country and country of origin. Many of today's immigrants come from countries with little understanding of industrialization and democracy, which limits the process by which they assimilate. Under these conditions, coerced rapid assimilation has a negative impact on successful immigrant adaption. Recent research shows that immigrants improve their chances of successful adaptation if they remain tied to their own culture and remain bilingual. Those who support aggressive assimilation policies as a way to functionality support the country's unity and ease the fear that a bilingual society would negatively affect the country. Interestingly, as an individual's education level increases, the likelihood of supporting "English-only" laws decreases. Therefore, college graduates are more likely to realize that successful immigrants' adaptation occurs slowly and cannot be forced.

2.1 Foreign domestic helper demographic

Malaysia is still the main destination of TKI. Data from the National Agency for Placement and Protection of Indonesian Migrant Workers (BNP2TKI) noted that the placement of migrant workers to Malaysian neighbouring countries reached 87,616 people. This figure is equivalent to 37,4 percent of total placement of overseas workers. The second largest TKI placement in 2016 is Taiwan with 77,087 people and third Saudi Arabia with 13,538 people.
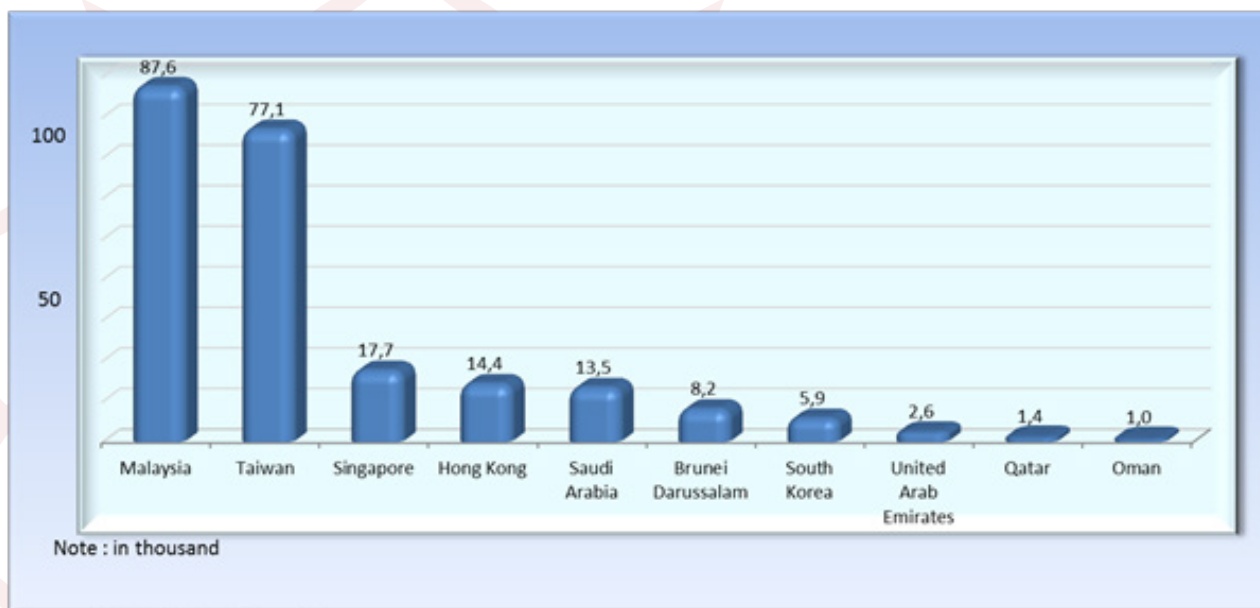

Note : in thousand

Source: Databoks.katadata.co.id

Table 1: 10 countries with the largest placement of TKI in 2016

2.2 Psychosocial Rehabilitation and Social Empowerment

The handling of problematic treatment is directed to restore psychic condition and social relationships. Unhealthy mental condition will certainly affect social relationships with others. On the other hand, migrant workers are problematic as productive workers who have problems with livelihoods, so the need for social empowerment efforts at their roots can increase their productivity to obtain sustainable livelihoods.

Psychosocial is a term used to describe the relationship between a person's social condition and his/her emotional/mental health. Psychosocial terms involve psychological and social aspects. A healthy person will react in a positive way in many situations. Problematic migrant workers generally experience psychosocial problems so they need to get psychosocial rehabilitation from an expert. In addition to psychosocial treatment, problematic TKI or victims of violence need to be empowered socially and economically. Empowerment is a process by which people become powerful enough to participate in various controls and affect the events and institutions that affect their lives. Empowerment emphasizes that people acquire the skills, knowledge and power sufficient to influence their lives and the lives of others to his attention. While, social empowerment is an advance program of previously provided psychosocial rehabilitation. The objective is to increase the independence, maintenance and improvement of income for the use of economic welfare and integration of migrant workers with problems or become victims of violence with their social environment.

2.3 TKI and Diaspora's Concept

So far, the government is only busy doing placement of migrant labour abroad to reduce unemployment in an instant. However, from the aspect of protection and coaching is still neglected. Many cases of migrant labour experience a social crisis of religiousness so there is frequent fight, criminal acts and immoral acts. In fact, some of them experience a cultural shock when working abroad. The development and empowerment program of Indonesian Migrant Labour (TKI) can be done by the Ministry of Social Affairs, the communities of Indonesian citizen abroad; they are students, innovators, professors, lawyers, professionals, bankers and many more can empower TKI by providing necessary skills in a community learning and teaching centre that can also strengthen long-term productive enterprises. There will be done in a Shelter that provided by KBRI or can be managed by the social attaché who understand the psychological and social recovery issues. The activities are including social assistance, social rehabilitation, social security, social empowerment, social protection, and social advocacy. With this community, can help to alleviate the problem faced by TKI and when returning home, can bring social change in their home communities.

3. Strengthening cooperation in ASEAN

The main goal of the establishment of ASEAN is to improved economic cooperation, social, and culture among the members, to protect security and regional stability, as well as finding solutions to the differences that arise between them. Generally, ASEAN progressed quiet well in many aspect including regional integration efforts, narrowing development gaps, maintaining peace and improved social landscape across the region. Cooperation between states can take the form of consultative mechanism. In recent years several of these have been established that include Indonesia, The Global Forum for Migrations and Development (GFMD), the Ministerial Consultations for Asian Labour sending countries (the Colombo Process) and the ASEAN Declaration on the Protection and Promotion of the Rights of Migrant Labour. The Government of Indonesia calls on ASEAN member countries to enhance cooperation and coordination in protecting migrant labour in Southeast Asia by supporting efforts to accelerate the completion

of the draft safeguard instrument in promoting the basic concept of migrant workers' protection. According to Minister of Manpower M. Hanif Dhakiri, when attending the meeting ASEAN Ministers in Geneva Switzerland on 2015 said that ASEAN countries are committed to cooperate in the completion of the ASEAN instruments on the protection and promotion of the rights of migrant workers. However, the instrument of protection of migrant workers (Asean Instruments on the Promotion and the Protection of the Rights of Migrant Workers) which has been compiled since 2012, until now, has not been final agreed.

Legally binding instrument for Asean

Migrant workers would need to be given the same benefits and legal protection as locals, including minimum wages and the right to be unionised. It is more complicated because it is a regional matter, not a bilateral one. That means laws to protect migrant workers are not enough. There needs to be a harmonisation of employment laws. Asean needs to formulate a regional legal instrument on migrant worker rights and the minimum standards of treatment. This instrument has to be enforceable in the 10 member countries, which presently have varying degrees of worker protection standards. Then again, how well will these countries accept an Asean legally binding instrument and how to make the three major receiving countries adhere to the regional policies and regulations?

4. Conclusion

Indonesian Representative for ASEAN Intergovernmental Commission on Human Rights (AICHR), Rafendi Djamin, underlined the importance of cooperation at the national level in relation to efforts to formulate policies at the regional level. On the other hand, regional policies need to be supported by national policies, even at district and city levels. He also reaffirmed the statement of the Indonesian Minister of Foreign Affairs earlier this year that the protection of ASEAN migrant workers would only be effective if ASEAN had a legally binding protection framework for migrant labour. In the meantime, there is "congestion" in the process of negotiating the migrant labour protection instruments being carried out by the ASEAN Committee on the Implementation of the ASEAN Declaration on the Protection and Promotion of Migrant Worker Rights (ACMW). Rafendi also underline that the protection of migrant worker is one of the Indonesia's top priorities in ASEAN as declared by President Joko Widodo at the ASEAN Summit in April 2015. It is also need to apply extraterritorial obligations among ASEAN member countries such as in migrant workers. There is also an idea to encourage the standardization of social protection, while the legally binding process of negotiation legally migrant workers' instruments must still be resolved.

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The Need of Intercultural Communication Competence in Crisis Communication: Lesson Learned from Malaysian Airlines MH370

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This paper aims to discuss the need of intercultural communication competence for Public Relations professional, in particular in crisis communication activities. This paper use the case from Malaysian Airlines crisis communication in the missing of flight MH370. Malaysia Airlines hit by critics for their crisis communication activities.

I use the theoretical framework about cultural influence in Public Relations activities to discuss the case. I found that the problems in Malaysia Airlines crisis communication is affected by cultural influence between the companies (Malaysia Airlines) and the next of kin families that came from China. It makes the communication between two parties failed. From the case, we have lesson learned that PR Professional should have intercultural communication knowledge when they have to deal with stakeholders from another culture.

Keywords: Crisis Communication, Intercultural Communication, International Public Relations, Public Relations Competence

Introduction

International public relations activities need to consider adapt their communication strategies in order to get trusted from their target public. The communication strategies include source, message, and media (Parkinson and Ekachai, 2006). Public relations of a global company need to make full adaptation with the culture, value, self-concept of the host countries, e.g. in media relations, CSR, sponsorship, and crisis communication (Tench and Yeomans, 2006).

But sometimes company do not make and adjustment or adapt their strategies when they communicate with public from another countries. This decision make their public relations activities is in the risk of failure.

One example of the failure shows by Malaysia Airlines in crisis communication about the lost of MH370. Confusion, false leads, and misinformation are common in the initial hours of air disasters in any country. In case MH370, some officials have complained of a lack of communication and information sharing that has slowed initial fact-finding (Grudgings, 2014). From the case, I take an initial proposition that the problems that occur because of the Malaysian Airlines communicate based on their own culture; and they do not take the culture of the passengers family (mostly from China) as a consideration in communication.

This paper discuss about the cultural influence in Malaysia Airlines crisis communication activities using the cultural dimension of Hofstede. v communication influenced by the power distance dimension. Malaysia has the highest ranking in power distance. But the way of Malaysian Airlines in crisis communication did not get positive responses from the Chinese next of kin families. For information, most of the passengers of MH370 are from China.
This condition make the need of intercultural competence should be added for Public Relations profession. Because in this globalized world, an organization should deal with many stakeholders from different culture.

Literature Review
Cultural Influence on Crisis Communication
According to Sriramesh (2009): "culture affects communication, and is affected by it. Because public relations is fundamentally a communciation activity, it is logical to conclude that culture affects publc relations also" (p.48). One of the public relations activities is crisis communication. So, crisis communication activities is influenced by culture.

Haruta and Hallahan (2003) gives example about how crisis communication is influenced by cultural factor, by comparasing the crisis communication activites between Delta Air Lines Flight 191 (United States) and Japan Air Lines Flight 123 (Japan).

This characteristic of the U.S. society --weak uncertainty avoidance and low Confucianism-- was clearly reflected by the way Delta handled information This gave Delta spokespersons the ability to say, "I don't know," when there was no answer or when the airline could not or would not answer certain questions. But at the same time, the airline had to ensure that the public would get the truth (Haruta and Hallahan, 2003).

How about the Japan Air Lines in crisis communication? Japan has high level of collectivism and power distance. One subtle, noteworthy difference in the coverage was the Japanese media's reference to either the company or to President Takagi. JAL's sole male spokesperson avoided personal identification, always preferring to be anonymous. The fact that the spokesperson's name rarely appeared in the media is an indicator of the extreme collectivism and comparatively strong power distance in Japanese society. (Haruta and Hallahan, 2003).

Lingley (2006) offered an example the "cultural clash" that happen in crisis situation. The case is the collision between US ship USS Greenvile collide with Japanese ship Ehime Maru in 2001. The Japan side thinks the US side did not want to take responsibility, because the US side did not apologies soon after the incident.. In American perspectives, apologies should be avoided in public speaking. Apologies offered at the beginning of a speech actualy have the effect of reducing one's credibility. Americans tended to accompany their apology with explanations while Japanese simply admitted fault (Lingley, 2006).

Cultural Influence in Public Relations Practice in Malaysia and China
Malaysia is the countries with the highest score for Power Distance index. People in Malaysia still accept the fact that power is unevenly distributed in society and business, but the situations seem to be improved over times. The respect gained gave leaders the power to make decisions that are unquestionable. Malaysians are often seen as having passive obedience to their superiors and decision-making appears to involve a top-down approach. Employees keeping silent and obeying orders and directions without question was due to the respect they have for their leaders who were expected to know what is best, considering his/her experiences that lead them to the positions they are currently holding. Despite leaders mistakes, respect is to be shown by not challenging their capability and credibility, especially in public, and such actions are strictly avoided by saving face (Amir, 2009; Ting & Ying, 2013; Samsuddin & Abdullah, 2014).

The high level of power distance in Malaysia make the public relations activities seemed "dependent" on the govenrment. Governemnt as a more important target of PR communication especially for a country with a high power distance score index. In crisis communication,, the government would be the first party that being informed by the organization that hit by the crisis, even before the families or employees. This practice also happen in private company (Taylor &

Kent, 1999). The public relations performance is not optimal, because senior management and political leaders in Malaysia do not fully understand and appreciate the roles and function of PR (Kaur, 2005).

Relatively same with the Malaysia, China also has a high level of power distance dimension. In crisis situation, Chinese people demand the leader of the organizations to act quickly and decisively. China also has a high level in masculinity dimensions. It make the male egos be stroked and strength be respected in negotiations. The high egos sometimes make relational and communication problems often developed with transnational issues (Chen and Culbertson, 2009).

In China perspectives, organizations acknowledge the influence of stakeholders. As a result, PR has been regarded as a tool for the society, rather than being only for organizations. Several basics rules for PR according to China perspectives are 'building good reputation and integrity, words consistent with behavior, collaborating and thinking for others' (Hung-Baesecke & Regina-Chen, 2014).

Results and Discussion
Malaysia Airlines (written with MAS hereafter) using its website www.malaysianairlines.com as one of many mediums to communicating the crisis communication related to MH370 incidents. On the several weeks after the incidents MAS activate the darksite. The web address is http://www.malaysiaairlines.com/my/en/site/dark-site.html. The website address changed to: http://www.malaysiaairlines.com/mh370. The language in the website is English and Chinese.

To highlight the findings, in general MAS management give statement about update situation and information, MAS commitment to give full assistance for the families, including caregivers and financial assistance and respond/clarification for rumor and news. The source of statement is MAS management, GCEO and Chairman of the company.

Malaysian Government give statements about operational update, diplomatic efforts, family care assistant, update on ministerial committees, and police investigation. Most of the statement was given by Hishammuddin Hussein, followed by Minister of Defence and Acting Minister of Transport, than ministry of Transport, Deputy Minister for communication and multimedia, and The Malaysian Prime Minister.

Beside official communication, the information being provide in http://www.malaysiaairlines.com/mh370 are: telephone number for Family Support Centre, press or media contact via their website. There is menu about MH370 passenger manifest and public could download it. The airline also provide menu for official updates on MH370 search operations. If we click the menu, we will direct to Malaysian Department of Civil Aviation official newsroom about MH370. the web address is: mh370.dca.gov.my.

The last official communication in 2014 being posted on November 10, 07:30 PM . There are 68 official communiations in sum. About 55 percent from the message's source are MAS management (37 messages) and 31 are from Malaysian Government authorities. From MAS top management, there are five messages written by CEO and/or Chairman of MAS (see Table 1).

Although the amount of official statement contains of government as the sources is "only" 45 percent, but the government stated the important message. the key moment in the lost

MH370 was the information in 24 March 2014, confirmed that the plane is sink in the southern part of Indian Ocean. Malaysian Prime Minister, Mr Najib Razak, was the person who told to the media about the information.

The first statement from Malaysian Government came in Sunday, March 16, 05:30 PM MYT by Hishamuddin Hussein, Minister of Defence and Acting Minister of Transport. The statement explain about search area, police inverstigation, aircraft maintenance, new involvement from investigations teams, and concluding remarks. In the opening statement written that Malaysian Governemnt commitment to search and rescue operation. Malaysian Government also stated that they only release the valid information. The statement in concluding remarks stated that Malaysian Government repeated their opening statement that they just want to share valid information. Their only focus is search and rescue operation.

The last statement from Malaysian Government in 2014 posted on Tuesday, August 28, 02:30 PM. The message came from YB Dato' Sri Liow Tiong Lai, Minister of Transport, Malaysia, about Malaysia reaffrims commitment in search for MH370 wreckage. Malaysia show the commitment by signed MoU with Australia. The sentences in the last two paragraphs strengthen the commitment :

Table 1. Message Source in Malaysia Airlines Official Communication about MH370 (Data until November 2014)

SOURCES CATEGORY	SOURCES	FREQUENCY	FREQUENCY (by category)
Management of Malaysian Airlines	Malaysian Airlines Management (anonymous)	32	37
	CEO and Chairman of Malaysian Airlines	5	
Government of Malaysia	Hishammuddin Hussein, Minister of Defence and Acting Minister of Transport	23	31
	Hamzah Zainuddin Deputy Minister of Foreign Affairs Chair of Next of Kin Committee	1	
	Ministry of Transport, Malaysia	5	
	Najib Razak Prime Minister of Malaysia	1	
	Deputy Minister for Communication and Multimedia	1	
TOTAL			68

Malaysia get the highest score on the Power Distance dimension (100) which means that people accept a hierarchical order in which everybody has a place and which needs no further justification. Hierarchy in an organisation is seen as reflecting inherent inequalities, centralization is popular, subordinates expect to be told what to do and the ideal boss is a benevolent autocrat. Challenges to the leadership are not well-received (http://geert-hofstede.com/malaysia.html, acessed March 28, 2015).

The evidence of the presence of power distance shows by the amount of government statement in MAS darksite. Beside the amount, it also the kind of information. The Malaysian Government give detil information about the search updates, the technology that used in search operations, the amount of vessels, plane, helicopter, etc.; the diplomatic efforts; and what the relatives should do. Meanwhile, the MAS main message is their care for the relatives.

The high power distance also showed in every official statements. In Malaysian Airlines official statement title always contains the individual name or the institution of the message source (Amir, 2009; Haruta & Hallahan, 2003). For example CEO Malaysia Airlines, Prime Minister of Malaysia, etc. Another point in Power Distance is challenges to the leadership are not-well recieved. The Malaysian government information alleged make the condition more confusing (Grudgings, 2014) but MAS did not give enough clarification.

Government become the most important stakeholder in when crisis hit Malaysian company (Taylor and Kent, 1999). The intervention of the government make Malaysia Airlines find difficulties in their crisis communication activities, because government's directive agianist airline's interest. Also, Malaysia Airlines trapped in political and diplomatic bureaucracy (Sharuji, 2015). The lack of understanding and appreciation towards PR profession from Malaysian political leaders (Kaur, 2005) make the situation become more difficult for PR practitioners.

The problems become complex because Malaysia Airlines face stakeholders from different culture. Majority of the passengers of MH370 are from China. According to Sharuji (2015), Malaysia Airlines faces major challenges when they must deal with different culture, in intense emotional situation.

The intense emotional situation occurred in several incidents between personnel of Malaysia Airlines next of kin committee and next of kin from China. The first incident happened when Malaysia Airlines Security supervisor was attacked by a Chinese family member whilst on duty at Lido Hotel in Beijing on 22 April 2014. The airline staff tried to stop an aggressive family member who demanded access to the secretariat, when the latter kicked the staff in his left knee. The staff sustained only light injury. The second incident was MAS staff were held at the Lido Hotel ball room in Beijing by the family members as the families expressed dissatisfaction in obtaining details of the missing aircraft on 24 April 2014 03:00 pm. The group finally released the staff on 25 April 2014, 01:44 am. The detail of incident posted on MAS official website, 25 April 2014, 07:40 PM. Then, Malaysia Airlines filed a police report following this incident several days later.

Violence is a wrong behaviour. According to Sharuji (2015), the next of kin won't accept any explanation; and they do the "irrational behaviour". But I think it is unfair to judge them with "irrational behaviour" labels. We have to review why the next of kin families from China did the violence.

Based on Chinese perspectives, PR-related activities are expected to "collaborating and thinking for others". As a result, PR has been regarded to serve the society needs, rather than being only for organizations (Hung-Baesecke, & Regina-Chen, 2014). So, the Chinese did not accept any explanation from Malaysia Airlines, probably because the explanation did not match with their needs.

The high power distance score in Chinese society (scored 88) also influencing. According to Chen and Culbertson (2009), high power distance score make the leaders become the "main

actor" in crisis situation. Chinese society expected leaders to act and communicate quickly and decisively in crisis situation. So what they need is leader's presence.

In general crisis situation, the presence of leader in crisis situation is very important. Leaders has to give publics clues about what should do, what is right, and what is important. Leaders help reduce the turmoil of crisis and reassert order and control, in part by being visible to employees, members of the community, and the media. They oversee responses and help others understand and cope with what is happening (Ulmer, et.al, 2011, p.64-65).

