



Strategic Environmental Communication in Documentary Films: A Critical Discourse Analysis of “Penyu Ujung Genteng” for Turtle Conservation Awareness in West Java, Indonesia

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ID-10102

Abstract: The documentary film “Penyu Ujung Genteng” serves as both an environmental education tool and a strategic medium of communication to enhance public awareness of turtle conservation at Pangumbahan Beach, Sukabumi, West Java. As one of the most significant nesting habitats for *Chelonia mydas* (green turtles) in Indonesia, this coastal area faces ecological pressure due to mass tourism, limited community participation, and a lack of effective communication about conservation practices. This study aims to critically examine how the documentary constructs environmental discourse, represents human–nature relations, and mobilizes collective awareness through visual and narrative strategies. Grounded in Fairclough’s (1995) Critical Discourse Analysis (CDA) and Cox’s (2010) Environmental Communication framework, the research adopts a qualitative interpretive approach. The analysis focuses on three interrelated dimensions of discourse: (1) textual analysis of visual and verbal elements, (2) discursive practice involving production and audience interpretation, and (3) socio-cultural context that shapes and constrains meaning. Data were collected through textual observation of the film, documentation review from the Pangumbahan Turtle Conservation Center, and field notes reflecting local ecological practices. The visual analysis examined camera framing, color tone, and symbolism, while the discourse analysis interpreted narrative choices, interview excerpts, and moral framing of conservation values. The findings reveal that the documentary performs three essential communication functions. First, it constructs a sense of local identity and ecological empathy toward endangered species, using emotional imagery and slow-paced narration to highlight the vulnerability of turtles and the role of local actors. Second, it frames environmental responsibility within a moral and spiritual discourse, intertwining ecological ethics with cultural values of gratitude and stewardship. Third, it encourages participatory awareness by positioning the audience not merely as observers but as potential agents of ecological change. These representational strategies demonstrate the potential of documentary film as an affective and cognitive medium that bridges scientific facts with emotional engagement. In conclusion, “Penyu Ujung Genteng” exemplifies how documentary films can function as an effective form of environmental communication that stimulates behavioral and attitudinal transformation. Beyond its aesthetic achievement, the film creates a dialogic space connecting environmental science, local wisdom, and public morality. The study contributes to the growing discourse on media-based environmental education in Indonesia and underscores the critical role of visual storytelling in fostering sustainable coastal conservation initiatives.

Keywords: Documentary film, critical discourse analysis, turtle conservation, Pangumbahan Beach, eco-literacy.



Room 1 (ARJUNA 1)					
Subtheme	1	Media and Technology's Role in Shaping Public Policy, Social Responsibility, and Social Change			
Moderator	Prof. Dr. YM Dorien Kartikawangi				
No.	Duration	Time	ID	Presenter(s)	Abstract Title
3	10'	10:50-10:59	ID-1061	Lidwina Mutia Sadasri	What's happening in Indonesia's Health Discourse? Discourse Network Analysis of Stunting on Indonesian National Media Period 2022-2025
4	10'	11:00-11:09	ID-1070	Agusly Irawan Aritonang	Critical Discourse Analysis of Presidential Regulation No. 32 of 2024 as a Communication Policy.
5	10'	11:10-11:19	ID-1078	Achmad Zuhri	Digital Media Discourse on Teachers' Welfare: Reconstructing Social Justice Narratives in Post-Reformasi Indonesia
6	10'	11:20-11:29	ID-1083	Safitri Elfandari	Media as Watchdog: Analyzing Sentiment and Discourse on Prabowo Subianto's Government Policies
7	10'	11:30-11:39	ID-1091	İbrahim Çataldaş	Zero Waste as Public Relations Strategy: Enhancing Environmental Awareness and Social Cohesion in Türkiye
	20'	11:40-12:00	Q&A		