In my opinion, the next of kin from China did not care whether the leader is political leader (Malaysian government) or company leader (directors/CEO from Malaysia Airlines). They do not accept explanation from another else. They need explanation from leaders. The high score of masculinity ego in Chinese culture also make the negotioation become more difficult (Chen and Culbertson, 2009).

In this case, "cultural clash" (Lingley, 2006) happened. The expectation from Chinese next of kin families did not match with what Malaysian Airlines do. The leaders, as expected in Chinese culture, did not communicate quickly and decisively. In the other side, Malaysian Airlines could not avoid the high power distance culture. Malaysians are often seen as having passive obedience to their superiors and decision-making appears to involve a top-down approach. (Amir, 2009; Ting & Ying, 2013; Samsuddin & Abdullah, 2014). This condition make the Malaysian Airlines crisis communication (seems) so slow.

Conclusion : Lesson Learned

There are several weakness in Malaysia Airlines MH370 crisis communication, for example the speed of communication and the reactive versus proactive communication (Sharuji, 2015). Malaysia Airlines management is too slow in crisis communication do to their "dependency" with Malaysian government. Meanwhile, Malaysian government could not communicate quickly because they have to consider the bureaucratic of diplomatic aspects.

All of this problems affected by culture, because culture affect communication activities (Sriramesh, 2009). The Malaysian company communicate based their own culture, and the Chinese next of kin response with they own culture.

Based on the case, Public Relations professional needs to improve their knowledge about intercultural communication. Because in this globalized world, an organization must deal with many stakeholders from different culture. Public relations strategies need to consider the suitable formulas between their "home culture" and "host culture" (Tench and Yeomans, 2006).

But, this obligation to improve the PR competence is not only PR professional responsibility. According to Kaur (2005), the problems why public relations in Malaysia difficult to improve is due to external factor. So, the government and the management of the companies also have the same responsibility to know and appreciate the PR profession.

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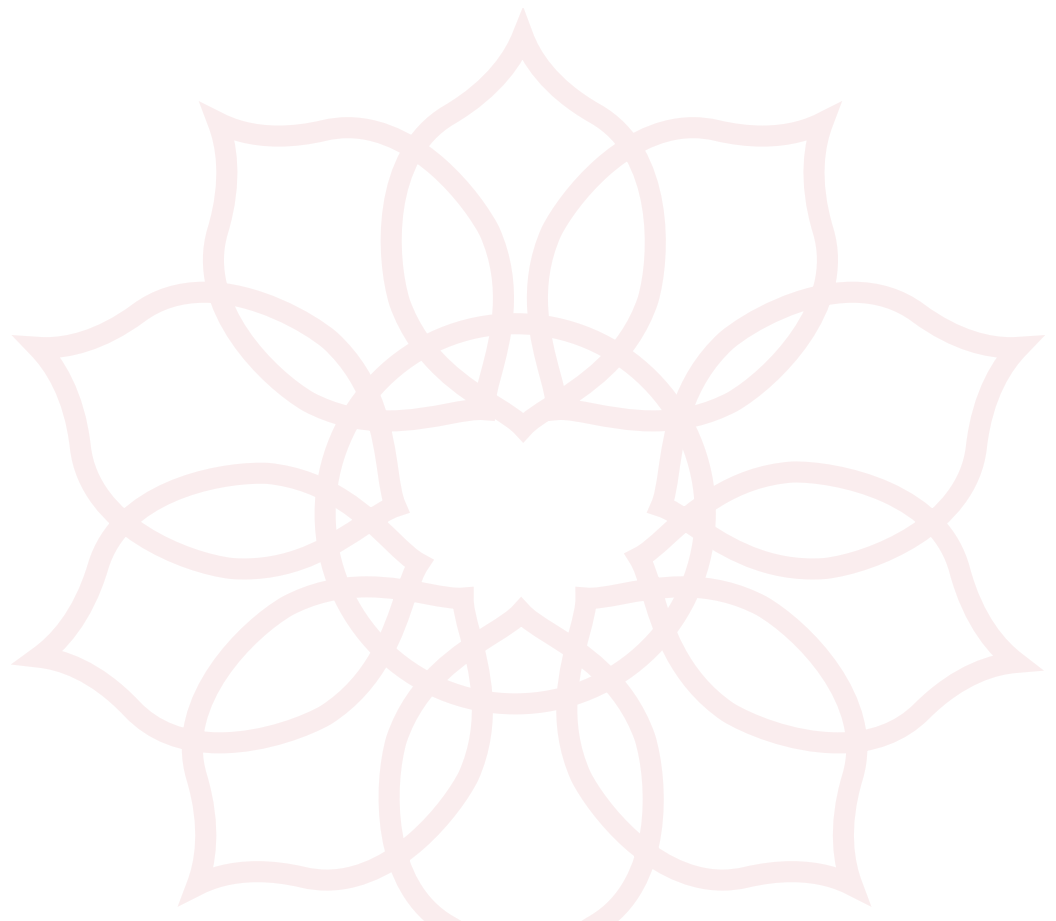
Effect of Promotion through Instagram towards Buying Decision of Pekopurin.id Product

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INTRODUCTIONS

Competition in the world of business is getting tighter due to many new businesses emerging. One way to win the competition is to do a promotion. Many of the marketers are competing to do promotions with interesting and unique to be different from others. Marketers willing to spend a lot of money to promote through print media and offline media such as banners, flyers, billboards, television and radio. With the development of time, now there is a new medium of Internet media or often called the online media. Online media is a medium used to share photos, videos, information and promotions with internet-based. There are several categories for online media for example websites, blogs, messenger, and social media. To conduct an online promotion, marketers choose to use social media than others. Promotion through social media is very easy, fast and certainly not paid then many marketers take advantage of this opportunity to introduce new products.

Social media that commonly used is Facebook, Instagram, Twitter, YouTube and other social media. Social media itself is a medium to socialize with each other and be done by online to enable humans to interact with each other without space and time is limited. Facebook is a social media that have the highest users in ASEAN while in Indonesia Facebook ranked 2nd. In ASEAN, Instagram was ranked 8th which much lower if we compared in Indonesia that ranked 3rd with 39% of the populations, followed by Facebook and YouTube as the number one highest users (We Are Social, 2017).

Based on data of We Are Social 2017, the internet users in ASEAN reached 3.773 billion if compared with the population of the percentage of the population by 50% while in Indonesia it reached 132.7 million users. Social media users in ASEAN has reached 2.789 billion as of January 2017 and Indonesia are the biggest contribution, followed by Philippines.

Indonesian internet users have reached 51% of the total population in Indonesia 262 million. This proves that the internet has become part of the life of Indonesian society, the various information we need can be found on the internet. The internet is also used with various activities ranging such as a medium of online interaction. People who access the internet via mobile phone is 91% and through laptop is 21%. The use of mobile phones and internet make social media developed and experience shifting function or revolution, which initially as media or platform for social interaction online now become media of promotion.

In 2016 internet content most often accessed by society Indonesia is social media with biggest percentage that is 97,4%, entertainment 96,8%, news 96,4%, education 93,8% Commercial 93.1%, and the lowest is public services amounted to 91.6% (APJII, 2017). The majority of Instagram users are young, well-educated and well-established. In Indonesia alone, Instagram users have reached 22 million active users per month (CNN Indonesia, 2016).

Online shopping or e-shopping is an online shopping activity that allows potential

customers to find the product they want. In this activity will occur interaction between prospective consumers and sellers. Buying in an online shop is easier and faster than going to a store and buying instantly. This convenience is what makes more and more people become more consumptive. Consumptive is the desire of someone to buy something that does not fit the need just to satisfy the desire of self (Anwari, 2014).

Online shop owners should be able to introduce new products in a way that is unique and different from others. Such as Pekopurin.id who make unique product photos to create brand awareness and attract the attention of potential customers. Brand awareness has become an important factor for marketers because it can strengthen the brand and can facilitate consumers to remember the products offered.

Pekopurin.id is a new online shop that sells food products or dessert milk pudding with four main variants are Chocolate, Very Berry, Matcha, and Coffee. Based on the interview on October 8, 2016, the owner of Pekopurin.id deliberately uses Instagram as a promotional medium because it can be very easy to reach the target. Target from Pekopurin.id is adolescent to adult with upper middle class and for culinary lovers. Owner said that Pekopurin.id has uniqueness that is not owned by other marketers that is using different materials and glass bottle packaging so that milk pudding can be seen easily and interesting. While other marketers use plastic cups as pudding containers. In addition, Pekopurin.id using a unique product photo for consumers to feel interested. Pekopurin.id has the concept of "Keep It Simple".

Based on the above background, then the formulation of the problem in this study are:
1. Is there any promotion influence through Instagram to Pekopurin.id product purchase decision
2. Is there any influence of buying interest to Pekopurin.id product purchase decision
3. Is there any influence of promotion through Instagram and buying interest to purchase decision at Pekopurin.id
4. Whether buying interest can mediate between promotion and purchasing decisions Pekopurin.id products

Based on the above questions, then the objectives in this study are:
1. To analyze the effect of promotion through Instagram on Pekopurin.id product purchase decision.
2. To analyze the influence of buying interest on Pekopurin.id product purchase decision.
3. To analyze the effect of promotion through Instagram and buying interest together to Pekopurin.id product purchase decision.
4. To analyze buying interest as mediation variable between promotion and purchasing decision of Pekopurin.id product

Hypothesis in this research are:
Ho1: Promotion through Instagram does not have a significant effect on purchasing decision of Pekopurin.id product.
Ha1: Promotion through Instagram has a significant influence on Pekopurin.id product purchase decision

Ho2: Buying interest does not have a significant effect on purchasing decision of Pekopurin.id product
Ha2: Buying interest has a significant influence on Pekopurin.id product purchase decision

Ho3: Promotion through Instagram and buying interest does not have a significant influence on Pekopurin.id product purchase decision.
Ha3: Promotion through Instagram and buying interest have a significant influence on purchasing decision of Pekopurin.id product.

Ho4: Buying interest can not mediate between promotion and purchasing decision of Pekopurin.id product
Ha4: Buying interest can mediate between promotions and purchasing decisions of Pekopurin.id products

Keywords: Instagram, Promotion, Buying Intention, Buying Decision

LITERATURE REVIEW

This research used S-O-R (Stimulus-Organism-Response) theory. In this study, promotion is a stimulus of interesting photographs followed by buying interest as a response. Based on Bungin (2015, p.281), the organism is the stage where the decision process takes place. In this study, buying interest is an organism in which consumers pay attention to Pekopurin.id products. The response generated from this theory is a purchase decision whereby consumers already know what they are going to buy.

Promotion is a communication strategy that marketers do to build relationships with consumers (Abdurrahman, 2015, p.155). Promotion is a means used to inform, persuade and remind consumers of products and brands sold (Keller, 2008; in Abdurrahman, 2015). Promotion must be informative and interesting to make consumers interested to try the products offered.

Instagram is a place to share photos and videos. Many people are using Instagram's usefulness to do business. Doing business using Instagram is very easy and costless. Instagram is also used by the global community so it is very easy to reach the target market.

Based on Durianto and Liana, buying interest is something related to consumer plans to buy the product and how many units are needed (Jushermi, 2009, p.59). There are four indicators from buying intention such as Transactional interest, Referential interest, Prefential Interest and Explorative interest ((Ferdinand, 2008; in Adji, 2014

According to Schiffman and Kanuk (2007, p.485) the purchase decision is when consumers have to select two or more alternatives. Once the consumer has set what is desired, it will occur the purchase process. Five stages in the decision-making process based on Kotler and Keller (2016, p.234-243), The Introduction of Needs, Information Search, Alternative Evaluation, Buying Decision, Post-Purchase Decision.

METHODOLOGY

This study uses a positivistic paradigm with the assumption that a symptom can be classified and the cause of effect between variable (Sugiyono, 2016, p 42). This research uses quantitative method with explanative approach causality. Explanative used to know the relationship that happened between one variable with another variable. While causality explain the causal relationship between variables that can cause certain effects. Subjects in this study were Pekopurin.id followers amounted to 229. The study was conducted by distributing questionnaires

to 145 respondents with simple random sampling technique.

RESULTS
All variables have been declared valid and reliable because the Correction Item-Total Correlation are larger than 0,284 and Cronbach's Alpha larger than 0,6.

Informed Dimension Analysis

Dimension	Indicator	Statement	Frequency
Informed	Brand Awareness	I'm aware that Pekopurin.id sold milk pudding	133
	Publish the product	I participated in publishing Pekopurin products through social media	124
		Pekopurin.id's instagram account provide updates on the latest variant taste	**139**

In this Dimension, the indicator that has the highest value is Publish the product with statement Pekopurin's Instagram account provide updates on the latest taste has the highest value of 139.

Persuaded Dimension Analysis

Dimension	Indicator	Statement	Frequency
Persuade	Influence consumers to buy	Post from Pekopurin.id account made me interested to try the pudding	**138**
	Persuade consumers to visit events	I am interested in visiting the event that was attended by Pekopurin	130

In this Dimension, the indicator that has the highest value is Influence consumers to buy with statement Post from Pekopurin.id account made me interested to try the pudding has the highest value of 138.

Reminded Dimension Analysis

Dimension	Indicator	Statement	Frequency
Remind	Memory of the product	I search for Pekopurin.id's Instagram whenever I want to buy pudding	132
		The information and photos posted by Pekopurin.id are easy to remember	**139**
	Memory of the brand	Pekopurin.id is identical to the sale of pudding	137
		Pekopurin.id is a unique name that is easy to remember	135

In this Dimension, the indicator that has the highest value is Memory of the product with statement The information and photos posted by Pekopurin.id are easy to remember has the highest value of 139.

Transactional Interest Dimension Analysis

Dimension	Indicator	Statement	Frequency
Transactional Interest	The desire to try the product	I want to try Pekopurin.id pudding after looking at product photos	136
	The presence of an attractive appearance	The product photo on Instagram made me interested to make a purchase	**137**

In this Dimension, the indicator that has the highest value is The presence of an attractive appearance with statement The product photo on Instagram made me interested to make a purchase has the highest value of 137.

Referential Interest Dimension Analysis

Dimension	Indicator	Statement	Frequency
Referential Interest	Suggest to others	I would suggest Pekopurin to my friend who likes dessert	**138**
		I will tell my friend about Pekopurin	134

	Influence	I will influence my friends or family to buy pudding in Pekopurin.id	124
		I will ask my friend to try Pekopurin.id product	136

In this Dimension, the indicator that has the highest value is Suggest to others with statement I would suggest Pekopurin to my friend who likes dessert has the highest value of 138.

Prefential Interest Dimension Analysis

Dimension	Indicator	Statement	Frequency
Prefential Interest	In accordance with the wishes	Pekopurin Pudding suits what I want	**138**
		I feel Pekopurin pudding is better than other pudding	124
	In accordance with the taste	I love the taste offered by Pekopurin	**138**
		Pekopurin pudding flavor fits my taste	136

In this Dimension, the indicator that has the highest value is In accordance with the wishes and taste with statement Pekopurin Pudding suits what I want and I love the taste offered by Pekopurin has the highest value of 138.

Explorative Interest Dimension Analysis

Dimension	Indicator	Statement	Frequency
Explorative Interest	There is a sense of want to know about the variants of Pekopurin.id	I want to know what variants are owned by Pekopurin.id	136
		I want to know what variant is the best seller of Pekopurin.id	138
	There is a sense of want to know about the price of Pekopurin.id	I want to know the price offered by Pekopurin.id	**140**
		I want to know if the price offered matches the product	**140**

In this Dimension, the indicator that has the highest value is There is a sense of want to know about the price of Pekopurin.id with statement I want to know the price offered by Pekopurin.id and I want to know if the price offered matches the product has the highest value of 140.

The Introduction of Needs Dimension Analysis

Dimension	Indicator	Statement	Frequency
The Introduction of Needs	Internal Stimulation	I bought pudding at Pekopurin.id because I am a dessert fan	132
		I bought Pekopurin's pudding after seeing an interesting product photo	**137**
	External Stimulation	I bought the pudding after seeing Instagram Pekopurin.id	136

In this Dimension, the indicator that has the highest value is External Stimulation with statement I bought Pekopurin's pudding after seeing an interesting product photo has the highest value of 137.

Information Search Dimension Analysis

Dimension	Indicator	Statement	Frequency
Information Search	Private Source	I bought Pekopurin for being told my friend	124
	Commercial Source	I know the variant through Pekopurin photos in Instagram	136
		I get contact info from Instagram Pekopurin.id account	**137**
	Pubic Source	I get information about Pekopurin through Instagram	135
		I know information about prices through Pekopurin line account	129
	Experience Source	Pekopurin gives a memorable experience	136

In this Dimension, the indicator that has the highest value is Commercial Source with statement I get contact info from Instagram Pekopurin.id account has the highest value of 137.

Alternative Evaluation Dimension Analysis

Dimension	Indicator	Statement	Frequency
Alternative Evaluation	Calculation	I compare the price of pudding in Pekopurin before buying	**136**
		I think the price of Pekopurin is excessive	66
	Intuition	I will buy Pekopurin at any price	84
		I will buy Pekopurin wherever it is located	114

In this Dimension, the indicator that has the highest value is Calculation with statement I compare the price of pudding in Pekopurin before buying has the highest value of 136.

Buying Decision Dimension Analysis

Dimension	Indicator	Statement	Frequency
Buying Decision	Situational	I will still buy Pekopurin's pudding even though there are more expenses	**115**

In this Dimension, the indicator Situational with statement I will still buy Pekopurin's pudding even though there are more expenses has a value of 115.

Post-Purchase Behavior Dimension Analysis

Dimension	Indicator	Statement	Frequency
Post-Purchase Behavior	Expectation	Pudding Pekopurin.id in accordance with the photos that are in Instagram	**139**
	Re-purchase	I will buy Pekopurin pudding in the near future	113

In this Dimension, the indicator Expectation with statement Pudding Pekopurin.id in accordance with the photos that are in Instagram has a value of 139.

The questionnaire is stated normal by using p-plot which shows the points are in a straight line. The correlation level in this study was stated positive and significant because the value between the three variables are in between 0,60-0,799.

This study is free from multicolinality because the value of Variance Inflation Factor (VIF) is not more than 10 and Tolerance value is not less than 0.10.

This study is free from heteroscedasticity because the data points spread above and below the number 0 and do not form a pattern.

Coefficient Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.795[a]	.632	.627	4.561

a. Predictors: (Constant), Buying Intention, Promotion
b. Dependent Variable: Buying Decision

R Square value is 0.627. There are 62.7% contribution of variable X1 (promotion) and X2 (buying interest) to variable Y (purchase decision).

Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.360	3.527		3.221	.002
	Promotion	.755	.118	.480	6.417	.000
	Buying Intention	.429	.086	.373	4.996	.000

a. Dependent Variable: Buying Decision

The coefficient regression of promotion is 11.360; meaning if promotion increase by 1, then buying decision will increase equal to 0,755 and if buying intention increase by 1, then buying decision will increase equal to 0,429. The sig value is smaller than 0.05 so promotion and buying intention can influence buying decision partially

Based on sobel test the value of t are greater than the value of t table, so buying interest can be regarded as a mediation variable.

Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5076.444	2	2538.222	121.998	.000[b]
	Residual	2954.384	142	20.806		
	Total	8030.828	144			

a. Dependent Variable: Buying Decision
b. Predictors: (Constant), Buying Intention, Promotion

Sig value in this research is 0.000. Which means, the Sig value is smaller than 0.05 so Ho is rejected and Ha accepted, Promotion through Instagram has significant affect toward buying intention and buying decisions of Pekopurin.id products simultanly.

CONCLUTION AND RECOMMENDATIONS
The conclusion from this research is the results show that promotion has an influence on purchasing decisions. Based on above conclusion, the suggestion for the next research is the result of research stated that there are 62,7% contribution of variable X1 (promotion) and X2 (buying intention) to variable Y (purchase decision). While the rest of 37,3% influenced by other factors. This means there are other factors that can influence the purchase decision. So, it is

necessary to do further research to complete the research that has been made.

The advice from this research is Pekopurin.id is advised to post photos of the atmosphere during the event so that consumers can find out how the event situation ever followed by Pekopurin.id. Currently Pekopurin.id only post about when the event that followed will take place. The promotion of Pekopurin.id can be said as good because it contributes 56.7% of purchasing decisions so that the promotion needs to be maintained.

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An Evidence-Based Project Management Approach for Effective Content Communication Between Government and Citizens

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Effective communication with citizens is critical to realise the benefits of government initiatives. However, prior research has shown that communication teams in government and the public sector are generally unable to tackle the complex communication challenge in a world that continues to be transformed by technology. Using a mixed-research method, this study addresses this gap by developing an evidence-based project management approach to enable governments to communicate effectively with citizens. In particular, we reviewed literature in relevant disciplines (e.g., public relations, communication and project management) and conducted semi-structured interviews with 17 communication practitioners in Australia, the United Kingdom and Vienna. Based on the findings, we developed a phase-based Toolkit for content communication project management in the public sector. The Toolkit describes three distinct yet interrelated phases (i.e., initiation, planning and design, and execution and evaluation) that will, if implemented correctly, facilitate effective government-citizen communication. Associated activities in each phase are also discussed. This Toolkit provides governments at all levels (municipal, state, national and multi-lateral) with a structured approach to tell their stories and measure their impact. Over time, adherence to this method will not only enhance governments' communication capability but also assist them to achieve their policy, program, service and regulatory outcomes.

Keywords: communication management; government; evidence-based; project management

Introduction

Effective communication with citizens is essential to realise the benefits of government initiatives (e.g., policies, regulations and services). In the digital age, where the capacity to reach citizens has improved and the cost of the creation and distribution of media has reduced, the most effective way to engage and communicate with citizens is to create, curate and distribute useful, relevant and consistent content (referred to hereafter as content communication) over time (Grimmelikhuijsen et al., 2013). Despite its growing influence and importance, communication isn't taken seriously by governments (Glenny, 2008). In the top down traditional command and control world, governments assumed they had the power and authority to compel people to listen. This conventional view has been over turned by the impact of technology.

Citizens now control the information they receive, when they receive it and on which device. According to a report commissioned by the Commonwealth owned NBN Co, an average Australian household has nine devices connected to the Internet (Telsyte, 2015). Almost 80% of Australians now carry a high powered communication device (e.g., smartphone) in their pocket or purse. Collectively, they glance at their devices 440 million times a day (Deloitte, 2015). Government is competing for a share of people's most valuable asset, their time and attention. In this ever changing digital world, the traditional analogue channels of television, print and radio

advertising are no longer effective; communication teams in the public sector are struggling to keep up. Indeed, a recent study conducted by WPP (2017) in 70 countries reveals:

> "a shared sense among many communication leaders that their teams lack the agility to perform well in this new world – and that constant cost reductions have 'filleted' them of the staff, skills, financial resources and knowledge they need."

Our research seeks to address part of this gap by developing an evidence-based project management approach (referred to hereafter as "the Toolkit") to empower governments to think strategically and communicate effectively - to create and distribute stories that explain policy to citizens/stakeholders. This Toolkit is a methodical and educational resource for governments to enhance their communication capabilities over time.

Research Methodology

Research setting and participants

To ensure the Toolkit is evidence-based and practice-relevant, we integrated state-of-art theories from relevant disciplines (e.g., public relations, communication, project management) and insights from practitioners. Semi-structured interviews were conducted with 17 communication practitioners who were selected through a purposive sampling strategy in Australia, the United Kingdom and Vienna. Among them, three are industry consultants with intensive communication

management experience in the public sector; and 14 are senior communicators (e.g., directors and national managers) who leads project and/or business as usual (BAU) communications at various levels of the Australian, UK and Vienna governments. This diversity in the participant profile (Table 1) contributes to a comprehensive understanding of communication practices in the public sector.

Table 1: Participant Profile

ID	Position	Organisation Type	Experience	Type of communication
P01	Senior Director	Federal government	22 years	Project and BAU
P02	Engagement Manager	State government	30 years	Project and BAU
P03	National Manager	Federal government	24 years	Project and BAU
P04	National Manager	Federal government	15 years	Project and BAU
P05	Strategic Coordinator	Federal government	18 years	BAU
P06	Director	Federal government	8 years	Project and BAU
P07	Senior Executive	Federal government	26.5 years	Project and BAU
P08	Content Manager	State government	2 years	BAU
P09	Director	Federal government	10 years	Project and BAU
P10	Content Manager	State government	1.5 years	BAU
P11	Executive Manager	Local government	13 years	Project and BAU
P12	Head of Communications	Local government	8 years	Project and BAU
P13	Digital Specialist	Local government	8 years	BAU
P14	PR Consultant	Communications agency	2 years	Project
P15	Production Operations Head	Communications agency	27 years	Project
P16	Project Manager	Communications agency	6 years	Project
P17	Executive Director	Government communication office	-	Strategy and project

Data collection and analysis

The interviews consisted of two parts. The first focused on participants' current roles and responsibilities. Example interview question includes: "Please describe your role and responsibilities in government communications." The second part addressed the critical phases, decisions and activities involved in content communication projects; and key managerial challenges and possible solutions in the whole project life cycle. Insights were gathered through questions such as "From your extensive experience, what are the critical decision points that need to be made in a communication project?" and "How would you define the goals for your communication?" Follow-up questions, such as "Could you please give us an example of that?", were also asked to clarify participants' responses and/or solicit further details. Each interview lasted approximately one hour. All interviews were recorded and analysed through a rigorous iterative process recommended by Miles and Huberman (1994).

First, the researchers went through the interview data to understand individual participant's views on the communication practices in the public sector; and their perception on the proposed Toolkit. Next, we reviewed all interview data systemically to link participants' responses to specific research themes (e.g. phases, activities, tools/techniques and inputs/outputs) and identify emerging patterns. We then validate and clarify the new information in succeeding interviews. Findings from the literature and these interviews were then integrated to develop a phase-based Toolkit for content communication project management in the public sector.

Results and Discussions

Our findings suggest that a content communication project involves three generic phases: (1) initiation, (2) planning and design, and (3) execution and evaluation. This is depicted in Figure 1.
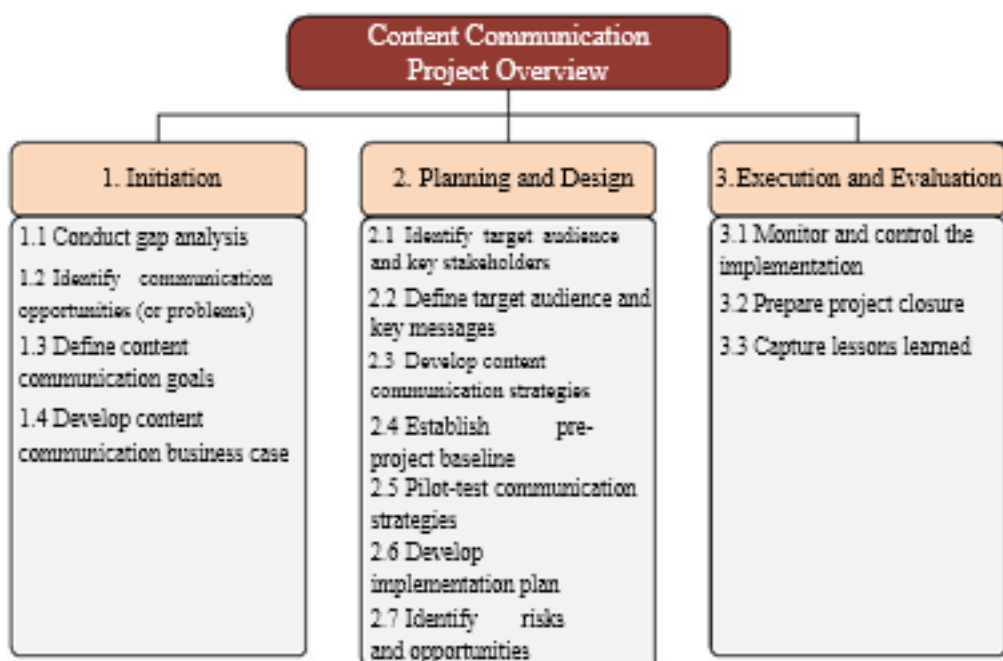

Figure 1: Content Communication Project Overview

Initiation Phase (Why?). This first phase aims to build a compelling business case for a content communication project. Specific activities include to: (1) conduct gap analysis on the government initiative (e.g. program, policy or regulation); (2) identify communication opportunities;

(3) define communication goals; and (4) develop a communication business case. Specifically, these activities establish the purpose of the content communication project. A compelling "why?" needs to be established and agreed upon with all key stakeholders. One critical step here is to examines in detail the strategic objectives of a government initiative (Holtzhausen and Zerfass, 2015; Steyn, 2003). For an existing government initiative, it is also necessary to identify the performance gaps in terms of its objective achievement. If prior or current communication campaigns exist, an evaluation of their effectiveness (e.g., what communication strategies worked and what did not work) is also needed. All such information can help to identify communication opportunities that can support the objective accomplishment of government initiatives (Hoover, 2010). Our interviewees agreed that these are critical activities. This is noted by P01, "referring back to the government [initiative's] objective is crucial…without a well-defined objective, you won't know what content is needed."

Several of them however expressed their frustration with often vaguely defined objectives for the government initiatives, which may be caused by a fear of accountability.

Once the communication opportunities are identified, it is important to translate these into specific communication goals and establish the associated qualitative and quantitative measurements (Rockland, 2015). Our findings showed that content communication in the public sector usually aims to influence citizens' awareness, perceptions, attitudes and behaviours. Among these, changing citizens' attitudes and behaviours is challenging and takes time to measure. This forced several interviewees to select sub-optimal, yet easy-to-measure goals (e.g., awareness) or settle with proxy measurements. These views are captured in statements such as "We set goals that can be immediately measured" (P07) and "We usually make assumptions. For instance, we take time spent on page as if the person read the entire article thus raising awareness." (P02). This finding suggests that when communication involves behavioural changes, a necessary time lag needs to be incorporated into the objective/goal measurement process. Regardless, all communication goals need to be expressed in SMART terms (i.e., specific, measurable, achievable, realistic and time-bound) (Holtzhausen and Zerfass, 2015; Rockland, 2015). This view is stressed in "it is critical for communication teams to be engaged early so goals and metrics of success can be properly defined" (P05).

Our interviewees also emphasised the need to consider the context (e.g., variables including timeline, resources, regulatory constraints, risks/opportunities impacting activities) for the content communication project. This, together with the information derived from previously-mentioned activities, will inform the development of a rigorous business case to justify the potential investment of valuable public funds (Pellegrinelli et al., 2007).

Planning and Design Phase (What and How?). Once government initiatives' objectives, communication goals and context are established, the planning and design phase aims to produce compelling and differentiated communication strategies to influence the agreed target audience. During this phase, an implementation plan is also agreed. These are achieved through activities including: (1) identify the target audience and key stakeholders; (2) define target audience; (3) develop content communication strategies (including stories, media types and channels); (4) establish the pre-project baseline; (5) pilot-test strategies; (6) develop a communication strategy implementation plan; and (7) identify critical risks/opportunities.

For communication to be effective, the message/story/information must be shaped and reach the target audience so it can be processed (e.g., understood) and acted upon. This means

that the first, and the most fundamental step in this phase, is to identify and develop a deep and empathetic understanding of the target audience (e.g. who needs to be influenced to achieve the government initiatives' objectives) and the elements of the possible stories that will resonate the most with them – to identify the intersection between what the audience wants to hear and what needs to be said.

An understanding of the target audience's needs, demographic backgrounds, behavioural drivers and key influencers are also critical to finalise the appropriate combination of message/ story/information, content types and distribution channels (Sharp, 2001). Reaching and gaining the attention of the audience is becoming more difficult due to the ongoing technological advancements that continue to segment the audience(s). This has also significantly shifted people's communication behaviours and multiplied the possible distribution and reception mechanisms. As such, several of our interviewees highlighted the challenge to select the right mix of content (e.g., videos, audio, text and graphics) and online (e.g., web, social, email, app) and/or offline (e.g., public relations and events) communication channels. To overcome this challenge, some suggested pilot-testing different options prior to a full scale implementation.

Several of our interviewees also pointed out the need to collect baseline data (e.g., audience' current level of awareness) from the target audience. This baseline information is essential for future post-communication performance measurement. Indeed, an interviewee (P03) noted that "you can't measure what you don't know." Even though pre-communication baseline data collection and pilot-testing communication strategies are considered by our interviewees as the best practices, an interviewee (P13) acknowledged that "due to resource constraints (e.g., time and budget), the priority is on production and delivery of outputs." Consequently, these two activities are often not performed rigorously. This view was shared by several of our interviewees.

In order to ensure the developed communication strategies meet the resource and time constraints, it is necessary to develop an implementation plan to outline the communication tactics, timeframe, budget, accountable person and monitoring metrics. Risks/opportunities that may negatively/positively affect the implementation of the communication strategies also need to be identified and managed.

Execution and Evaluation Phase (Lessons Learned). It's important to note that the content communication approach takes an agile "test and learn" approach. The selection of the most appropriate and effective channels and content types and stories are likely to change over time. Carefully monitoring and controlling the effectiveness and impact of the content is thus critical to the success of any content communication project.

These are the focuses of the execution and evaluation phase. The required activities in this phase include to: (1) monitor and control the implementation; (2) prepare project closure; and (3) capture lessons learned. In particular, the communication strategy implementation plan needs to be tracked against the planned schedule and budget. It is also necessary to evaluate the effectiveness of various content communication strategies (e.g., what works or does not work). Our findings indicate that government practices to track communication effectiveness (e.g., website traffic and workshop turnout) are relatively mature. However, governments are relatively weak in conducting the performance review and capturing the lessons learned (Macnamara, 2015). All of our interviewees found it difficult to justify (with confidence) the achievement of communication goals and their contribution to the successful accomplishment

of the government initiatives' objectives. This is noted in "although closure report is part of the process, it is hardly analysed. Everyone is focused on moving onto the next project" (P04). They also believe the practices around post-communication knowledge sharing (e.g., dissemination of lessons learned) need improvement.

The challenges they faced at this stage usually stem from three sources: a lack of clear accountability and resources (e.g., time) for these practices; poorly defined government objectives and communication goals earlier; and a lack of rigorous pre- and post-communication data collection considerations (Macnamara, 2015). Governments' conservative culture is also noted as an important contributing factor: "in most cases, the government is cautious in reporting project failures due to the high level of scrutiny and implications on the 'inefficient' use of public funds" (P13). These findings reinforce that content communication management in the public sector should be considered from be a whole life cycle perspective. More importantly, communication should take a more strategic role beyond the production and distribution model (Glenny, 2008); it should be integral in the formulation and implementation of government initiatives (Steyn, 2003).

Conclusions

Effective communication is a key to realising benefits from government initiatives. This evidence-based Toolkit will provide governments at all levels (i.e., local, state, federal or multi-lateral) with a structured approach to tell their stories and measure their impact, especially for large and strategically important communication projects. Given the growing importance of communication, our interviewees viewed this Toolkit as timely in improving communication management in the public sector. For one, it ensures that critical decisions and undertakings in a content communication project are considered comprehensively with an evidence base.

It also introduces consistency and rigour into government communication practices and processes; and can be a valuable training resource to support the capability development in governments. In order to incorporate this Toolkits into practices, governments need to demonstrate a strong executive commitment, create a culture that emphasises the importance of communication in the public sector, and provide relevant training (e.g., knowledge and skills) to support the use of the Toolkit. It is worth noting that this Toolkit is just the first step in addressing contemporary government-citizen communication challenges. As technology continues to change the way we communicate (e.g., through artificial intelligence and machine learning), further work will be continued. In addition, recognizing a "one-size-fits-all" approach does not address all communication needs, our next step is to provide case studies to illustrate how this Toolkit may be tailored to different contexts (e.g., strategic vs. business-as-usual communication) and resource constraints.

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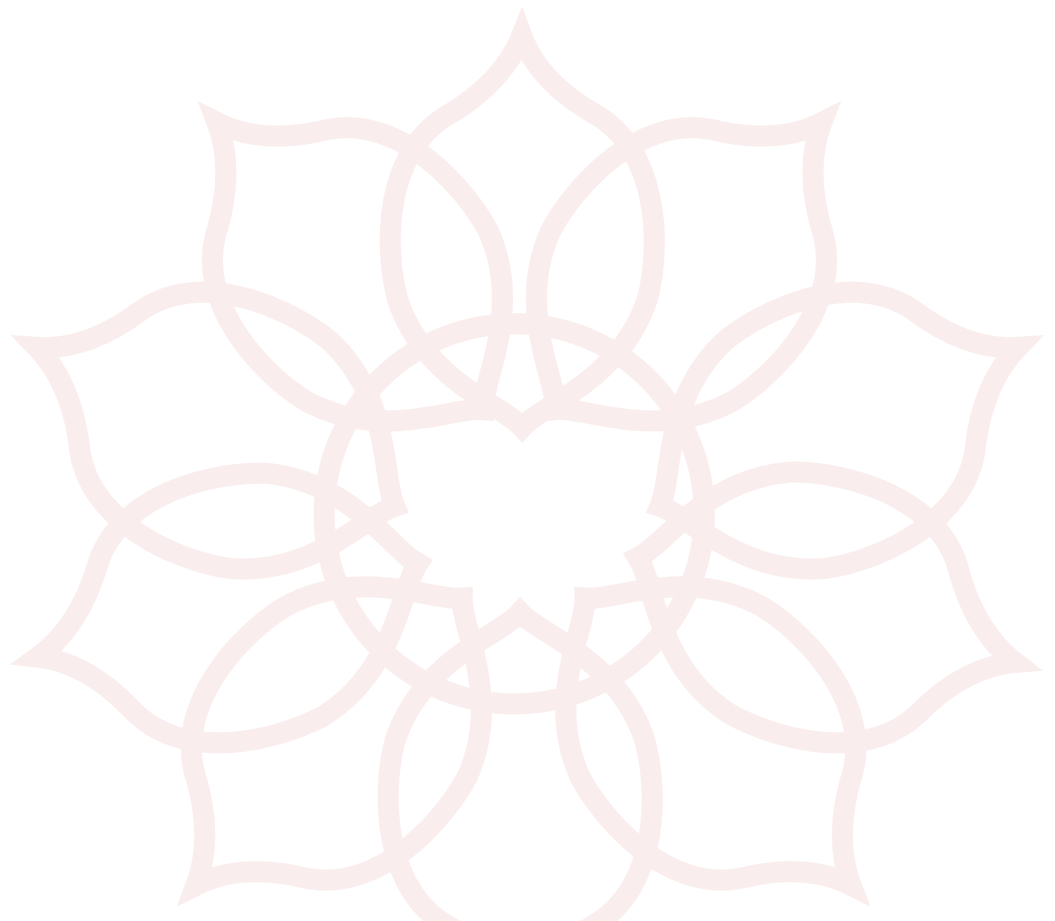
RELATION BETWEEN INFORMATION THROUGH ONLINE MEDIA BACKPACKERINDONESIA.COM WITH TRAVELING INTEREST
(A Correlation Study of Backpacker Jakarta Community Members)

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The use of online media is growing to fulfill information needs. One online media that has been researched in this study is backpackerindonesia.com. It provides information needs required by backpacker Jakarta community members. An aim of this research was to determine the relationship of online media backpackerindonesia.com with traveling interest of backpacker Jakarta community members. The theory used is Uses and Gratification theory. The research method used is a quantitative method with bivariate correlation of data analysis techniques. Population in this research is 50 people. The sampling technique used is census method because the total of population is small. Data collection technique is by distributing questionnaires to 50 members of the backpacker Jakarta community members who attend the weekly gathering. The results showed the correlation value is 0.723 with signification value 0.00 which shows that there is a very strong positive connection between information through online media backpackerindonesia.com with traveling interest of backpacker Jakarta community members. The more information obtained through the online media backpackerindonesia.com the greater traveling interest of backpacker Jakarta community members. Researcher suggests that online media backpackerindonesia.com needs to maintain the quality of the website with a selection of facilities that are more useful to fulfill information needs of traveling to its members.

*Keywords: Online media, information needs, interest*

PREFACE

ASEAN Tourism Forum 2016 that attended by ten countries of ASEAN members agreed to promote mutual tourism visits within ASEAN to increase brand awareness of ASEAN tourism. It influenced the percentage of foreign tourist arrivals in Indonesia that rose around 20% from 983.810 tourists in May 2016 compared to 1.159.208 tourists in May 2017. The number shows that traveling has become a need for people today.

The way to travel that is currently running is backpacking which is very unique. When most people think that traveling requires high costs, but it does not happen in backpacking. The purpose of traveling for backpackers is not only going to interesting places, they also look for a journey where they can get experiences with locals. They prefer to stay in a homestay so they can learn the culture where they visit. Backpackers also reduce travel costs by utilizing cheap transportation to reach their destinations. Therefore, backpackers need to find a lot of information before traveling and technological sophistication makes online media as a one of mass media that is very helpful without the limitations of distance and time. One of the online media facilities that provide data and information easily and quickly is World Wide Web. Vivian (2008: 263) states that the web allows data not only between text, violators as well as graphics, video and audio.

Advanced technology like World Wide Web makes many backpackers who seek information through online media meet their needs by reading one's travel posts through blogs or exchange information through online forums. Backpackerindonesia.com is one of online

media that encourage its member to share the information needs for traveling. Members of forum backpackerindonesia.com are mostly in Jakarta area with 140,780 people. Those numbers shows that people in Indonesia who need traveling information is living in Jakarta. Therefore, researcher learns a study to analyse the relationship of information through online media backpackerindonesia.com with traveling interest of backpacker Jakarta community.

Picture 1
Total of Media Online backpackerindonesia.com's members in Jakarta
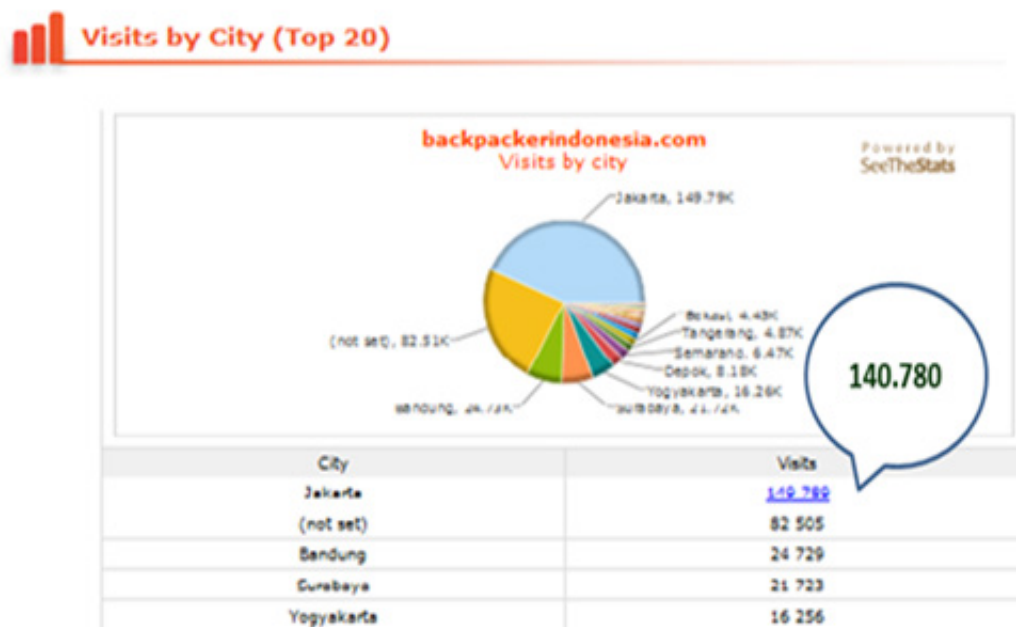
Sumber: www.seethestats.com/site/backpackerindonesia.com

LITERATUR REVIEW
Uses and Gratification Theory
Current information becomes the need for audiences in doing various activities. Fulfillment of information needs today is certainly related with the role of media.