Parallel Session 2**Day 2 (February 10th, 2026) | Time: 10:30-12:00 (UTC+7)**

Room 2 (ARJUNA 2)					
Subtheme	1	Media and Technology's Role in Shaping Public Policy, Social Responsibility, and Social Change			
Moderator	Adwin Agung Kurniawan, S.S., M.I.Kom.				
No.	Duration	Time	ID	Presenter(s)	Abstract Title
1	10'	10:30-10:39	ID-10101	Sarah Zartika	Digital Communication Strategy of The Surakarta Hadiningrat Palace in Promoting Cultural Tourism through Instagram
2	10'	10:40-10:49	ID-10102	Haronas Kutanto; Julaiha Probo Anggraini	Strategic Environmental Communication in Documentary Films: A Critical Discourse Analysis of "Penyu Ujung Genteng" for Turtle Conservation Awareness in West Java, Indonesia
3	10'	10:50-10:59	ID-10109	Senja Yustitia	The challenge of a new pivot in Indonesia news journalism
4	10'	11:00-11:09	ID-10129	Adwin Agung Kurniawan	Religious Community Press under the Shadow of the New Order Regime (Framing analysis of Suara Muhammadiyah Editorials in the New Order Era 1969-1991)
5	10'	11:10-11:19	ID-10144	Chen Xiaowei	From "Content Going Global" to "Identity Co-construction": A Study on the Cross-Cultural Negotiation

UPDATED VERSION

COMICOS 2026
CONFERENCE ON MEDIA, COMMUNICATIONS, AND SOCIOLOGY

INTERNATIONAL JOINT CONFERENCE

APPREN 10th CONFERENCE
ASIA-PACIFIC PUBLIC RELATIONS RESEARCH AND EDUCATION NETWORK

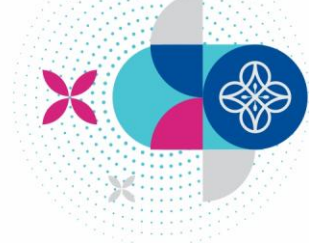
PROGRAM BOOK

ENHANCING SOCIAL COHESION
IN NETWORKED SOCIETIES
THROUGH COMMUNICATION,
MEDIA, PUBLIC RELATIONS,
AND SOCIOLOGY PERSPECTIVES

Yogyakarta, Indonesia
09-10 February 2026

Organized by

Faculty of Social and Political Sciences,
Universitas Atma Jaya Yogyakarta
in collaboration with
Asia-Pacific Public Relations Research and Education Network



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REMARK FROM THE DEAN



On behalf of the Faculty of Social and Political Sciences, I am pleased to present this welcome message for the proceedings of the Conference on Media, Communications, and Sociology (COMICOS) 2026 and the 10th Asia Pacific Public Relations Research and Education Network (APPRREN) Conference.

Founded in 1991, the Faculty of Social and Political Sciences has three study programs: **First**, Communication Studies, which offers a regular undergraduate program and an International Undergraduate Program in Communication (IUPC); **Second**, the Master of Communication Studies; and **Third**, Sociology. Guided by the values of Excellence, Inclusivity, Humanism, and Integrity, the faculty is committed to contributing to the achievement of the Sustainable Development Goals (SDGs).

The theme of this conference, “Enhancing Social Cohesion in Networked Societies through Communication, Media, Public Relations, and Sociology Perspectives,” highlights a critical concern of our time. The conference fosters the advancement of collaboration, knowledge, and shared values that promote social cohesion through interdisciplinary perspectives.