> "Information is a received and understood message. In terms of data, information can be defined as a collection of facts from which concluded. There are many other aspects of information because their presence is knowledge gained through study or experience or learning / instructional. Overall, information adds knowledge to people who receive it. Actually, information is a system related to the interests in the form of a message "(Liliweri, 2011: 839).

Audiences as information seekers choose effective media to meet their information needs and finally use the media continuously. Uses and Gratifications theory is a theory that describes how audiences actively choose and use the media to meet the needs to achieve a satisfaction.

Audiences not only select information consciously, but also choos the type of media that will bring information to them, an active audience rather than a passive recipient. Audiences choose information to meet their needs in a personal way, so the audience is motivated to consume the media personally (Liliweri, 2011:834).

Uses and Gratification (usability and satisfaction) is a communication model where

media users have an active role in selecting and using the media (Nurudin, 2007: 192). Similarly, Ardianto stated that "the audience is considered actively using the media to meet their needs".

Communication Model of Uses and Gratifications used to explain that backpackers need complete travel information quickly through online media to achieve a satisfaction. Papacharissi and Rubin stated that people have five motives for internet use, and the most important thing is information retrieval (West & Turner, 2008: 113).

The role of Uses and Gratification theory in this research is when backpacker Jakarta community members choose and actively use online media backpackerindonesia.com in searching travel information to achieve a satisfaction of information needs. Online media backpackerindonesia.com provides complete tourist information and easy access for backpackers so that members of backpackerindonesia.com know where to go in their trip and interested to visit the destinations.

Online media

Online media is a mass media that can be accessed through the internet website so that information can be quickly and easily obtained. Rosales (2006: 4) writes online media definition, "it is digital storytelling using various techniques from radio, television, newspaper and then putting in the interactive and other unique advantages of the internet into the mix".

The media used in this research to meet the needs of public information is online media. Delivering information about backpacking through online media work easily without limited distance and time so online media deserved to be researched in attracting the audience for traveling.

Interest

The emergence of interest in a person leads the person to try to make it real in various ways to achieve satisfaction. Interests are a sense of preference in a thing or activity without asked by anyone. Interest is essentially the acceptance of a relationship between oneself and something outside of self (Djamarah, 2006: 166).

Online media backpackerindonesia.com helps backpacker Jakarta community members in seeking information and discussing the destinations that they want to reach so they are expected to get interest to travel.

RESEARCH METHOD

Researcher uses quantitative research method where the results can be generalized. The data in this study is wide enough so that the results of the research is a representation for the population. The researcher must also be objective by testing the variables and measuring instruments to meet the principle of reliability and validity. Therefore, researcher uses statistical tests to analyze data.

One of research method used by researcher in quantitative research method is survey method where instrument of data collection using questionnaires. The phenomenon to be studied in this research is the relationship of information through online media backpackerindonesia.com to traveling interest of backpacker Jakarta community members. The independent variable (X) is information through online media backpackerindonesia.com and dependent variable (Y) is traveling interest of backpacker Jakarta community members.

The population in this study is backpacker Jakarta community members who join weekly gathering as much as 50 people with sampling probability technique where every member has oppurtunity to be a member of the sample. The method used in the probability sampling technique is the census method which all populations are sampled in this study. Researcher uses the census method because of the small number of study populations.

Data collection technique in this study is by using questionnaires as an instrument of data collection. One type of questionnaire used by researchers is a closed questionnaire where researchers provided an alternative answer to the respondents in accordance with the reality. Data analysis technique used is inferential data analysis technique with bivariate correlation analysis to find relation between two variables.

Associated with the scale of measurement, researchers used the Likert scale as the measurement scale used to measure attitudes. As stated by Riduwan (2004: 86) that Likert scale is used to measure attitudes, opinions and perceptions of a person or group about social events or symptoms.

RESULT
Respondents Characteristics
Members of online media backpackerindonesia.com 64% male and 36% female. Backpacking is a tiring type of traveling. A backpacker often has to walk long enough to go to the tourist area with a heavy backpack. They also use cheap transportation which is rarely comfortable. Backpackers are not too concerned with a comfortable resting place. They can even rest in the terminal or station to facilitate their travel with a low budget. Backpackers also often enjoy the trip with activities that are quite challenging. The results conclude that challenging activities are preferred by men rather than women so that backpacker Jakarta community members are more male than female.

Almost half of respondents in the aged of 27-30 years with 40% have income 3 - 5 million per month and three fourths of them work as private employees. People in the aged of 23 - 30 years certainly have a great sense of curiosity in exploring new places. Physically they are still able to travel in backpacking way that is quite tiring in their leisure time while after they have to back to work in a routines. Good income is also the reason for them to travel. People in the age under under 23 years are mostly still tied up with education or have not earned enough income to be used in traveling. People in the aged over 30 years mostly already have a family so that time to travel with friends is less. Backpacker Jakarta community members mostly work as private employees because employment in private companies is high work pressure intensity, so they need more time to refresh their mind by traveling to experience good places and make new friends. For students they usually do not have time to travel because they have to finish their education as the main thing. In the other hand, members who have their own business do not have much time to travel because some types of businesses have to be run on weekends or even on holidays.

Frequency of traveling Jakarta Backpacker Community member is quite high with 50% respondents travel 5 – 8 times per year and 42% more than 8 times per year. The high frequency occurs because the backpackers have an online media that can help them in finding travel information. The backpackers also join in a community where they can directly share information in a gathering and ask fellow backpackers to travel together. The availability of online media and community makes easy for backpackers to travel Moreover, the frequency of their journey will

continue increasingly if they find a matched travelmate then plan for next trip.

Correlation Value

Correlation analysis is a statistical method used to measure the magnitude of the relationship between two variables or between sets of variables. The correlation value ranges from -1 to 1, where the correlation value -1 means that the relationship between two variables is a negative relationship, the correlation value 0 means that there is no relationship between two variables, whereas the correlation value 1 means that there is a positive relationship. Interpretation of the magnitude of correlation values between variables can be classified as follows.

0,00 - 0,09: Correlation relationship neglected
0.10 - 0.29: Correlation relationship is low
0.39 - 0.49: Correlation relationship is moderate
0.50 - 0.70: Correlation relationship is medium
> 0.70: Correlation relationship is very strong

(Yamin & Kurniawan, 2009: 70-71).

Table 27
Correlations

			Information	Interest
Spearman's rho	Information	Correlation Coefficient	1000	.723**
		Sig.(1-tailed)	.	.000
		N	50	50
	Interest	Correlation Coefficient	.723**	1000
		Sig.(1-tailed)	.000	.
		N	50	50

Source: Primary Data 2017

The table shows the value of coefficient correlation is 0.723 where the value of coefficient correlation proves there is a very strong relationship between information through online media backpackerindonesia.com with traveling interest backpacker Jakarta community members.

DISCUSSION

Almost 70% of backpacker Jakarta community members use online media backpackerindonesia.com for 2 times a week with duration of 30-60 minutes. The frequent used shows this online media provides information needed for backpackers in Jakarta. Duration of 30 - 60 minutes can be assumed that backpacker Jakarta community members play an active role in online media, whether read the information or interact with fellow members of the forum. The duration also shows that the respondents have a certain purpose in the use of online media which is looking for traveling information. The results of this study relate to the theory of Uses and Gratification where respondents actively use online media backpackerindonesia.com to meet their needs in the search of travel information.

In the case of data services, more than 80% of respondents agree that the facilities in

online media backpackerindonesia.com easy to access and completed enough to search travel information. This convenience provides a positive value for backpacker Jakarta community members so it is chosen as a medium that can meet their information needs. Ease of access to online media backpackerindonesia.com makes backpacker Jakarta community members save time in searching travel information. In addition, most respondents agree that online media backpackerindonesia.com displays the latest information about the tour. Update information keeps the information seekers using the online media many times or actively. In order the cost of backpacking often changed every year, the latest information is required so that the backpackers will not experience an over budget that will make the trip becomes unpleasant as it should be.

Almost all respondents (94%) agree that the choice of facilities (such as "forum", "next trip" and "galery") in online media backpackerindonesia.com are interesting in seeking travel information. The online media display of backpackerindonesia.com that presents various facilities (such as "forum", "next trip", "galery") makes backpacker Jakarta community members interested to search more.

The majority of respondents (88%) agree that the choice of facilities in online media backpackerindonesia.com is useful in searching travel information. The facilities in online media backpackerindonesia.com work well in providing information needed by backpacker Jakarta community members. Most respondents (82%) also agree that the choice of facilities in online media backpackerindonesia.com are quite complete to search travel information. Completeness of facilities in this online media meet the information needs of media users so that they will continue to use the online media every time they look for travel information.

More than 86% of respondents feel happy to be able to share information about traveling on the online media backpackerindonesia.com. The role of online media backpackerindonesia.com works well as the fulfillment of travel information for backpacker Jakarta community members. The fun that comes from users when sharing information in online media backpackerindonesia. com shows that they get comfort in interacting to fellow members.

The next research result is almost 90% of the total respondents interested with tourist destination in online media backpackerindonesia.com. Vivian said that "the main purpose of delivering message is to have an effect" (2008: 464). Online media backpackerindonesia.com managed to meet the needs of travel information to backpacker Jakarta community members so they are interested with destinations provided in online media. Interest in existing destinations in online media backpackerindonesia.com will make members of Jakarta backpacker community more active in using the media.

Another research results showed more than 80% of respondents ask travel information to other members in online media backpackerindonesia.com. The result of this study shows that there is an interaction between members in online media backpackerindonesia.com so it is formed a virtual community that makes them communicate directly through online media. Also more than 80% respondents feel free to comment about the tourist information through online media backpackerindonesia.com. Freedom in giving opinion makes information more transparent. Transparency of information in online media backpackerindonesia.com is useful for backpacker Jakarta community members in planning their trips. However, only 66% of respondents feel satisfied because the information needed can be obtained through online media backpackerindonesia.com. The statement has the lowest percentage value compared to all existing statements. The percentage of satisfaction is not too high because this online media

has not been able to provide information that exceeds expectations of backpacker Jakarta community members.

Almost all respondents (94%) are interested to visit existing tourist destinations in online media backpackerindonesia.com. The presence of travel interest shows that the information in online media backpackerindonesia.com well delivered to members of Jakarta Backpacker Community. More than 70% of respondents join the offering of next trip in online media backpackerindonesia.com. The presence of interest to visit the tourist destinations and the satisfaction of information needs encourage a further action from backpacker Jakarta community members to join the trip via online media backpackerindonesia.com. It also shows that the purpose of creating this online media has been achieved. The last result, 68% of respondents invite friends to join the trip through online media backpackerindonesia.com which means there will be many people who use this online media.

CONCLUSION

Based on the research that has been done, the more information obtained through online media backpackerindonesia.com, the greater traveling interest of backpacker Jakarta community members. For owners of online media backpackerindonesia.com, the existing facilities on the online media backpackerindonesia.com should be improved to gain the satisfaction of users in seeking for tourist information.

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The Impact of Hoaxes to the Business of Information Technology Companies in Indonesia

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Purpose – The purpose of this research is to investigate whether the impact of hoaxes to an institution is as significant as those to an individual. Besides that, it also to find the impact of the hoax spreading to Indonesian people, especially viewed from the business perspective. The hoax issue investigated in this research is more related to the political ones, but it was viewed from the business perspective, especially business-to-business (B2B). This was a gap in the body of literature that the researchers have found.

Design/methodology/approach – For this research, researcher utilized mixed methods The first is descriptive qualitative with case study approach where researcher conducted an in-depth interview to several informants, such as business owners and marketing officers from several companies that experienced the effect of hoaxes. The second is quantitative research method with secondary data gathered from the internet.

Findings – The data analysis showed that hoax issues that hit an institution or company did not have a significant effect compared to those that hit an individual such as a public figure.

Research limitations/implications – This research only focused on the impact of political-related issue to business, viewed from the business practitioners' perspective.

Practical limitations/implications – The research is expected to provide an analysis on how a hoax targeted business institutions and to share measures taken by those institutions to manage the issue.

Originality/value – The researches deliberately chose this hoax topic because it has been popular recently and also the researchers believed that the research using business point of view has not been widely done. Most of the research done today is hoaxes research from political perspective.

Keywords – Hoax, Hate speech, Social media, B2B, Information Technology.

Paper type – Research paper.

Communication is a part of our daily life. In the beginning, public communication is more one way in nature, means that people can only enjoy content that is served by the media. With the rapid advancement of technology, many people in the world, including in Indonesia are greatly affected by the sophistication of technology where people can quickly, easily access information and interact with the media server. In 2017, Indonesia has the biggest internet users' growth in the world. Facebook is the most popular social media platform in Indonesia, next follows Instagram and Youtube. Based on these facts, the researchers view that Indonesia is one of the countries to be the target of hoax spreading. Hoaxes themselves has become a national phenomenon since the process of Jakarta gubernatorial election in 2012, followed by the presidential election in 2014, and the latest Jakarta gubernatorial election in 2017.

The data from October 2016 show that, from the content perspective, the most spread-out hoaxes are about tribe, race, religion, group, provocation, and hate speech. Up to now, according to the data gathered by the Ministry of Communication and Information, more than 800.000 sites in Indonesia were indicated to spread hoaxes and hate speech (BeritasatuTV, 2016). Historically, hoaxes were considered to first appear in 1808 and became an English term that appear since the industrial era. The word hoax itself has a meaning of words, information or fake news or lies. A hoax is usually intended to create a public opinion, lead, create perception, or just to have fun. A hoax itself can spread fast because of the bubble phenomena in social media usage (Walsh in Liputan6, 2017).

As is known, hoaxes with political content targeting certain ethnic groups, races, religions, and group have grown rapidly in Indonesia. The impact caused by hoaxes can be direct or indirect. Hoaxes will result in direct impacts if they are pointed to certain individuals. On the other hand, hoaxes with indirect impact usually pointed to an institution. An example of hoaxes with indirect impact is the news of PT. Nippon Indosari Corpindo (Sari Roti) that was reported to support the peaceful demonstration by a number of Muslim organizations. Another is the hoax about Lippo Group that is accused of applying indecent ways to obtain wealth and successes. In both cases, the hoaxes did not have a significant impact towards their business because until now their business still runs as usual, despite its spread in social media. However, hoaxes with direct impact can be seen during the Jakarta gubernatorial election in 2017, where they caused a great sentiment in society against Basuki Tjahaja Purnama (Ahok) who was accused of and sentenced to two years in prison for religion blasphemy.

Based on the impact resulted by the spread of hoaxes, the researchers have hypothesized that hoaxes to attack on an individual, especially a public figure are easier to create impacts compared to those to attack an institution or a business. In the case of Ahok's blasphemy charge, although he tried to clarify by apologizing to the Muslims, in the end he was still punished, making it quite different with the case of the companies like Sari Roti and Lippo Group that handled the hoaxes by only providing clarification without having to put great effort on public relation (PR). Another side of the issue, if related to business in Indonesia especially in business-to-business (B2B) in information technology (IT) industry, the Ahok case has a significant domino effect, where business owners are waiting to see what business climate will be in the next 5 years with the change of leadership in Jakarta, especially in terms of the local regulation that will be applied, but the researcher will not focus on this matter. In Sari Roti and Lippo Group case, the researchers saw no lasting direct effect, despite the short-term decline of their stock price a certain period. However, this did not cause their business to shutdown in Indonesia. Nevertheless, although there is no direct effect for them, the researchers assume sooner or later they will experience the domino effect.

Hoaxes in Indonesia
Recently fake news or hoaxes has spread virally in the cyberspace, not only in Indonesia but also throughout the world. In Indonesia itself, hoaxes have spread virally since 2012 in the process Jakarta gubernatorial election and grow radically to the last 2017 Jakarta gubernatorial election. Until now with the advancement of technology that is easily accessible anywhere and anytime, makes Indonesian people can easily spread information. This can be seen from internet user behaviour research that 97.5% of Indonesian likes to share information. Hoaxes that contains hate speech and ethnicity, religion, race, and inter-group relations related is easily growing in Indonesia. Besides that Indonesia has the fourth largest Facebook users in the world ("We are Social." 2017), another reason why hoax spreading has grown big in Indonesia is because the

reading interest or literacy of Indonesian people is very low. This is supported by the research done by Central Connecticut State University in last March 2016. In this research, Indonesia falls in 60th position in terms of literacy out of the 61 countries that is researched. (webcapp.cssu. edu, 2016).

Hoaxes in business
Until now, the researchers have not found any research the impact of hoaxes from the business perspective. The researchers, however, found many seen from the political perspective. The example of hoaxes spreading in Indonesia was the viral news about the chip on Samsung's phone battery that was suspected to steal data from the Samsung's phone users as seen in Youtube in 2015 (Adhi, 2015). After the hoaxes spread, there was news to counter this hoax. One of the news produced by Merdeka.com that stated that this chip was not an antenna used to steal Samsung user data, but a chip for Near Field Communication (NFC). NFC itself is a technology that enables smartphone to communicate with other smartphone or gadgets simply by drawing them closer. This technology has become popular because it is used by Apple for their Apple Pay feature in iPhone 6 (Biantoro, 2015). There is also news from Tabloidpulsa.co.id that explains that it was not true that Samsung's battery was filled with chip that stole users' data (Tabloidpulsa.co.id, 2015). Lately there was news Lippo Group of Indonesia used dirty strategies to grow its business. This news was viral in social media such as Facebook, Twitter, and text/voice service Whatsapp. Until now, it is still not clear who created and spread the content of the news and whether there was some truth in it. Lippo Group themselves has officially denied the truth of the news spreading in social media, as quoted from Beritasatu.com. In a written statement by Theo Sambuaga as the president of Lippo group, he stated that the news spreading in social media was fictitious and irresponsible and falsified facts. Sambuaga also warned that readers should be careful in reading this kind of news (Beritasatu.com, 2017).

Given the background, this research attempted to investigate whether hoax issue targeting an individual resulted in more significant impact between than that targeting institutions or companies. In addition, this paper aimed to give insights to business owners to realize the importance of the rapid spread of information and to analyse whether the information is a hoaxes or not. In the future, this paper is expected to be used as consideration for business owners operating in Indonesia in implementing their business strategy to face the spreading hoaxes.

Literature review
PR crisis management
Every company or business cannot escape from problems or crisis. An issue growing towards an information that capable of forming a public opinion, in the end can drop the image of a company. Based on that, a company should run an issue management so that ongoing crisis can be resolved immediately. With the advancement of technology, a public relations officer must be able to quickly take strategic steps in dealing with the negative issues developing. This is clearly an interesting challenge for a public relations officer.

Falkenheimer and Heidi (2010) explained that crises are social, political and cultural phenomena that originate in a great number of interacting causes and events, which trough their complexity cannot be predicted. Based on that statement, the researcher sees that the statement in line with the hoaxes issues that is spreading in business. Ulmer et al. (2007) instead grouped crises divided by intentional acts of individuals and unintentional, unforeseeable events. Intentional crisis includes terrorism, sabotage, workplace violence, poor employee

relationships, hostile takeover, and unethical leadership. The unintentional crisis category includes natural disasters, disease outbreaks, unforeseeable technical interactions, product failure, and downturns in the economy.

In conveying a message, a PR officer should consider the law aspect to avoid possibility of a law suit towards an institution. Besides that, media or communication channel needs to be considered, because it will affect the message that is delivered to be effective or not. Currently the easiest channel to spread hoaxes issue is through social media, as well as in clarifying it, a PR officer can now quickly and easily conduct clarification.

According to Commbs (in Putra, 1999, pp. 101-102), to respond to a crisis, an organization can take the following these five steps:

a. Nonexistence strategies. In this step, an institution does not face a crisis, but needs to address serious rumours or problems. In this strategy, the message can be in form of denial, clarification, attack and intimidation.

b. Distance strategies. An institution admits crisis and try to weaken the relationship between it and the crisis happened. The two stage done is by excuse and justification.

c. Ingratiation strategies. In this stage and institution will ask public support with bolstering, which is reminding the public on positive things done, transcendence, which is placing crisis in a bigger context and praising others, which is saying the good things done by the public.

d. Mortification strategies. An institution or organization apologize and accept the fact that a crisis is truly happening. Usually there are three things done: remediation, repentance and ratification.

e. Suffering strategies. Institution shows that it is suffering as well as becomes the victims in hope to get public sympathy.

Methodology

A mixed-method approach, a combination of qualitative and quantitative research methods, was selected in order to provide a complimentary picture of the subject. The quantitative data collection permitted a general impression of the impact of Hoax for B2B IT companies in Indonesia. The qualitative data allowed access to the perspectives and standpoints of practitioners working in research area. In additionally, the qualitative method used to get deeper insight into the work reality of business owner and marketing & sales practitioners.

Qualitative

The qualitative paradigm seeks to understand human behaviour from the participant's own frame of reference and to create a "whole picture" rather than show single elements of it (Collis & Hussey, 2003; Piele, Rubin, & Rubin, 2005; Reinard, 2001). Therefore, this research used in-depth interview with few informants who experienced the hoaxes, especially business owners in IT software such as the president director of PT. Adicipta Inovasi Teknologi (AdIns), head of presales and marketing of B2B IT & Mobile in PT. Samsung Electronics Indonesia and the sales director of PT. Realta Chakradarma. The interviews consisted of open and closed questions. At the first time, interview asked the introducing questions to gain background information, such as "Do hoaxes impact into your business? Why or Why not?" Interviews were conducted face-to-face and were recorded with a recording device, afterwards transcribed, and summarize that recording.

Quantitative

In using the quantitative method, the researchers started with collecting the data to determine

whether empirical evidence to support the research assumption existed. In this research, the researchers utilized the secondary data, such as data about the internet users in Indonesia, data about what is the most popular social media in Indonesia, and other information related to the spreading of hoaxes in Indonesia during the Jakarta gubernatorial election. Utilizing this data, the researchers believed the research would have much more comprehensive data for stronger research conclusion.

Findings and Results

One of the most interesting facts that researchers found, based on data in 2017, is that Indonesia has the biggest internet users' growth in the world with 51% (wearesocial.com, 2017). Indonesia right now is in fourth position in Facebook's top countries, the first one is United Stated, follow India and Brazil (wearesocial.com, 2017). Jakarta is in the third position of using the Facebook after Bangkok and Dhaka. In addition, the data showed that the most popular social media used in Indonesia is Facebook, followed by Instagram and Youtube. Another survey from APJII in 2016, about the behaviour of Indonesia people, stated that 97.5% likes to share information. As a result, Indonesia has become one of targeted countries in hoax spreading.
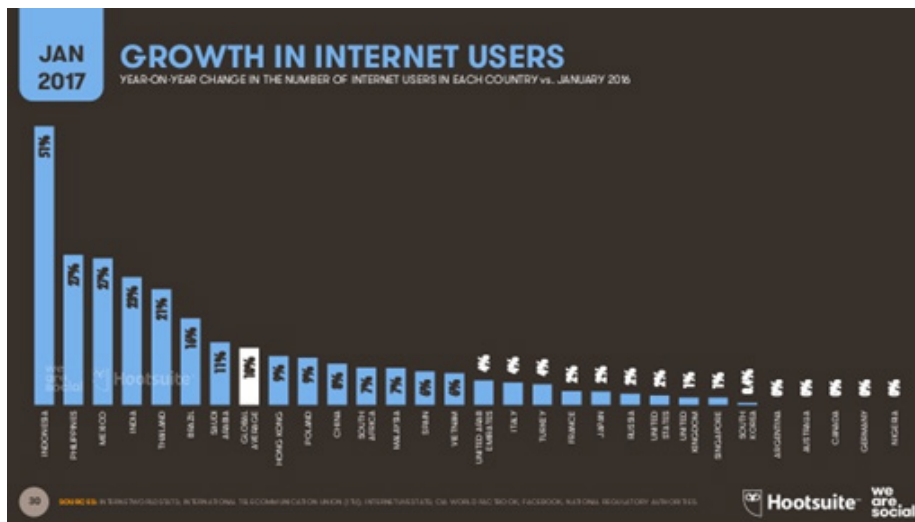

Figure 1. Growth in internet users
(Based on wearesocial.com)

Figure 2. Facebook's top countries & cities
(Based on wearesocial.com)

Based on data from statista.com in 2017 it is estimated in year 2022, the number of social media users in Indonesia will increase to 125.38 million people. This in an increase from year 2017 where the number is 96.09 million people. The growing children from generation Z that is born in the digital era makes social media users in Indonesia increases rapidly. Meanwhile for the country with the most social media users is China, followed by India and United States. Indonesia is the 4th country with the most social media users in the world.
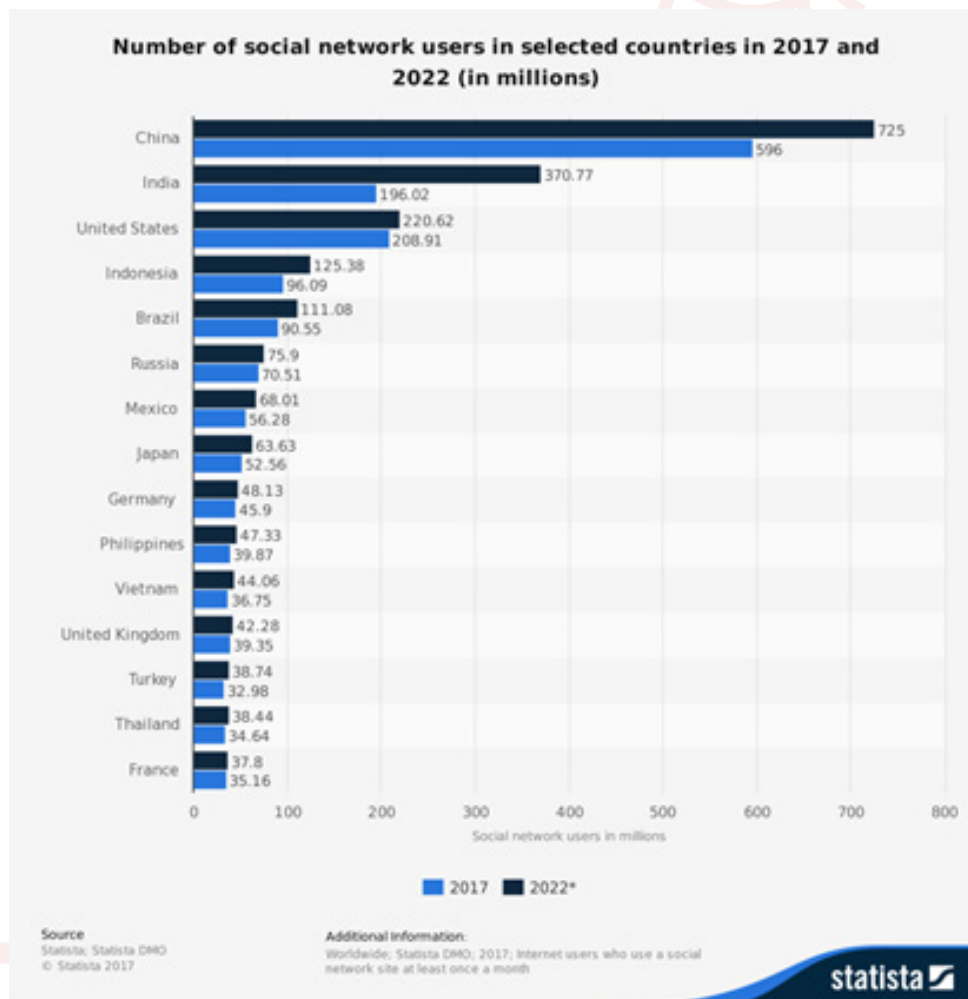

Figure 3. Number of social network users in selected countries in 2017 and 2022 (in millions)
(Based on statista.com)

As it turns out, information can be categorized as hoaxes because of a condition where society doesn't have three things which are low trust society value, low literacy value and low scientific value (Timeshongkong.com, 2017). Low trust in the society is usually caused by dissatisfaction of people towards the government's performance in implementing of policies. Furthermore, Indonesia is considered as a low literacy country, currently in position 60 from 61 countries, although Indonesia ranks 4th in the number of social media users in the world. This contradictory reality can threaten the integration of the nation whereas with good literacy skills, people will be able to digest, criticize, evaluate, infer, capture messages, read the author's intention and writing style of any text read. In addition, low scientific society can also because of the low literacy level. This is unfortunate as strong scientific reasoning is the characteristics of people who like to read.

HOW NATIONS RANKED

Country	Rank	Country	Rank	Country	Rank
Finland	1	Malta	21	Romania	41
Norway	2	South Korea	22	Portugal	42
Iceland	3	Czech Republic	23	Brazil	43
Denmark	4	Ireland	24	Croatia	44
Sweden	5	Italy	25	Qatar	45
Switzerland	6	Austria	26	Costa Rica	46
United States	7	Russia	27	Argentina	47
Germany	8	Slovenia	28	Mauritius	48
Latvia	9	Hungary	29	Serbia	49
Netherlands	10	Slovak Republic	30	Turkey	50
Canada	11	Lithuania	31	Georgia	51
France	12	Japan	32	Tunisia	52
Luxembourg	13	Cyprus	33	Malaysia	53
Estonia	14	Bulgaria	34	Albania	54

Country	Rank	Country	Rank	Country	Rank
New Zealand	15	Spain	35	Panama	55
Australia	16	Singapore	36	South Africa	56
United Kingdom	17	Chile	37	Colombia	57
Belgium	18	Mexico	38	Morocco	58
Israel	19	China	39	Thailand	59
Poland	20	Greece	40	Indonesia	60
				Botswana	61

Figure 4. World's most literate nations Ranked
(Based on webcapp.ccsu.edu)

Besides the quantitative data above, this research offered perspectives from business owners, marketing and sales from in-depth interview. All informants stated that the hoax spreading lately was a phenomenon caused by low trust values of the society, convenience of internet access to share information in social media, and the low literacy level of Indonesian people. On the impact of hoaxes spreading in social media to the growth of business, especially B2B in IT industry, most informants said that they were not significantly impacted significantly. Financially they said the hoaxes resulted in no significant consequences. However, they impacted the morale since they created negative image towards the companies. This, in turn, could lead to a minor crisis that, if ignored, could be a serious and prolonged crisis.

To the informants, social media influences had a big role in spreading hoaxes. If connected to business, social media can be positively used to increase brand awareness and sales. However, social media also created negative impact if used to spread hate speech or lies. Some examples can be seen from the above example on PT. Samsung Electronics Indonesia accused of stealing users' data through battery chip and the case of the exploding Note 7 battery.

The researchers' initial belief was supported by the analysis that hoax spreading was more significantly impactful when addressed towards an individual, especially a public figure, rather than towards an institution. All informants agreed with this statement. After carefully analysed, an individual is more vulnerable to hoaxes because he/she does not have layers of resources to protect or counter it. The situation is different with an institution or company. The latter has resources or tools such as its PR division or marketing campaign to counter such hoaxes. This further support the idea that the purpose of communication for a PR division is to perform its function to tackle hoaxes and issues, which, if not handled properly, can lead to a crisis.

Conclusion & recommendation

This research found that negative hoaxes addressed towards an institution or company do not produce significant impacts compared to those towards individuals or public figures. In addition, the hoaxes do not have a significant financial impact to the business. However, the hoaxes have impacted the company image to be negative.

As a consequence the researchers recommend that in terms of handling hoaxes directed to B2B, the companies' PR should maintain media monitoring, especially on hoaxes that might lead to a crisis for the companies. The companies should have crisis management strategies in the form of standard operating procedures. As PR division is expected to intelligently and carefully analyse hoaxes addressed to a company, a PR officer should implement strategic steps in doing clarification appropriately and accurately according to the actual facts.

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Communication Planning: A Tool for Behavior Change

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Communication plan is an essential element to create a communication strategy that will support the success of the project. In the other hand, a clear objective has to be defined in order to set the message that is going to deliver. If the objective is to change behavior is more challenging. In this paper, I will use ADKAR (Awareness, Desire, Knowledge, Action and Reinforcement) by Prosci method, to create a comprehensive communication plan for reducing numbers of child abduction in Jakarta.

Keywords: communication objective, communication plan, changing behavior

EXECUTIVE SUMMARY

Recently, in Indonesia there is news about child abduction. In many areas this news is getting massive and consuming many victims. Child abduction is not a new thing, but lately the news increasingly widespread because of social media. Commission of Child Protection Indonesia (KPAI) urges all parties to fully understand the importance of child protection, especially parents who should not neglect the rights of children. Poor parenting making the child vulnerable to the perpetrator or victim in the future.

While ASEAN does not currently have policies or programs specific to missing children's issues, it has passed several agreements on children's rights and broader child protection issues, as well as initiated two commissions promoting children's participation and overall well-being. These initiatives provide important outlets for ASEAN members to take further action to address missing children's issues regionally and encourage Member States to enact legislation on missing children nationally. Based on ICMEC research and report 2016.

To address the issue of child abduction in Indonesia, we urge KPAI to create a Program called **I'M HOME.** The program is expected to restore the role of the family as the main entity of a smallest system, because it all started from family. Communication Plan should be developed to support the Program. It is expected that the program designed to reduce the number of kidnappings in Indonesia in general, and in Jakarta more specific. Thus the program goal is: **"Reduce Number of Child Abduction in DKI Jakarta".**

Every child has the right to live without fear of abduction and feel safe. Every child deserves a safe childhood where they can feel free enjoy their childhood; grow into healthy and successful in a future. But what happening is child may be a victim of family or non-family abduction, runways or missing for reasons. The issue of missing and abducted children is complex and multi-faceted. It is a global issues due lacking a global response. There is no harmonized, international strategy aimed at addressing the problem of missing children. There is no international convention related to missing children, except for the 1980 Hague Convention on the Civil Aspects of International Child Abduction, which specifically addresses abduction of children by their non-custodial parents. While international legal instruments, such as the United Nations Convention on the Rights of the Child, provide a universal definition for a "child," there is no similar global consensus defining "missing child" or outlining the process of investigating

cases involving missing and abducted children.[1]

Based on ICMEC (International Centre for Missing & Exploited Children) reported that There have been many regional advances in recent decades in the overall child protection arena. However, missing children remain underserved and under-protected protected in the region. No country in Southeast Asia has passed legislation specific to missing children. The Philippines introduced bills in 2010 and 2013, but neither passed and will need to be reintroduced for further consideration. While all ten ASEAN countries outline charges in their criminal codes relating to abduction, kidnapping, neglect, and sexual exploitation (a potential risk factor for missing children), no criminal code in the region distinguishes between the different categories of missing children. However, there are a few statutes in the region that address street children who leave their homes and can thus be considered runaways.[2]

ICMEC also reported that regional legislative review results show how several countries facing the child abduction and related to the system, as follows:[3]

Country	Is there legislation specific to missing children that includes a definition of "missing child"?	Are there laws requiring missing child cases to be immediately investigated?	Are there entry and exit requirements for children?	Is there a national registry of reported missing child cases?	Are there reporting mechanisms to report a missing child/provide tips?	Does a rapid public notification system exist?
Brunei Darussalam	✗	✗ 78	✗	✗	✗	✗
Cambodia	✗	✓ 79	✗	✗ 80	✗	✗
Indonesia	✗	✗ 81	✓ 82	✗	✗	✗
Lao PDR	✗	✗ 83	✗	✗	✗	✗
Malaysia	✗	✓ 84	✗	✗	✗	✓

Country	Is there legislation specific to missing children that includes a definition of "missing child"?	Are there laws requiring missing child cases to be immediately investigated?	Are there entry and exit requirements for children?	Is there a national registry of reported missing child cases?	Are there reporting mechanisms to report a missing child/provide tips?	Does a rapid public notification system exist?
Myanmar	✗	✗	✗	✗	✗	✗
Philippines	✗ 85	✗ 86	✗ 87	✗	✗	✗
Singapore	✗	✗ 88	✗	✗	✗	✗
Thailand	✗	✗	✗	✗	✗	✗
Vietnam	✗	✗	✗	✗	✗	✗

[1] http://www.icmec.org/wp-content/uploads/2016/07/SEAsiaMCRP.pdf
[2] www.icmec.org
[3] icmec regional legislative review results

While ASEAN does not currently have policies or programs specific to missing children's issues, it has passed several agreements on children's rights and broader child protection issues, as well as initiated two commissions promoting children's participation and overall well-being. These initiatives provide important outlets for ASEAN members to take further action to address missing children's issues regionally and encourage Member States to enact legislation on missing children nationally.

Despite the lack of a regional legal framework specific to missing children and the regional challenges that exacerbate missing children's issues, such as high rates of sex trafficking and a lack of national and regional data collection and response mechanisms, advances have been made. For instance, the Philippines drafted two bills specifically regarding missing children; Cambodia has a law requiring that cases involving children be immediately investigated upon receipt of a complaint; and Malaysia has a rapid emergency child alert system to notify the public when a child goes missing. In addition to these national legislative efforts, there have been several multi-national child protection initiatives, including efforts by INTERPOL, the Coordinated Mekong Ministerial Initiative Against Trafficking, the Asian Human Rights Commission, and various public-private partnerships. Although no country in Southeast Asia has passed comprehensive legislation specific to missing children, these initiatives show that the region has demonstrated awareness of and a willingness to work toward ensuring that children are better protected[4]

Recently, in Indonesia there is news about child abduction. The increase of child abduction cases that occurred from 2014 is 51 cases, 2015 is 87 cases, 2016 is 112 cases and 2017 to March as many as 27 cases. [5] Chairman of KPAI mentioned that the data of child abduction are way below from the reality, means that there are a lot of cases that not been reported. He continued, the perpetrators of abduction networks also have a different purpose. Some of the kidnapped were later illegally adopted. Secondly, kidnap the child with a vengeful reason to ask for a ransom. The third one that is quite rampant is being forcibly employed as street children and beggars. Not stopping there, abductees are often made into commercial sex workers.[6]

Exhibit 1: Case Child Abduction in Indonesia

[4] http://www.icmec.org/wp-content/uploads/2016/07/SEAsiaMCRP.pdf
[5] http://nasional.news.viva.co.id/news/read/898656-isu-penculikan-anak-dan-mudahnya-menghakimi-orang
[6] http://news.liputan6.com/read/2898342/komnas-pa-kasus-penculikan-anak-terus-meningkat

Another data stated that The exact number of missing children in Indonesia is unknown. In 2012, 129 children were reported missing to the National Commission for Child Protection. Of those 129 cases, 27 children were befriended by an adult stranger using Facebook and the adult lured them out of the city to be drugged and sexually exploited.[7]

Chairman of the Commission for Child Protection Indonesia (KPAI) Jabar Muhdan Firdaus admitted concerned with the conditions that occur today. He considered the barrage of abduction cases can not be separated from the lack of supervision from various parties. According to him, one of the supervision made by the parents by controlling the use of social media of children. Given, social media is often used by rogue elements to launch the action.[8]

What can We Do?

Indonesia has a hotline called Telepon Sahabat Anak 129 (TSA 129), a children's helpline that began in 2005, is the product of an MOU among various Indonesian governmental bodies. TSA 129 accepts calls from children concerning emergency situations such as economic and sexual exploitation, drug abuse, alcohol/ psychotropic/ other addictive substances (drugs), abduction, sale and trafficking, physical and mental violence, and abuse and neglect.TSA129 then refers the child to counseling. The TSA 129 Helpline also collaborates with various ministries to build awareness of violence against children and assists with reunifying children with their families after natural disasters. The TSA-129 has to be communicated to increase the public awareness to this hotline.

Child abduction issue deserve a serious attention from government, how the system about reporting child abduction and solution/serious action to response the issue. Child abduction could happen because of many reasons; one of them is how family can protect the children. Home is a place that everything starts. Therefore we need to reinforce education for family in Indonesia the importance of being in family. We start the campaign by develop the communication plan to execute the program.

Communication plan is an essential element to create a communication strategy that will support the success of the project. In the other hand, a clear objective has to be defined in order to set the message that is going to deliver. If the objective is to change behavior is more challenging. In this paper, I will use ADKAR (Awareness, Desire, Knowledge, Action and Reinforcement) by Prosci method, to create a comprehensive communication plan for reducing numbers of child abduction in Jakarta.

Risks Analysts

Of the issues that have been described, the risk that will occur is the increase in the number of kidnappings of children each year. Kidnappers have more ways to trick their targets. Abduction motives can be more varied again that can stimulate other perpetrators to do the kidnapping. After that, if a kidnapping happens, it is almost certain that the child's future is unpredictable.

The next risk is not achieving the vision and mission of KPAI namely: "The Realization of Child Friendly Indonesia", and Mission: Increasing the commitment of stakeholders related to

[7] http://www.icmec.org/wp-content/uploads/2016/07/SEAsiaMCRP.pdf
[8] https://news.detik.com/berita-jawa-barat/d-3302403/marak-kasus-penculikan-anak-begini-saran-kpai-jabar

child protection policy. Before we look at the risks that come from this issue, we need to take note of the effects of child abduction. The effect of this issue is divided into 3 time sections ie short term effects with 1-2 year time sizes, medium term 2-5 years and long-term effects over 5 years. Details are illustrated in the chart below.
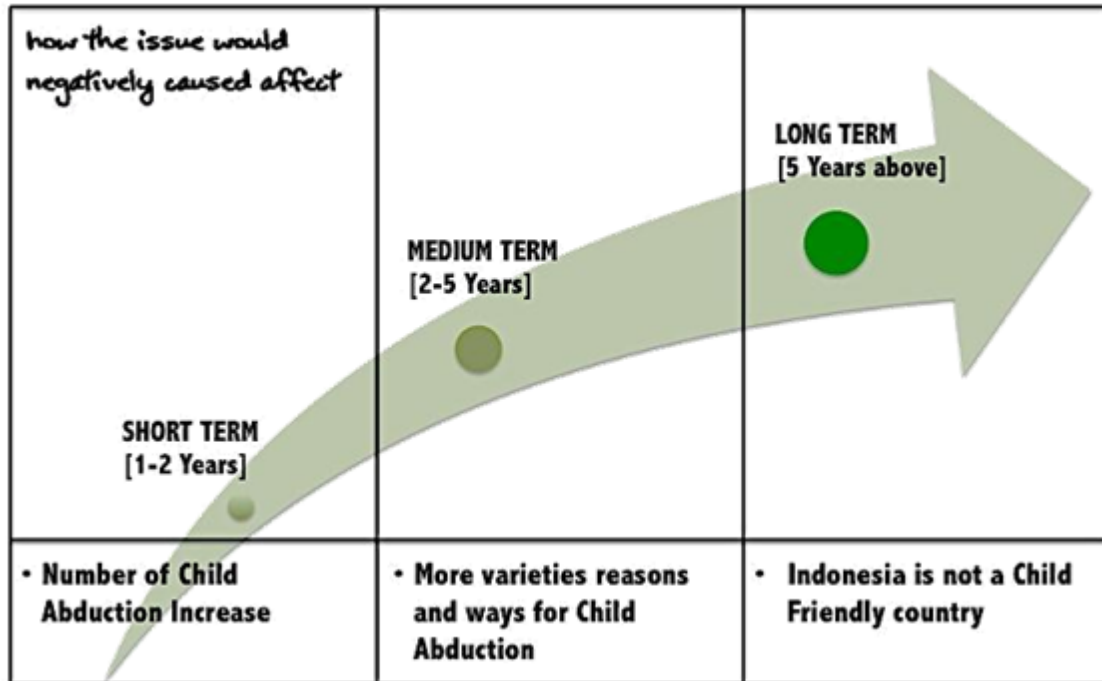

Exhibit 2: The Effect of Child Abduction

If we mapping caused effect of the issue, below is a risk analysis that can occur if the issue is not addressed wisely.