Our sincere appreciation goes to the Chairperson of Asia Pacific Public Relations Research and Education Network (APPRREN), Mrs. Marianne D. Sison, Ph.D., and the association for their valuable collaboration and support in this international conference. The results of this conference also reflect strong collaboration with our co-host institutions: Technische Universität Ilmenau, The Polytechnic University of the Philippines, De La Salle University–Dasmariñas, Zhengzhou University, the University of Huddersfield, and Edith Cowan University, to whom we express our sincere gratitude. We also extend our sincere appreciation to our distinguished speakers: 1) Prof. Dr. Franz Magnis Suseno; 2) Prof. Dr. Øyvind Ihlen; 3) Prof. Anne Gregory, Ph.D.; 4) Prof. Gregoria Arum Yudarwati, SIP., M.Mktg.Comm., Ph.D.; 5) PD., Dr. Habil Andreas Schwarz; 6) Prof. Wayne Bailey; 7) Edwin Falcis Lineses, Ph.D.; 8) Marianne D.Sison, Ph.D. FCPRA; 9) Wahyu Dhyatmika, M.A.; and 10) Assoc. Prof. Estefanie R. Cortez, Ph.D., as well as to all invited speakers and presenters, whose scholarly contributions have enriched the conference and the proceedings. This collaboration will continue and result in further academic cooperation.

We also extend our further appreciation to our university partners: Universitas Pasundan, Telkom University, Universitas Katolik Indonesia Atma Jaya, Universitas Multimedia



Nusantara, Universitas Amikom Yogyakarta, Universitas Dian Nuswantoro, Universitas Katolik Soegijapranata, Universitas Muhammadiyah Surakarta, and Universitas Budi Luhur. Finally, I wish to convey our deepest gratitude to the COMICOS–APPREAN organizing committee for their dedication and hard work. May the ideas documented in these proceedings inspire future research, collaboration, and meaningful contributions to society.

Dr. Victoria Sundari Handoko, S.Sos., M.Si.
Dean of The Faculty of Social and Political Sciences
Universitas Atma Jaya Yogyakarta

FOREWORDS FROM THE INTERNATIONAL JOINT CONFERENCE COORDINATOR



Welcome to the International Joint Conference collaboration between the Conference on Media, Communications, and Sociology (COMICOS) & the Asia-Pacific Public Relations Research and Education Network (APPRREN).

This year, 2026, the international joint conference of the 9th COMICOS and the 10th APPRREN is hosted by Universitas Atma Jaya Yogyakarta.

We chose the topic “Enhancing Social Cohesion in Networked Societies through Communication, Media, Public Relations, and Sociology Perspectives”. This choice is driven by the problems, challenges, and failures of modern society, which are inseparably linked to contemporary culture and habits. For instance, many people hold conflicted views about the government and the ruling ‘elite’ and often ignore their policies entirely. Meanwhile, disasters such as floods and landslides have recently occurred in parts of Asia, including Sumatera, Indonesia, and Hat Yai, Thailand. Furthermore, the advancement of information and communication technology has exacerbated the digital divide and unequal access. Taken together, these events and situations have generated public anxiety and given rise to a range of social complexities and distinctions.

Social cohesion is an essential construct that lies at the heart of what humanity currently needs (Fonseca et al., 2019). It is an ongoing process that fosters shared values to solve problems and conflicts, whether among individuals or groups. Promoting this concept provides a framework that establishes democracy, peace, and development.

The international joint conference was held on 9-10 February 2026. Over these two days, academics, educators, and practitioners who are interested in media, communication, sociology, and public relations issues in various contexts shared their ideas and engaged in an impactful dialogue to explore how social cohesion can accurately capture and address the complexity and challenges of contemporary society.

The committee dedicated itself to organizing a successful conference with broad participation for approximately one year, starting from March 2025. We received 246 abstract submissions from 16 countries. We would like to extend our sincere appreciation to 196 abstracts selected for presentation at the conference, comprising 158 selected abstracts in the full papers track and 38 abstracts in the abstract-only track.



We extend our greatest appreciation to all attendees, whether as presenters or participants, for their contributions to reach success of the conference. We hope the conference will contribute to offer new insights and perspectives that strengthen social cohesion, bridge divides, and foster a more diverse, connected society.