	Negligible	Minor	Moderate	Significant	Severe
Very Likely				More varieties reasons and ways for Child Abduction	Number of Child Abduction Increase
Likely					
Possible			Indonesia is not a Child Friendly country		
Unlikely					
Very Unlikely					

Exhibit 3: Risk Mapping

This program has 3 (three) objective stages, which are deliberately divided gradually. The stages are: build awareness, educate and hopefully there are actions / behaviors that change from the intended target audience. Phase Awareness Enhance public awareness 90% (ninety percent) of residents of DKI Jakarta about the caused of significant increasing cases and the dangerous of Child Abduction, for 6 (six) months starting in August 2017. Phase Education is to educate parents and children 60% (sixty percent) of residents of DKI Jakarta about the importance of education child self-protection have to start at home, for 6 (six) months starting in March 2018. On the action phase, the objective is to increase parents and children communication, interaction and involvement 40% (forty percent) of residents of DKI Jakarta about home as a safe place, for 6 (six) months starting in August 2018.

Strategy – Theory & Media Strategy

The Excellence theory is a general theory of public relations that "specifies how public relations makes organizations more effective, how it is organized and managed when it contributes most to organizational effectiveness, the conditions in organizations and their environments that make organizations more effective, and how the monetary value of public relations can be determined. The excellence theory resulted from a study about the best practice in public relations, which was headed by James E. Grunig and funded by the Foundation of the International Association of Business Communicators (IABC) in 1985. [9]

To maximize value of public relations, public relations must identify strategic publics and build long-term relationships with them through symmetrical communication programs. Therefor, in this program we make the objective into 3 (three) stages, so our targeted stakeholders can received the message effectively and the goal can be achieved.

Following the excellence theory from Grunig, to build long-term relationships with targeted stakeholders we use symmetrical communication by dividing tactics into characteristic media, describe at media planning as follows:

No	Media Characteristic	Channel	Reason	Number of Quantity
1.	Traditional	Television & Radio – Public Service Announcement	☒ To reach massive public, TV and Radio have power to grab the attention ☒ TV & Radio have an obligation to help PSA take place at their station for no cost.	☒ 3 types of TV & Radio content produced with the key messages deploy differently in every stage. ☒ Requested in prime-time airing, twice a week, 19 mos.

[9] https://en.wikipedia.org/wiki/Excellence_theory

No.				
2.		Poster and Roller-Up Banner	☒ Will strengthen the messages ☒ Low cost and specifically can placed at the venue as plan. (State Elementary, RPTRA, Event)	☒ Poster: 100 each, for every stage. Total: 300pcs ☒ Roller-Up Banner: 10pcs, for every stage. Total 30pcs
3.	Digital Media	Social Media: Facebook Fan Page, Twitter Instagram	☒ Even though key stakeholders are C Class and up, but we can resist the power of social media ☒ Easy to use and updated to info all activities ☒ Engage public to communicate both ways	☒ Build the Social Media ☒ Updated content along the way with updated activities
4.	Activations	Kick-off Program: Ceremonial and Press Conference	☒ To make an announcement that informed public the Program has just started ☒ To invite the media formally to help to spread the news	☒ One time event
5.		Special Events: Story Telling Roadshow	☒ Story telling is the best way to deliver message to children ☒ School visit will make an impactful result	☒ Event Series ☒ Visit 5 state elementary school in DKI Jakarta
6.		Grand Event: National Children's Day 27 July 2018	☒ Big bang event after several activities to maintain public attention	☒ One time event ☒ Big Event to get the moment
7.		Creative Competition Ideas "Everything Starts at Home"	☒ Several events to involve the stake holders join more actively in the program	☒ One time event that continuing activation after the big event to grab public attention
8.	Couching & Counselling	Coaching and Counselling	☒ To help key stakeholders with problems related with the program ☒ To provide a place to communicate with expert	☒ Started in education stage for 12 mos. ☒ To place at RPTRA with given scheduled
9.	Community	Children Community at RPTRA	☒ Produce the safety & healthy space for children. Support with computer and books	☒ Maintain the goals after program end

Key messages are one important part that cannot be ruled out. Humans receive a lot of information every day. In order for the message to be submitted can be received well then this program divides into 2 (two) major parts of key messages, namely: Umbrella Theme: I'M HOME. 3 Key Messages in every objective. The key message on the umbrella theme that will be used throughout the program is 19 months. It aims to make Program I'M HOME publicly known in the public and specifically targeted. This program will use a symbol that is intentionally made to accompany this program.

There are 3 key messages that will be used, inline with the objectives in every phase.

Phase ADKAR	Objective Focus	Key Messages
Awareness Desire	Caused of significant increasing cases and the dangerous of Child Abduction	Protect Our Children, Now!
Knowledge Action	Education child self-protection have to start at home	Be Active, Be Safe. For Our Children Better Future
Reinforcement	Home as a safe place	There is No Place Like Home

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Government Relations Function in the Indonesian Mining Industry Evolving Beyond Public Relations

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This paper has been prepared using an observational based methodology combined with qualitative research and observations made during several years working as a Government Relations (GR) Specialist within the resources sector in Indonesia. Data has also been collected from researchers in different parts of the world in support of the conclusions drawn and presented in this paper.

Almost all of the research presented supports the contention that the GR function in the Indonesian mining industry must evolve and encompass much more than what are often perceived as normal public relations or short-term lobbying activities. It is a strategic activity with the objective of creating sustainable value for a company, its shareholders and general public. It would become much easier to achieve a competitive advantage if a company could align its commercial interests with the public interest (Schepers, 2010).

The most basic definition or Government Relations is "The process of trying to influence the Government to make changes to the law to suit the needs of a particular group, especially business" (Translegal, n.d.). Christian (2014) through the Association of Public Policy advocates to the European Union has a very comprehensive definition including 42 specific activities of GR. More specifically they state that "Government Relations is the process of influencing public and Government policy at all levels: Local, Regional, National, European, Global. It involves the advocacy of an interest that is affected, actually or potentially, by the decisions of Government leaders". They (Christian, 2014) argue that GR is an education and advocacy process. More interestingly they also state the following:

> Law has an impact on business, but business professionals do not always comprehend the difficulties of running a country and politicians do not always understand the complexities of running a business, so educating both about the potential effect legislation could have on an industry is an essential part of the law-making process. Without an understanding of the law-making process, opportunities to shape the outcome of legislation that affects a given business can be missed.

This paper will argue that the GR function needs a more comprehensive approach to its development as a specialization requiring, in part, legal understanding whilst working to shape Government policy and corporate activities. Indonesia needs to attract educated, multi lingual specialists with advanced communication skills into a GR profession. The sector needs people with experience dealing at multiple levels of Governments, industry and the community with an understanding of economics, business, and politics.

This paper is limited to a discussion of the GR function in the Indonesian mining industry which significantly contributes to the Indonesian economy and is mostly funded by foreign investment. The Indonesian mining industry largely consists of foreign investors (in 2016 USD 2,742.4 million in 1,130 projects) ("Investing in Indonesia," n.d.) and this research will contribute to the development of a long-established industry in Indonesia which is currently grappling with many issues.

Indonesia is the largest economy in South East Asia with nearly half of the region's Gross Domestic Product (GDP). There are no other G20 members in the region. It is forecasted that by 2030, Indonesia will be in the top 7 largest economies in the world. It is already the 16th largest economy in the world and the 7th in terms of GDP ("List of Countries by GDP," n.d). The mining industry represents a larger share of the regional and provincial economies of Indonesia where mining is often the only significant employer. Foreign Investment was a significant contributor to the development of the industry. That trend has reversed in the past few years (Haan, 2017). Indonesia's mining industry is larger than most other countries in the region (Elias & Noone, 2011). However, the growth is declining, the industries contribution to Indonesian export revenue in 2014 and 2015 were consistent at 14% but down from 18% in 2013 (PwC, 2011). Indonesia's President stated, "Indonesia with abundant natural resources should be able to attract foreign investors more than many other countries" ("Indonesia needs to do more to attract foreign investment: Jokowi," n.d). It is very clear that the presence of foreign investment in the mining industry has the potential to support the Indonesian economy and strengthen Indonesia's position in ASEAN.

Indonesia is unique because of its culture but it has remained open to foreign investment. Many researchers support the view that the importance of the GR role is often overlooked by industry. Support for this view will be presented throughout this paper. Indonesia indisputably offers a lot of potential but is very unique because it actively seeking foreign investment but its multiple cultures and language necessitate extra effort to establish relationships and successful business. Many foreign companies in Indonesia understand the complexity of doing business in Indonesia and are able to navigate the challenges but many are also struggling with issues not encountered in other countries. Whilst Indonesia is trying to attract FDI into the mining sector, China for example, where language is also an issue, is not trying to attract FDI and, in fact, only encourages investment into a few subsectors (PwC, 2012).

In terms of our resources sector, Indonesia is very advanced compared to its neighboring countries. Malaysia's Chamber of Mines (MCOM) President Datuk Seri Dr Mohd Ajib Anuar last year pointed out that "Malaysia still holds the attraction as a good mining investment destination even though the country "has never been a major mining country compared with Australia, Indonesia, the Philippines, and Vietnam" ("The potential of mining sector in Malaysia," n.d.). Another of our neighbors, the Philippines is experiencing a huge problem. The Government started an overhaul of their tax system in 2012 and placed a moratorium on all new investments until the new tax law was passed. The moratorium still stands 5 years on. Earlier this month, half of all operating mines were shut down over environmental concerns. It is a scary place for foreign investors (Jiao, 2017, March 19).

GR is often considered as part of a public relations effort but it should be segregated and treated and managed differently. Public Relations is a known and established profession widely used in Indonesia to grow company profiles and project an image and branding for various entities. The sophistication and complexity of business communications required in the mining industry is, however, well beyond the scope of developing a brand or profile. Establishing commercial relationships to allow advancement of a company's interests, obtaining real time information, or even better, advance warning of crucial Government policy changes is an essential component of GR. Notwithstanding these specialist tasks, GR specialists are still often considered as part of the public relations function. In Indonesia, the role is much more complicated, especially after the regulatory changes over recent years. GR people are required to attempt to influence legislative efforts and community affairs by working with local, regional

and national Governments and possibly the media, often in multiple languages. By thoroughly understanding their company and the systems within which it operates, they need to create policy proposals to the Government and influence the discussions happening within the various levels of Government.

In the Indonesian mining industry, most of the big players are foreign investors as the industry requires a lot of capital and not many domestic players are capable of participating. Logically, foreign language skills are often crucial in performing the GR role. GR and the use of foreign language skills appears under-rated and very little research has been carried out on its function and importance. According to Dow and Karunaratna (2006) and D. Welch, L. Welch, & R. Marschan (2001), most studies of Foreign Direct investment (FDI) that do recognize the role of language have treated it as a component of cultural, psychic and/or administrative distance. However, studies on language and bilateral FDI are few and far between with the exceptions of Goldberg, Heinkel, and Levi (2005), Hejazi and Ma (2011) and Oh, Selmier, and Lien (2011). Due to the dearth of research, this field has been described as 'the most neglected field in management' and 'the forgotten factor' (Harzing, Köster, and Magner (2011) and Marschan, D. Welch, and L. Welch (1997)).

Good communications and information will improve management of new businesses and may even result in more and larger investments (Goldberg et al., 2005). Temouri and Jones (2014) state that there is a strong negative relationship between language and bilateral FDI flows; countries that have less language distance between them tend to have higher bilateral FDI flows between them. They also note that the negative effect of language distance and FDI flows seems to be increasing over time. Clearly communications are an important dimension of FDI when planning, setting up and managing new ventures, especially internationally as an effective and professional interactions using language will assist foreign companies to acquire, interpret and use good information to help them assess whether an investment is good or bad.

The aforementioned discussion asserts that the GR function is an important part of any strategy for doing business in Indonesia and must be part of the commercial planning of foreign companies moving into the Indonesian mining industry. In a survey by the Economic Intelligence Unit (EIU) of 600 executives from various parts of the world, 49% admitted that communication problems have caused problems with international business deals and had resulted in major losses for their company (Bailey, 2012). Language and cultural issues are a challenge that must be addressed by companies considering international trade (Bailey, 2012). To add to the complexity of this subject, in the 21st Century, multi-national firms that cross national borders must necessarily manage relationships with two national Governments. Often there can be inconsistencies and conflicts between policies and even within the firm. (Grosse, 2005). Communications problems must be addressed, particularly in the case of the mining industry to bring back the confidence as it deals with regulatory changes and policy inconsistencies. The presence of an effective GR function is critical and can help smooth the transition in industry developments. The personal relationships that competent GR officers bring can bridge the gap between industry players.

Personal relations principally develop from social interaction and strengthen GR at an individual level. Luo, 2001 argues "that personal relations between Multi National executives and Government officials are a critical dynamic force suppressing opportunism and boosting trust, thus prolonging cooperation and stabilizing exchanges between MNC's and Government Agencies. The greater the uncertainty, the more likely that firm will rely on managerial ties to

enter exchange relationships". As all relationships need to be developed to achieve a comfortable and effective level of interaction for both parties, it is suggested the use uncertainty reduction theory to address the requirement.

It is clear for all of these reasons and because of Indonesia's unique culture and language and the many other challenges, the industry requires a specialized GR function to manage the interaction between Government and foreign companies and helps build commercial interests. The presence of a well-trained and qualified GR function is needed and its role is beyond a typical public relations function. It is a function that needs to understand the specifics of contracts or other agreements, the legal, political and social environment as well as mastering effective communications. To carry out their tasks successfully, GR Specialists will need to research and monitor actual and proposed legislation and regulations. They will also need to monitor and track events and discussions within the various government agencies that could affect their employer. To help their management, they will need to research and understand existing policies to plan changes that could be advantageous to them and which developments could adversely impact their companies' activities in the future. Again, in Indonesia's resources sector, regulations and rules are drafted and exacted at multiple levels of Government and in different regions. There are systems of national and regional control over mining company activities.

There are several ways companies can boost the effectiveness of their GR functions. Internal communications at the most senior level are also an essential component of a GR specialists' responsibilities. There is a need for communications to go both ways. This is highly relevant to the effectiveness organizational communications.

Research into the subject indicates that despite the increasingly important role GR specialist play, no major change is forecast in the professions place in the workforce. The U.S. Bureau of Labor Statistics (BLS) categorizes government affairs managers as public relations specialists. Between 2014 and 2024, job growth in this field was predicted to only grow 6% ("Government affairs manager: Job description, outlook and duties," n.d.). Musters, Parekh, & Ramkumar (2013) stated in McKinsey Quarterly report that "The value at stake from Government and regulatory intervention is huge. Companies that approach external engagement in a disciplined way capture more of it". They went further and explained that the business value at stake from Government intervention is "about 30 percent of earnings for companies in most industries, we estimate, and higher still in the banking sector, where the figure tops 50 percent. Translating those percentages into euros, dollars, or yen can yield eye-popping results: one European utility found that the ongoing value at stake from regulation was €1.5 billion, or about €30 million for every employee involved in handling the company's regulatory affairs". There appears to be few statistics published for Indonesia but given recent changes in regulation of the in the resources sector and the press reports about Freeport, it would be logical for the numbers to be similar in Indonesia.

Indonesia is not alone in this matter. Research undertaken in developed and established western companies was undertaken by McKinsey who reported "Yet the reality is quite different. In our most recent annual survey, fewer than 30 percent of the executives responding said that their external-affairs groups had the organizational setup and talent necessary to succeed. Only about 20 percent of executives reported frequent success at influencing Government policy and regulatory decisions—a proportion that has not increased in the four years we've conducted the survey".

Sugiyanto, Sumartias, Yulianita, & Komala stated that

"In Indonesia, Government Public Relations (GPR) career and profession is influenced by many regulations. As civil servant, GPR cannot be as active as PR in private sector. As data said in previous sub section above, there are 17 regulations regulating GPR Career, and credit points as the major issue. Professional or not, GPR cannot be measured only by points. Initiate, creativity, behavior, passion is difficult to measure as objective credit points." (2016, p. 59).

Sugiyanto et al., further stated that

"As requirement for Professional GPR are someone who has the three things that exist on the human inner self; there are Skill, Knowledge, and Attitude. All about GPR knowledge is related to certain field of science. Communication science field supported as suitable of GPR educational background." (2016, p. 59)

The paper written by Sugiyanto et al., 2016, which deals with GR from the perspective of the Government only is very interesting from many perspectives. Reading the paper is an eye opener like the fact that one part of the paper suggests the GPR candidate should be good looking!

A review of international media's reporting of the status of our mining sector is not very positive. Earlier this year, the Economist reported that "Indonesia and the Philippines were hobbling the mining industry ("Shafted: Indonesia and the Philippines hobble the mining industry," 2017). Coca, 2017 in the Diplomat newsletter spoke about Indonesia's never-ending Freeport Saga as did Mining.com and many other publications. The mining sector in Indonesia has been subject to frequent major changes since about 2009. Foreign investors tracking developments through the media over the past 8 years will logically be genuinely concerned about doing business in Indonesia. In 2016, BHP, Newmont and Sumitomo all exited Indonesia further adding uncertainty. "Indonesia – Executive Summary," (2017) from the US Department of Commerce issues advice to US companies and advised "While the U.S. does not have a BIT with Indonesia, the Indonesian government's action reminds foreign investors of the unpredictability of country's investment climate." Furthermore, its advised that "Energy and mining still face significant foreign investment barriers".

Australian Trade and Investment Commission (2016) recently stated that "Global mining companies continue to rank Indonesia highly, given its significant reserves of coal, copper, gold, tin and nickel, although regulatory challenges remain". Australian Trade and Investment Commission (2016) furthermore stated that "However, Australian METS (Mining Engineering Technology and Services) companies have had to redefine their strategy to work closer with the local Indonesian industry as local content regulations have influenced industry conditions."

The US Department of State (2017) in their Annual Report on Indonesia's makes reference to Indonesia's Resources Sector as follows:

"Indonesia's vast natural resource wealth has attracted significant foreign investment over the last century and continues to offer significant prospects. But a variety of government regulations have made doing business in the resources sector increasingly difficult, and Indonesia now ranks near the bottom, 88th of 96 jurisdictions in the Fraser Institute's Mining Policy Perception Index."

Indonesia is rapidly developing into an economic power house and resources hub in the

ASEAN region and the mining industry can continue to be part of the foundation for Indonesia's efforts to develop its economy and its position in the region. To achieve that objective, the Government and the mining industry must work together and GR people must be the bridge between them and play a pivotal role in the success of the industry. Clearly, in the current climate, there is a need for extra effort such as the GR functions.

The preceding discussion has demonstrated that Mining in Indonesia is a critical component of our economy. It has also demonstrated that the GR role in the mining sector which mostly is foreign owned is a specialized and complex role that requires a unique combination of communications mastery including advanced language skills. The GR professional may be employed by a foreign owned entity with its own internal corporate culture and perhaps even multiple owners. The entity will be required to comply with rules and laws and shareholders expectations of its own country of origin. An investor in Europe may have completely different expectations, strategies and end goal from a Chinese investor. The mining industry operates in an environment characterized by cyclical prices for its end product, evolving environmental challenges and technologies.

On the Indonesian side, we are dealing with a complex and rapidly changing regulatory resources sector in Indonesia. The Ministry of Energy and Mineral Resources has its own internal culture and many employees do not speak English. Regional Governments have their own Mining regulations and staff. Added to these complexities, we know that communications issues and problems are not uncommon and can be expensive, even in developed western companies, and many of the companies that have recognized the role of GR are underutilizing their staff and remain very exposed financially to failure of the function.

In conclusion, Indonesia needs well-experienced, educated, specialty GR people. People who are able to communicate in multiple languages at many levels of many organizations and with communities and Government. People who can strategize, research and stay on top of developments within both companies and Government. They must also be able to influence people. It is a specialty, far more than straight forward public relations and desperately needed in Indonesian mining Industry now. A recent article written by Lam (2016) states that there are opportunities for cooperation as well as conflict between the government and businesses in economic development. Effective cooperation is contingent on the integrity, capacity, and capability of the Government. The same applies to Private enterprise. To achieve the effective cooperation, Indonesia needs well-trained competent individuals. Educational institutions, corporates and the Government need to pay more attention to business education and appropriate executive development and include those features in their corporate strategies and its implementation.