Dyah Ayu Retno Widyastuti, S.Sos., M.Si., Dr.
General Chairperson

FOREWORDS FROM APPRREN



It gives me much pleasure to welcome you all to the 10th International Conference of the Asia Pacific Public Relations Research and Education Network (APPRREN) in conjunction with the Conference on Media, Communications, and Sociology (COMICOS). We thank the Universitas Atma Jaya Yogyakarta for hosting this milestone occasion.

The conference theme, “Enhancing Social Cohesion in Networked Societies through Communication, Public Relations and Sociology Perspectives” is significant in this increasingly polarised and digital world.

As communication and social science scholars, we have an important role in engaging our communities to advocate for social change and social cohesion. As media technology develops at a rapid pace, we need to learn how to use and manage them for the good of society. When we engage with our students, colleagues and the wider community, we can lead the discourse and advocacy against misinformation and disinformation.

But we do need to explore new ways of knowing and interrogate how different stakeholders, audiences and communities view the world we live in through their respective contexts. We need to examine how narratives are constructed and investigate their underlying motives. In this pervasive digital media environment of AI and deep fakes, our assumptions of ‘truth’ are continually tested.

As communication scholars and practitioners, we need to be mindful and alert to these risks. Because we hold a privileged position of understanding systematic research and working with new knowledge, we have a responsibility to lead these discussions.

Conferences like this one provide us a platform to learn about emerging perspectives, revisit and perhaps challenge traditional ones. Critical to learning is the openness to discuss cross-cultural and intergenerational contexts of knowledge development.

This year’s conference aims to address this goal as we listen and learn about diverse local, regional and international perspectives. The keynotes and papers in the conference program reflect the range of work in this area.

APPRREN’s aim is to provide a regional platform to connect public relations education and scholars located, or interested, in the Asia Pacific region with the view to increase our voice



and publication opportunities. And this year's joint APPRREN and COMICOS conference is a testament to this endeavour.

We wish you all an inspiring and enjoyable conference.

MARIANNE D. SISON, Ph.D., FCPRA
Founder and Convenor, Asia-Pacific Public Relations Research and Education Network
(APPRREN)
Honorary University Fellow
RMIT University, Melbourne, Australia

TERM OF REFERENCE (TOR)

The International Joint Conference
Conference on Media, Communications, and Sociology (COMICOS) 2026
&
10th Asia-Pacific Public Relations Research and Education Network
(APPRREN) Conference
“Enhancing Social Cohesion in Networked Societies through Communication,
Media, PR, and Sociology Perspectives”
Yogyakarta, Indonesia
9-10 February 2026

Sustainable Development Goals (SDGs) have become global focus that aimed to promote diverse, inclusive, interconnected societies, and sustainable world. One of the key concepts capturing this collective spirit is social cohesion which is process of creating a community with common values and opportunities based on mutual trust, hope, and reciprocity (Fonseca et al., 2018). According to the OECD (2011), society fosters a sense of belonging, fosters trust, combats marginalization and exclusion, and provides its members with opportunities for upward mobility. However, experts are unsure about how to address unity and diversity and the thresholds involved. Promoting social cohesion involves developing communities where individuals may coexist despite their differences.

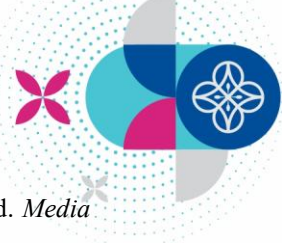
We now live in a network society where the majority of people use social media, which is largely driven by ICT. It can strengthen the sense of identity and promote communication among citizens. For particular communities, social media use has a lot of promise for promoting and preserving social cohesiveness (Stieglitz & Ross, 2022). On the other hand, it presents society with new challenges such as polarization and division. As such, social media can threaten social cohesion.

Alternative approaches to digital citizenship are being presented by a number of academics and practitioners. The ways in which people's use of digital technology is changing citizenship should be revisited. The "glue" that holds society together and is essential for establishing democracy, peace, and development is social cohesiveness. This "glue" is composed of four essential parts: Social relationships, connectedness, equality, and a focus on the common good.