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ASEAN AND ASEAN-LED MECHANISM (EAS) AS SOLUTIONS TO EMBRACE PEACE AND DEVELOPMENT'

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The Association of Southeast Asian Nation (ASEAN) remains relevant. Despite the Vietnam war, politics of confrontation, communist threat and the cold war tension torn apart the region during the period before ASEAN was born (pre-1967), some of the leaders in the region – the founding fathers of ASEAN - were perseverent in proceeding with the reconciliation and put forward the agenda of peace and security as a prerequisite for development. This paper further discusses the transformation of ASEAN and ASEAN-led mechanisms in the following years after its inception as well as the strategic communication framework ASEAN and ASEAN-Led mechanisms have adopted to provide solutions for the countries in the region for five decades so as to embrace peace and development. In that regards, the strategic communication framework that underlies ASEAN and ASEAN-led mechanisms have reinforced their relevance among the leaders in the region as well as the world. In that regards, there are two out of six aims and purposes of ASEAN, as stipulated in the ASEAN Declaration, that are closely linked to such communication framework: "to accelerate the economic growth, social progress, and cultural development, and to promote regional peace and stability in the region."

ASEAN has four elements underlies its communication framework and makes it survive throughout decades. First, ASEAN has its own way of thinking or called as ASEAN way. It includes habits of dialogue, consensus, inclusivity, informality, respect for sovereignty, and territorial integrity, non-interference in the internal affairs of one another, peaceful settlement of disputes as well as non-use of force. Second, ASEAN was able to develop institutions that emphasize on maintaining peace, security, and stability. The institutions mentioned, such as Zone of Peace, Freedom, and Neutrality (ZOPFAN), Treaty of Amity and Cooperation (TAC), ASEAN Charter, and ASEAN Community. Third, ASEAN is able to create the culture of equality. The largest country in the region, Indonesia, has never played "hardball" with the rest of the region. Fourth, ASEAN is able to develop the Association as a rule-based organization. The association is governed by fundamental principles, shared values, as well as principles of international law on peaceful conduct among states.

This paper demonstrates that the aforementioned elements have conditioned a conducive communication environment among the ASEAN members and between the members with regional partners in the ASEAN-led mechanism such as East Asia Summit (EAS). In so doing, ASEAN centrality is functioned and is well-recognized. The leaders from ASEAN members and other participating countries are able to have a strategic and transparent dialogue based upon mutual respect and understanding. The dialogic approaches emphasize equal participation by the members and ASEAN partner countries, authenticity in discourse, and shared understanding. Such strategic approach is pivotal in maintaining peace and security in the region. Moreover, a sustainable communication network among the members and other partner countries plays a vital role in issue and crisis management in the region. In so doing, ASEAN and ASEAN-led mechanism are proven to be crisis resilient amidst global challenges (geopolitical rivalries, transnational crime, equal welfare, ASEAN unity, and centrality).

Apart from the dialogic perspective and a strong network connecting ASEAN member countries and its partners as key factors of ASEAN and EAS survivability, we should attribute the longevity and robustness of ASEAN and EAS on the expansion of their cooperation fields. Since the late of 1990's after the Asia financial crisis, the ASEAN member countries and several regional players are committed to initiate financial and monetary cooperations. This initiative marked the establishment of a regional roadmap towards ASEAN community building in years afterward and the transformation that has taken place. The discussions cover a wide range of economic and prosperity issues such as energy security, education, pandemic prevention, development. Ever since, the cooperations among ASEAN member states have thrived and yielded important results throughout the region. Inasmuch as the ASEAN-led mechanism (EAS), includes 18 member countries that represent around 55% of the world's population and account for 55% of global GDP, the mechanism is legitimate as a forum to discuss a wide range of issues related beyond the region itself.

Many researchers have predicted that ASEAN will still flourish in the coming years so long as it maintains its relevance for the people. As ASEAN has now transformed into ASEAN community (political security, economic, and socio-cultural) and is striving to achieve the ASEAN Vision 2025, it is believed that what really matters is to find ways to effectively communicate and promote ASEAN's achievements, meaning, and identity among the people and the media. Most importantly, the people of ASEAN need to embrace the concrete results of the existence of ASEAN community and how it can successfully sustain peace and development in the region. And yet, the efforts to communicate those information are hindered due in part to the existing low level of awareness on ASEAN which impacts on a weak ASEAN identity at the grassroots society level. This is a daunting task given a high diversity of the ASEAN society. There is indeed not a one-size-fits-all approach to engage ASEAN people in its community building process.

To sum up, the endurance of ASEAN and ASEAN-led mechanism (EAS) has to be scrutinized from a strategic communication framework of how those two platforms adopt an inclusive, transparent, and dialogic approach based on mutual understanding and equal footing among its members. The aforementioned ASEAN elements have become the mainstays of the framework for decades. However, ASEAN lives in a dynamic situation and the leaders of the region empower it to adapt to the changing environment by expanding the fields of cooperation and extending its membership. Still, ASEAN is the hub and spoke of the region to facilitate the leaders in the region and beyond to discuss and talk in various settings, formal and informal alike, which can replace the trust deficit with strategic trust among the members and global leaders. Ultimately, peace and security have become the prioritized goal in order that ASEAN and ASEAN-led mechanism to be able to improve regional development.

Keywords: Association of Southeast Asian Nations, East Asia Summit, ASEAN identity, ASEAN Community, peace, security, development, rule-based, communication, dialogue, issue and conflict management

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EFFECTIVENESS OF MEDIA RELATIONS ON THE DEVELOPMENT BRAND AND GLOBAL COMPETITIVENESS

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Public Relations is one unit of function that is based on communication and relationships. Through public relations, a company can communicate and establish relationships with public. To establish both of these things required media relations. Media relations is part of public relations as equipment in fostering and developing good relations with the mass media as a means of communication between companies and the public to achieve corporate goals. Public relations as a function of leadership and management that helps the purpose of a company, helps in defining philosophy and facilitate corporate change. Particularly a company's public relations activities can not be separated from media relations, because these two things are closely interrelated and need each other.

Through it public relations conveys messages to a large number of stakeholders and scattered in various places, using only the mass media. On the other hand the mass media see public relations is a source of information for news that they will make. Media relations in concepts and applications try to make us aware that the existence of the media is very important for the sustainability of a company in introducing identity, created a good perception in the public, building a strong reputation in the midst of competitive world competition.

One of the public external Public Relations is the media. Media has a powerful role in disseminating information to the public. Fostering good relations with the media is the task of Public Relations. Any company that has gone public must require the role of the media to publicize its activities. For that there is media relations function to support the activities undertaken by a Public Relations. Mass media is a means of publication that has the power to influence public opinion, so it can support the activities undertaken by a Public Relations. Instead the media needs official information, complete and accurate and this is obtained from a public relations. Accordingly, there is a mutual benefit relationship between Public Relations with the media or media relations is good.

Media relations is part of the external Public Relations that foster and develop good relations with the mass media as a means of communication between the organization with the public to achieve corporate goals. Media relations activity themselves is not separated by the presence of journalists as scribes on a media. In addition to fostering relationships with the editors, a good relationship with journalists is also important because journalists who know the situation of news on the field. futhermore it also journalists who often attend various activities held held company in order to publish the latest information to the event that is entertainment. With so visible publication activities of the company is very involving journalists in it, approaches with journalists can be done between organizations and personal. Approach made Public Relations is one effort to facilitate in disseminating information or programs Public Relations through media relations. There are some media relations activities that can be done Public Relations to better familiarize the relationship with the media, especially journalists. Such as press conference, media visit, media gathering. In these activities can be utilized Public Relations to conduct a personal direct approach to journalists. For a public relations course it is important also have the ability to build and maintain personal relationships with the concerned.

Especially the media is an organization, but personal relationships with journalists can also be a good determinant of bad corporate relations with the mass media. The ability to establish interpersonal relationships strongly support the good running of media relations activities, such as a close friendship with mass media or press provide the space to support the company's public relations objectives. Such an approach is considered more effective, the friendship model built public relations company to media colleagues will make it easier to provide information to the mass media.

Media relationship will be one of the main factors that we must pay attention to. Approach the friendship model will make it easier for us to provide information to the mass media. Friendships built only for the benefit of a moment will only make journalists feel used. It is necessary to make informal contacts made public relations against journalists to create good relationship between the two parties so that in carrying out their duties can achieve their respective goals. Informal contacts are unfamiliar contact with the media. Through this contact will be more personally known. So that will support each other profession each other.

Media relations is more to the relationship between the company and the media. Relationships that must be built by the company with the press in two directions. Media relations is not only related to the interests of one-sided, corporate or mass media only, but both parties have a common interest to create a win-win solutions of cooperation. Public relations activities can not be separated from communication activities to the public through the media. Because in principle public relations requires mass media as a publicity company or institution, mass media require public relations as a source of coverage and making news. Media is regarded as an outline in corporate brand development where one of the advantages of media is its ability to shape public opinion.

Media relations target is the achievement of publication or maximum broadcasting of company information. Maximum publication not only in terms of the number of media that load, but the delivery of complete information, updates, and are in a strategic position or easily understood by the community as a whole.

One of the functional units in the public relations department, everything in media relations always refers to the basic tasks and functions of public relations within the company. Every company runs a media relations program, in general, to gain broad publicity about corporate activities, to gain a place in media coverage, gain feedback from the public on company efforts and activities, establish a stable and sustainable relationship. The well-established relationship between the company and the media represented by the public relations practitioners is expected to be more positive so that it will build an understanding of the duties and responsibilities of the company and the broad media and the delivery of accurate information and able to provide positive energy for the public. Accordingly, media relations occupy an important position in the work of a Public Relations because the mass media became a goal and control the information flowing into the community.

With the existence of good media relations can reduce the cost of companies in melakukam publications to the public. Futhermore, with the coverage in the media it will easily menginfluence community, which automatically brand image that this diving will form more strengthened. If all these things can be achieved then in the end will have a positive effect on product sales so that corporate profits also increased. The needs of journalists one of them is the provision of material for media coverage. Public Relations should be able to be flexible when

journalists need information, with immediate Public Relations find the required information. Therefore is a positive relationship between Public Relations and journalists and vice versa in the form of providing information, publications and news either written, printed (press release, news letter, photopress), or recorded (video release, cassets recorded, slide film).

It can be seen that in theory and practice a public relations should be able to prepare themselves to serve journalists in the search for information about corporate news. Although actually for journalists, Public Relations is not as a person who became coveted for questioning. But in this case reporters can judge that Public Relations can be used as an alternative source of information media needed if in urgent conditions. Ideally, media relations should be able to convey what the interests of the company and help provide the truthful information to journalists.

Journalists always expect the latest information from the company and vice versa. Correct and accurate information is the desire of every journalist, therefore the existence of media relations can make it easier to evaluate information to the desired source of information.

In fact a public relations publication of public relations activities or programs requires the role of the media to disseminate information to the public. Therefore, corporate communication activities to the public will be difficult to do without involving the mass media. Mass media become communication that can reach the public which is widespread at the same time can influence public opinion through news which fit in media.

With appreciate and knowing the importance of media position in Public Relations activities and programs, then establishing good and harmonious relationship with the mass media becomes a very important part that must be done by a Public Relations. Without good media relations it is impossible to organize a Public Relations activity to achieve its goals.

Media relations is an attempt to achieve maximum publication or broadcast of a message or information Public Relations in order to create knowledge and understanding for the community of the company concerned. The press relationship is not only to spread a company message to the community but needs to approach both functional and inter-personal relationship with the media in order to create knowledge and learner and achieve maximum publication so that the information submitted can be well received by the society in accordance with the target company. Media relations as a practice of communication made public relations to the public through the mass media. As a medium of communication, the media becomes an important and efficient means of communicating with the public. To that end all the interests and needs of the media should be called by the company.

All activities undertaken by the company must be exposed through the mass media so that the public knows what the company does, from the good cooperation with the press is expected to create a positive opinion and public perception of the brand or company name, as well as a good image of the public company.

Along with the development of the world and technological progress through media relations have a positive impact on the activities of a company in developing the brand. One of the functions of the media to form a positive image and able to give influence to the large community will trust a brand.

The presence of media as an easy access to submit information, introduce products and raise the sales promotion of a company. For that the company must build a good relationship and approach with mass media. Especially with the development of technology that we can feel through internet access as a window of the world and as one proof of the development of an increasingly advanced world, a variety of information from the old to the latest we can access via mobile phone or pc connected to the Internet network. Various mass media even have a website portal that can update the news quickly connected to the internet. Social media trend as one medium of media owned for every human from various parts of the world.

Every company has easy access in develop and through communication built with media, media relations can be an intermediary to convey the superiority of a product, run promotions that can attract public attention and created a positive image in the wider community.

Competitiveness is often linked with the times, some entrepreneurs and investors match to introduce their brands. A State can be said to be competitive when per capita income, health services and life expectancy for its citizens are superior compared to those expected by citizens of other nations.

One of the keys to improving the competitiveness is to encourage the innovation rate of a company to be competitive, at the local, national, and global levels. But the statement is not easy to implement. Innovation created can be poured through communication patterns that can be delivered to the public quickly, it is certainly not independent of the role of media in a company.

Media relations in concepts and applications try to make us aware that the existence of the media is very important for the sustainability of an institution and company if you want to win the competition. We cannot that the communication pattern is the spearhead of the company in introducing and marketing its products to the public. Created a big brand with a positive image is a public relations job in a company or institution. Moreover, in the era of globalization as it is today, the competitiveness is so strong and tight becomes a big challenge that must be faced. We cannot close the eyes without seeing the left and right side of the competitors who had already created a positive brand company, for it needed to build a public relations communications company with the media (the press). Media relations can have positive and negative effects, to avoid bad news a publicist should be able to create a special strategy as a unique selling point that can be marketed by media relations.

The role of media relations is not only to market the product, but also to build a strong reputation in a competitive world. In the world of media relations work is an activity undertaken by individuals or the public relations profession of a company to establish good relations with the mass media in order to achieve maximum corporate publication and balanced which in turn will be able to create benefits for both parties either from the company or the media his.

For public relations, bad news about his company in the media means big problem, because he has to deal with leaders who are not satisfied with the results of his work. In addition, it can lead to a worsening relationship with journalists and media editors in question. Therefore, building a good relationship with the media is very helpful for its main public relations in carrying out its duties or functions. To smoothly interact with the media this public relations must build good relations and give understanding about how the press work to the leadership and other parts of the company.

Building rapport with the mass media becomes an urgency for a Public Relations. It is said to be an urgency, because the success of a public relations is also largely determined by the mass media. As the world develops progressively, the company's presence through the business world is so rapidly increasing, we are expected to learn to run good media relations not only to the media but to other investors. In order to create and establish a strong reputation in a competitive world.

Implement media relations is not an easy thing, a little big that run by the media to bring influence to a company. Through on the media, a company can develop its brand and promote it to be better known to the public, especially on the global competitiveness indicator that is so rapidly happening as it is today, the role of media relations in maintaining the good reputation of their respective companies and managing their company's brand in asean.

Keyword: public relations, media relations, global competitiveness

Biographical Details:
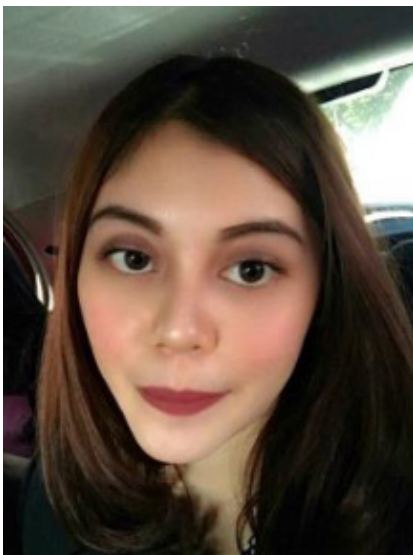
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Now, Puspita is an Undergraduate Program student of Public Relations Science of Communication Department, Hasanuddin University. During college, Puspita was actively organizing to further develop and improve her inner abilities. Then she started to wrestle the profession of public relations, such as making news releases, create segments to disseminate information as well as her hobby which included taking photos, especially on things that caught her interest.

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EDUCATIONAL AND CULTURAL DIPLOMACY
TO STRENGTHENING INTERNATIONAL RELATIONS

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Educational and cultural diplomacy is a part of public diplomacy activities undertaken by student college or youth. Awareness of the importance of public diplomacy, opening opportunities for students and youth to follow cross-country activities. Educational and cultural diplomacy activities, as a public diplomacy, are also assumed to contribute significantly to build a nation's or nation's reputation. In addition, issues in international relations are increasingly complex, so that every country competes to organize public diplomacy programs through various programs involving students or youth.

The form of educational and cultural exchange programs and international leadership training, actually is a form of public diplomacy. Public diplomacy is a soft diplomacy between countries that can be done by all citizens, both through government organization and non-government organization, from government to government or people to people.

Performance and the presence of student delegations are assumed to make a real contribution to their respective educational institutions and also their countries, to establish cooperative relations with other countries, or to support the existence of their countries in the international arena.

Through case studies, the results of the study in 2016, proving that students or youth as a delegation play an active role in the functioning of public diplomacy for their respective universities an also countries. The students cultural and leadership potential presentations in international forums. The student or youth as a delegation self-presentation showed representation of their respective universities as well as a contribution in building their country's reputation

Keywords: public diplomacy, educational and cultural diplomacy, international relations, self-presentation, international public relations

Background

The reputation of Indonesian higher education institutions in the international sphere is still of concern, notes from www.topuniversities.com and the Ministry of Research, Technology and Higher Education (Kemenristekdikti) there are only 9 (nine) universities in Indonesia have an international reputation from as many as 4,504 universities available, public and private universities. Thus the contribution of higher education institutions to the effort to build a nation's reputation is still not optimal.

There is such of main indicator of reputation of an institution of higher education: the quality and quantity of scientific findings, the innovations it produces, and also whether the work or findings are copyrighted and internationally recognized or not. The lack of international scientific findings produced by higher education institutions in Indonesia is not solely due to the low productivity of scholars, but one of the causes is the weakness of their networks and international relations. This weakness leads to low cooperation in the field of research, access

to limited international journals, so that scientific publications are limited to local and national scope only.

Strengthening the network and international relations of a higher education institution can actually be done in various ways, including through participation in various activities and educational programs and cultures of international scale. International educational and cultural programs can be participatory in international conferences, exchange of lecturers, cooperation and student exchanges, student participation in cultural exchange programs or cultural festivals in various countries. and many other support programs held by various forums and international institution, that can be followed by scholars and Indonesian students. Activities of higher education institutions through various international activities, in the perspective of international public relations can be categorized educational and cultural diplomacy, as part of public diplomacy that supports the conventional diplomacy to strengthen international relations Indonesia.

If the effort to build and strengthen international relations of higher education institutions in Indonesia is successful, then the reputation of higher education institutions will strengthen, and is expected to contribute significantly to the increasing international reputation of Indonesia. If so then the educational and cultural diplomacy program needs to be studied in depth, both from technical aspects, methods, and content. So that the management of the future can be done professionally and accountable, and the results are achieved optimally, both for the host country and for the sending country.

International relations, now no longer seen as relations between countries, but also include relationships between international citizens. The main reason for this public involvement is the assumption that the government is not always able to address the challenges in the increasingly complex diplomatic issues. The government through its traditional diplomacy, known as 'first track diplomacy', tends to be very rigid. Through increased public diplomacy activities, the government hopes that diplomacy will work more effectively and bring greater and greater impact on the international community. In addition, the government hopes that this public engagement can pave the way for negotiations by government representatives, as well as to provide different inputs and perspectives on looking at a problem.

Public diplomacy known as "second track diplomacy" now gets an important position in the country's international public relations strategy, to build better international cooperative relations. Traditional diplomacy, seen as effective and efficient if it involves public participation, such as scholars and student college, as a soft step in approaching to build understanding, credibility and reputation of the country. Informational and educational messages about the country's identity, national characteristics, intellectual property, etc. will be openly accepted by the international public if using educational and cultural approaches, as one form of public diplomacy activity, so that it will support traditional diplomacy run government.

Research Context
Awareness of the importance of public diplomacy, opening opportunities for students and youth to follow cross-country activities. Educational and cultural diplomacy activities, as a public diplomacy, are also assumed to contribute significantly to build a nation's or nation's reputation. In addition, issues in international relations are increasingly complex, so that every country competes to organize public diplomacy programs through various programs involving students and youth, ranging from regular education programs, student exchange programs, cultural

exchange programs, and international youth meeting programs with very varied themes. For example, economic themes, leadership, public relations, democracy, arts and culture, religion (Islam) and others. In fact, there are also many united nation conference simulations for youth, in various countries.

This paper intends to map educational and cultural diplomacy activities as part of the public diplomacy conducted by Indonesian students and youth, conducted through education and cultural exchange programs. So as to get a picture of the real contribution of the students and youth of Indonesia, as a delegation of educational institutions and the delegation of their nation, and as well as an international relationship strengthening actor in building the reputation of the Indonesian nation.

Research Focus

The focus of the research is to find out: "How is the educational and cultural diplomacy activites of students or youth of the Indonesian delegation, in strengthening international relations?"
The details of research questions are as follows:

1) What is student or youth motivation in international education and cultural exchange programs?
2) What is the educational and cultural activity of diplomacy that Indonesian students or youth act as an actor?
3) What is Indonesia's reputation in international education and cultural forums?
4) How do Indonesian students or youth represent Indonesia in international forums?

Research Method

The method used in this research is case study, that is as an approach by focusing on an intensive and detailed case (Surakhmad, 1982).

Data collection techniques in this study were conducted by:
1) Indepth-Interview
   Conducted to five (five) resource persons, is Indonesian students or youth who actively participate in several international education and cultural exchange programs in various countries. The informants selected by purposive are: Miranti, Rendy, Hana, Azhar and Sofi
2) Literature
   Namely the technique of collecting data and information from books, documents, files, and other written sources related to the issue.

Framework
International Public Relations
International public relations by Wilcox et.al. (1986) is: "as a planned and organized effort of a company, institution, or government to foster mutually beneficial relationships with people from other countries".

Function of International Public Relations, namely:
1) Identify international issues relating to their country and with other relevant countries.
2) Finding solutions to national problems and international issues related to the establishment and maintenance of the image of the nation, in order to build cooperation with other countries.
3) Develop, plan and implement programs of public relations activities with appropriate

communication strategies, to build national credibility and reputation

4) Managing issues and crises affecting the nation or country, so that the trust of other nations is maintained, both to the internal and external public.

International Relations and International Public Relations

According to J.C. Johari (1985), international relations is a study of interactions between sovereign states, as well as studies of nonstate actors whose behavior has an impact on the duties of the state.

The scope of the study of international relations is closely related to the interactions that occur between countries. The study in the study of international relations covering all forms of relationships among various countries in the world and also includes a study of international institutions. In addition to countries that are the subject of international relations there are also individuals and certain groups. Therefore, international relations not only include relationships between nations but also relationships that occur between individuals and groups in the international environment.

Actors who play a role in international relations consist of state actors, as well as non-state actors from the public. Non-state actors, for example scholar and student, also have an important role in building inter-country cooperation relationships globally. These non-state actors consist of individual actors and organizational actors. Actors of such actors are:

1) Individuals.

2) Multinational Corporation / TNC (Transnational Corporations)

3) Non-Governmental Organization

4) International Governmental Organization

5) Ethno-Nationalist group. Example: ANC in Africa, vietcong in Vietnam, RMS in Indonesia.

6) Religious Movement

Nation's Reputation

Reputation is the result of function and performance that is reflected and understood by stakeholders as a whole. Managing the reputation of a nation is a very difficult task, because it is reflected directly from the work, behavior and performance of the various fields of governance as a whole. Building a Country Reputation requires a government of a country to focus on developing and implementing integrated strategies among various stakeholders, including public diplomacy strategies.

The definition of reputation by Gaotsi and Wilson (2001), "evaluates all stakeholders to the organization over time based on the stakeholder's experience with the organization."

Establishing a country's reputation requires a long period of time, perhaps even decades and must be sustainable. Indeed, the success of a country is not enough with a reputation, but every activity of international actors, no matter how small the scale of its contribution, should be encouraged and directed to be oriented towards maintaining and building the nation's reputation as a way to maintain performance cohesion and build good reputation. continuously.

Public Diplomacy

In general, public diplomacy is understood as an attempt to influence the international public (other countries) in order to achieve the national interest of a country. Many see that public diplomacy is propaganda, nation-branding, or the exchange of art and culture. However, public

diplomacy is essentially not limited to these things but includes broader and more substantive activities.

In the context of Indonesia, public diplomacy, slightly different from the practice of many other countries, especially developed countries. Indonesia conducts public diplomacy not only to the international public but also to the domestic public. This practice is influenced by the fact that international politics is heavily influenced by the internal factors of a country and, on the other hand, the dynamics of domestic politics are also heavily influenced by various international issues.

Public diplomacy is defined as an effort to achieve the national interest of a country through understanding, informing, and influencing foreign audiences. In other words, if the traditional diplomacy process is developed through government-to-government relations mechanisms, public diplomacy is more emphasized in government to people or even people to people relations. The goal, so that the international community has a good perception of a country, as a social foundation for relationships and the achievement of wider interests.

Characteristics of Public Diplomacy:
1) It is a diplomacy involving the public of a country
2) Involve the people of the country
3) Implemented also through establishing good relations with the people of other countries
4) A need to develop diplomacy politics that touches cultural aspects as well as the communication of faith
5) Develop a way of thinking, acting, relating to continue to develop communication between countries
6) It is the mechanism of government to people even people to people

Results and Discussion
The analysis and interpretation of research results on "Educational and Cultural Diplomacy to Strengthening International Relations", conducted during May to July 2016, there are 4 (four) results and discussion:
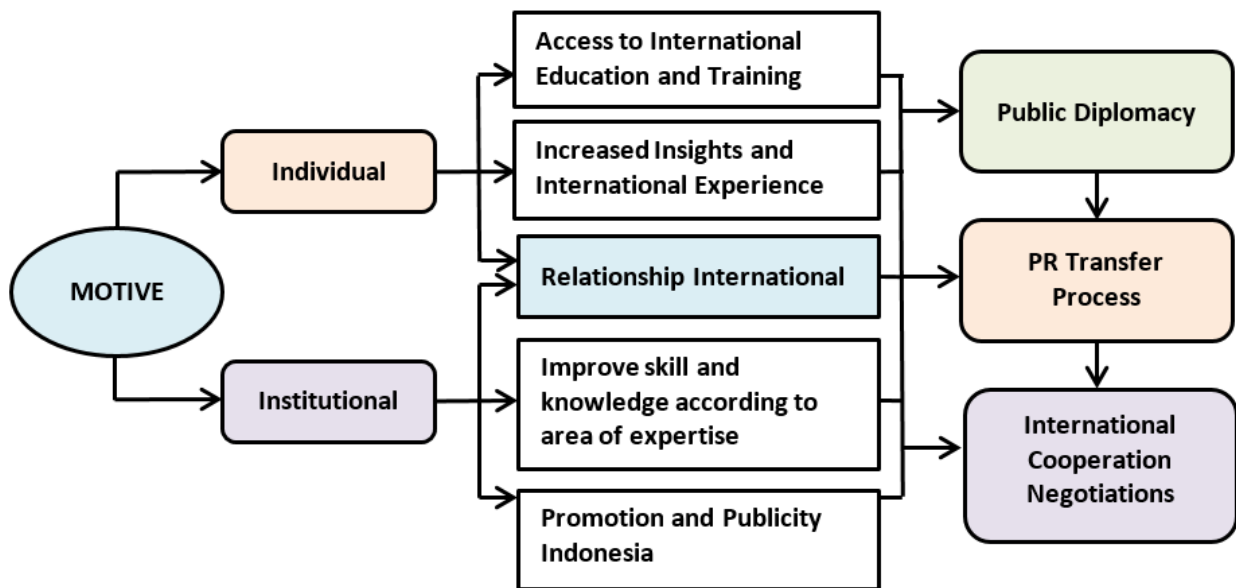
1. Student or Youth Motivation in the International Education and Cultural Exchange Program
The results of the study illustrate that the motivation of Indonesian students or youths to participate as delegates in educational and cultural education programs is composed of personal motives and institutional motives.

In practice both categories of motive support the function of public diplomacy, as well as will encourage the PR transfer process, where the negative situation of Indonesia's reputation will be changed to positive. The PR Transfer Process, is a process of transformation in the public or stakeholders that must be engineered by Public Relations officers, that is changing the negative situation into a positive situation, using a variety of programs activities and communication techniques appropriate.

According to Frank Jefkins, there are 4 (four) situations that must be changed: the change from the situation of not knowing to be, from the situation of no matter to the attention or interest, from the prejudiced situation to receiving good, and from the situation lowing learners turn to sympathy (Jefkins in Yulianita, 2005).

If the transformation of the situation occurs on sustainable and on an ongoing basis, it will be easier for government to run the mainline diplomacy, and negotiate for international cooperation. Here is a simple model that illustrates the motivation of Indonesian delegation in the international forum of education and cultural exchange.

**Picture 1. Model Motivation of Indonesian Students or Youth in the International Forum on the Exchange of Education and Culture**
Source: Research Results (2016)

2. Public Diplomacy Activity Run by Indonesian Students or Youth as Education and Cultural Delegation
Indonesian youth play the role of a public diplomat, with various types of activities in educational and cultural forums, the following is a map of his research:
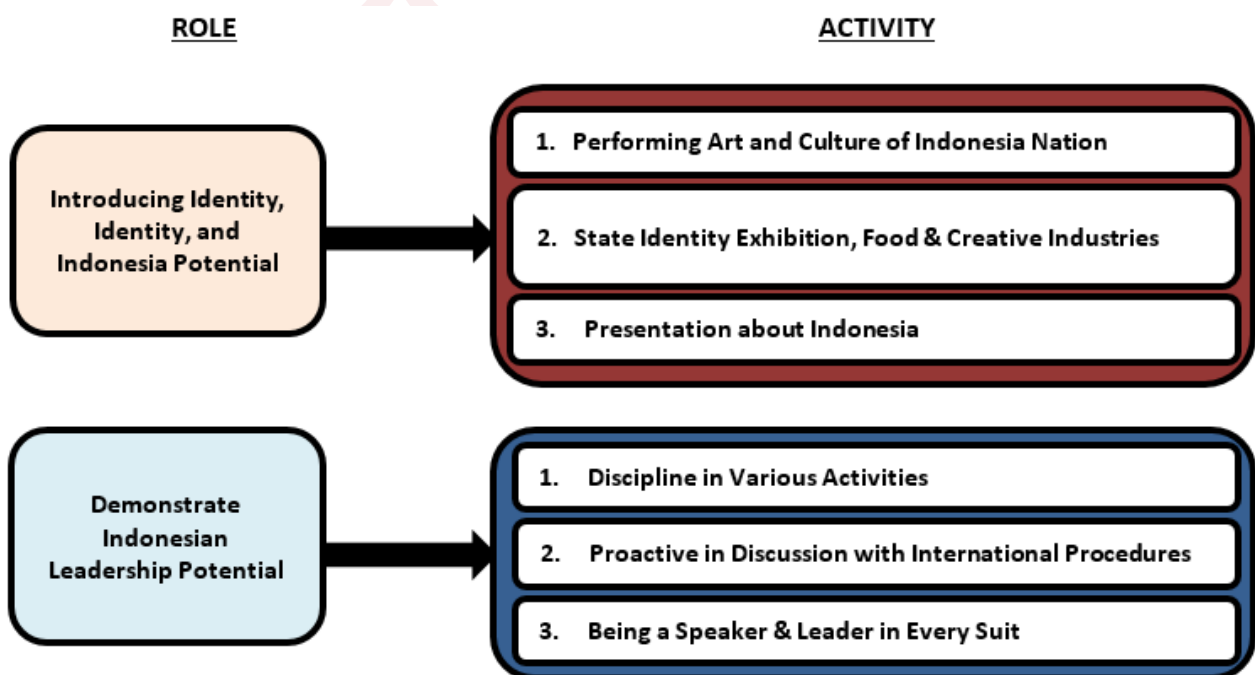
Picture 2. The Role and Activity of Public Diplomacy Run by Indonesian Students / Youth as Education and Cultural Delegation
Source: Research Results (2016)

Performing the functions and roles of public diplomacy since he was young, making students or youths have loyalty and high love for his country. Idealism and passion to uphold keep and improve the reputation of the embedded state, and give birth to a vision to make the country's position better in the eyes of other countries, compared to its current position.

3. Indonesia's Reputation In The International Education and Culture Forum

Picture 3. Reputation of Indonesia In International Education and Culture Forum
Source: Research Results (2016)

Indonesia's reputation in the international forum as a whole is quite good, but there are still some situations that block the delegates, namely that there are still many international public who have not known Indonesia, and there are still many international community that cannot distinguish between Indonesian identity with India and Malaysia. Indonesia's reputation is also considered far behind compared to the reputation of other countries within the scope of ASIA, for example, compared to Singapore and the Philippines, Indonesia is still far behind.

4. Representation of Indonesia by Education and Culture Delegation at International Forum
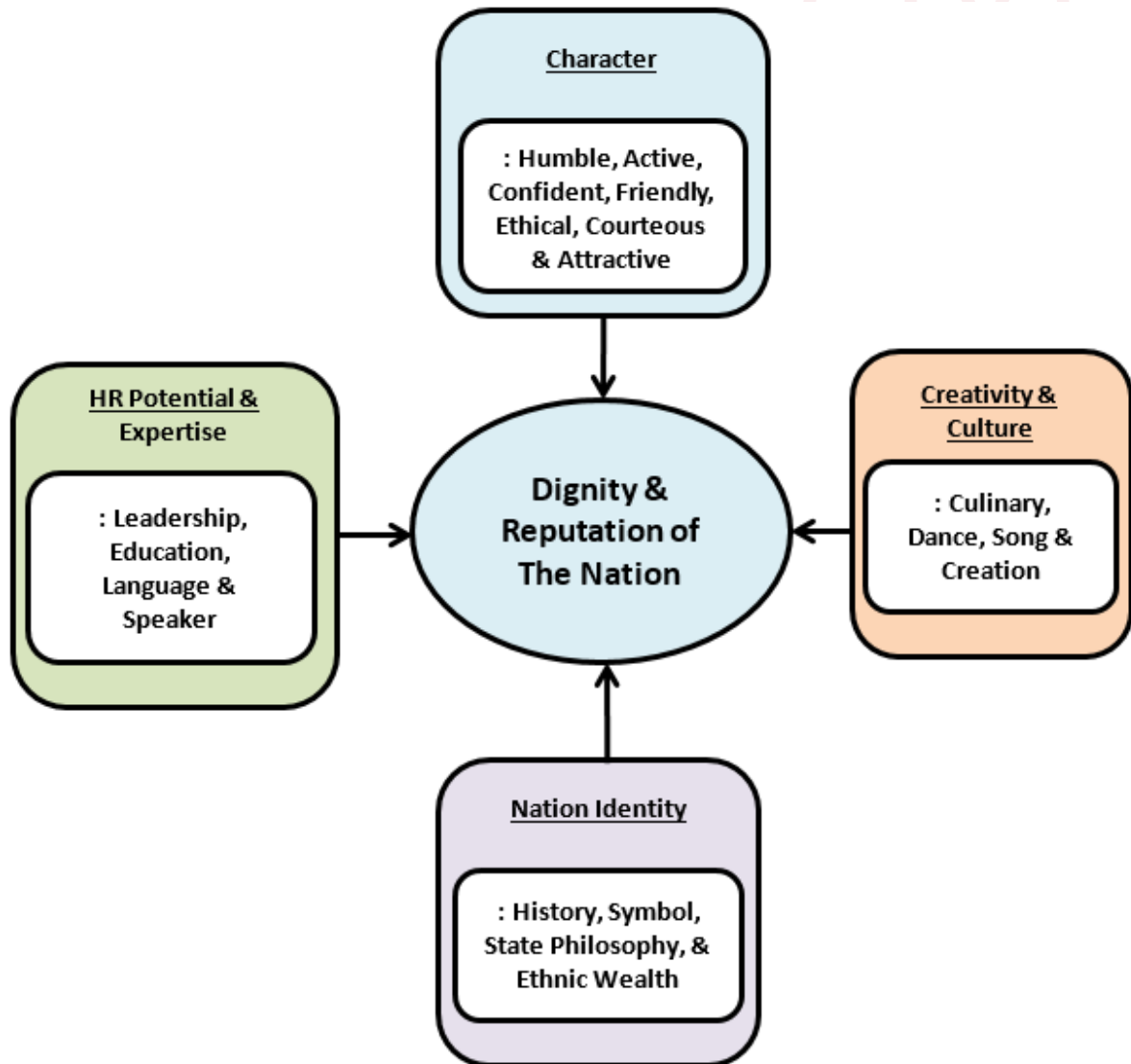
Picture 4. Indonesian Representation Model by Education and Culture Delegation at International Forum
Source: Research Result (2016)

Based on the research, there are some important variables represented by students or youth as the delegation about the existence of the country, namely: the character of the nation, Creativity and culture, Identity and attributes, and Potency of Human Resources (HR) expertise.

First, Indonesian characters are known humble, active, friendly, confident, ethical, polite and attractive. Secondly, Indonesia's creativity and culture are known to be unique and distinctive, both culinary, dance, song and other works. Third, the identity of the nation is known for its unique, namely history, state symbol, state philosophy, geographical location and the number of islands and ethnic types in Indonesia. Fourth, the potential of Human Resources (HR) and expertise possessed by the people of Indonesia, became well known, but still hidden from the international public knowledge.

The results show that in every international forum of education and culture, each student or youth as delegate will be required to have the skills, knowledge, concepts that match the theme of the committee. For example, the theme of leadership will require delegates to create

academic concepts of leadership, economic and business themes will also require delegates to present their thoughts on economic and business concepts, as well as other themes such as social and cultural, religious Islam, international negotiation models, state representatives in international conferences and so on.

In addition, the delegation must also prepare various supporting equipment that will represent the existence of the country it represents. Broadly speaking, the self-preparation of international youth delegations is as follows:
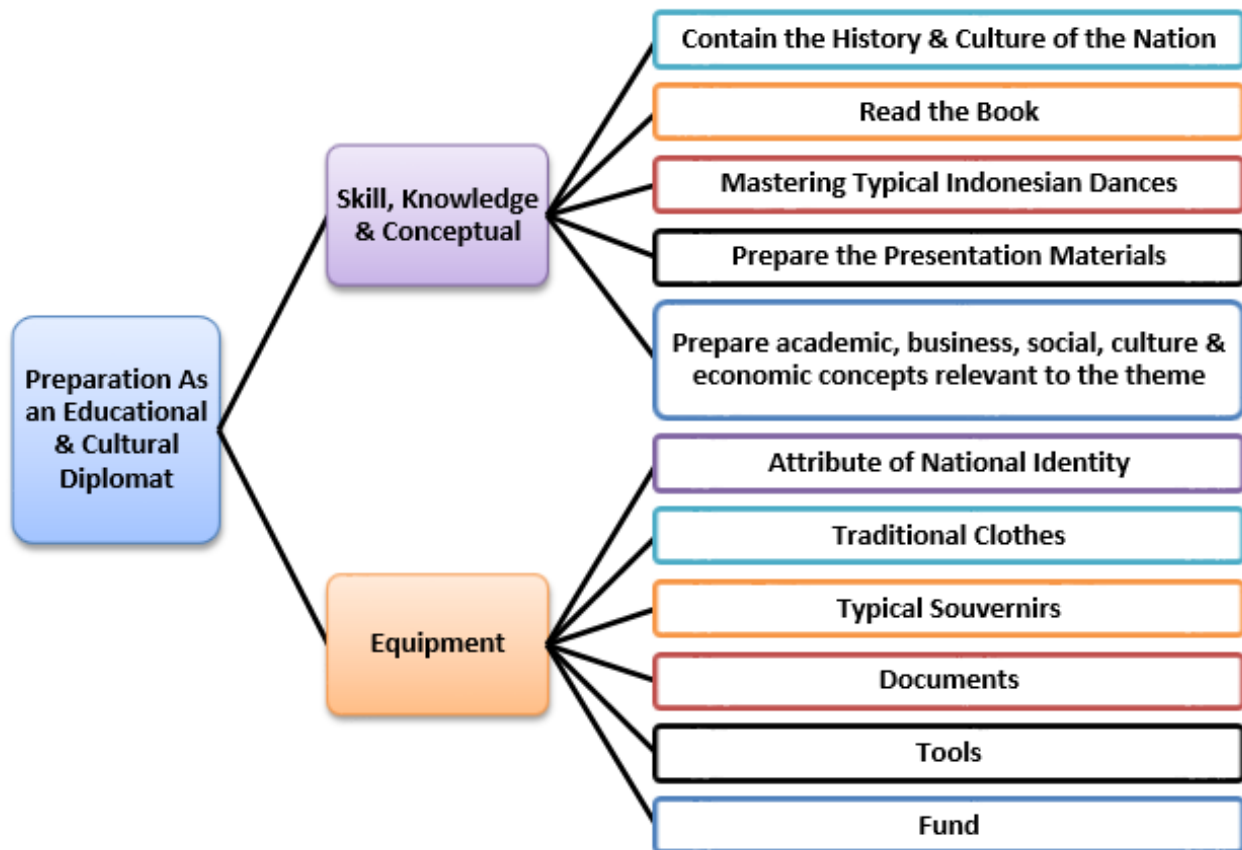
Picture 5. Preparation Model as Educational and Cultural Diplomat
Source: Research Result (2016)

Closing
Conclusion
   1) Student or youth motivation in international education and cultural exchange programs, is to introduce the nation's identity and potential, receive free international training and education, build relationships, increase insight and experience, and promote and publicize their instutional education and also their country.
   2) The role and activity of educational and cultural diplomacy run by Indonesian student or youth as a delegation in educational and cultural forums is the role of public diplomat. The main activities that strengthening international relations with encourage PR Transfer Process through direct interaction with delegations from various countries.
   3) Indonesia's reputation in the international education and cultural forum as a whole is well known. But there are still some negative things that require serious attention, namely to increase the reputation to be parallel to other nations.
   4) Representation of Indonesian student or youth in international forum. Indonesian student or youth represent variables that can support the nation's international reputation. Category of supporting variables, consisting of: character, creativity, national identity, and

potential or expertise.

Suggestions/Recommendations

    1) Every country, especially Indonesia, should have many places and types of training centers, to prepare young public diplomats who will represent the country's identity in international forums.

    2) There should be transparency of procedures and selection for interested people, to be able to access grants or sponsors of international education and cultural exchange programs, so that a truly potential delegate is selected.

    3) Better to provide more funding or sponsorship for public diplomacy activities through government and non-government agencies

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