This conference helps us explore how social cohesion can accurately capture the diversity and multicultural character of contemporary society. Additionally, it offers a framework based on media, communication, sociology, and public relations perspectives in order to identify what drives social cohesiveness and can be used to promote it. Leading academics, educators, and practitioners come together at this event to discuss how we all can contribute to strengthen social cohesion, bridge divides, and create a more diverse, connected society.

References

- Fonseca, X., Lukosch, S., & Brazier, F. (2019). Social cohesion revisited: A new definition and how to characterize it. *Innovation: The European journal of social science research*, 32(2), 231-253. <https://doi.org/10.1080/13511610.2018.1497480>.
- OECD. (2011). *Perspectives on global development 2012: Social cohesion in a shifting world*. OECD Publishing, Paris. https://doi.org/10.1787/persp_glob_dev-2012-en.



Stieglitz, S., & Ross, B. (2022). The impact of social media on social cohesion: A double-edged sword. *Media and Communication*, 10(2), 104-107. <https://doi.org/10.17645/mac.v10i2.5792>.

Subthemes:

1. **Media and Technology's Role in Shaping Public Policy, Social Responsibility, and Social Change**

Media plays a significant role in shaping social narratives and collective identities. It also serves as a powerful tool for promoting inclusivity and diversity.

2. **The Impact of Media on Social Movements and Advocacy**

Media serves as a critical tool for amplifying marginalized voices and advancing social justice, operating at the intersection of communication, public relations, and activism. Social media, in particular, both fosters social cohesion and contributes to division, depending on how it is engaged.

3. **Communication Strategies for Bridging Divided Community**

Open and respectful communication is essential for fostering mutual understanding, particularly in diverse and multicultural settings. Effective strategies for intercultural communication, including the ability to navigate and overcome language barriers, play a crucial role in building inclusive and empathetic dialogue.

4. **Media Literacy (including AI) and its Role in Enhancing Social Cohesion**

Enhancing critical thinking and media literacy helps reduce polarization by enabling individuals to identify reliable sources and resist misinformation. Media representations shape societal perceptions and group identities, while storytelling plays a powerful role in reinforcing social values and cohesion.

5. **Communication for Conflict Resolution and Social Movement**

Communication is key to conflict mediation and peacebuilding, with dialogue, empathy, and active listening enhancing social stability. Public Relations campaigns that prioritize transparency and social responsibility can further build trust and promote positive corporate impact.

6. **Public Relations and Crisis Communication for Social Cohesion**

Public Relations strategies play a crucial role in managing and recovering from social crises, such as protests or natural disasters, by facilitating clear communication, restoring public trust, and guiding community response efforts.

7. **Education, Research, and the Future of Public Relations in Social Cohesion**

The future of public relations in promoting social cohesion depends on education and research to develop inclusive strategies. By aligning with societal needs and evolving communication tools, Public Relations can foster trust, equality, and collective action.

8. **Ethics and Challenges in Public Relations for Social Cohesion**

Promoting social cohesion in Public Relations involves ethical challenges, including authenticity, inclusivity, and balancing diverse interests. Professionals must communicate transparently and fairly, aiming to foster unity without compromising integrity or reinforcing inequality.

9. The Role of Media in Shaping Shared Values for Equality, Equity, and Inclusivity

Media shapes collective consciousness by influencing perceptions of equality, equity, and inclusivity. Through its broad reach, both traditional and digital media can create, challenge, and transform societal norms and values.

10. Affectivity and Social Cohesion

Emotional connection and empathy, rooted in affectivity, are central to social cohesion. These bonds nurture a sense of trust, belonging, and solidarity, which are essential for building strong and unified communities.

11. Environmental Communication

Environmental communication can help the public and communities understand environmental challenges fostering a sense of shared purpose and uniting people from diverse backgrounds to address these issues. However, it can also lead to polarization or conflict. This panel welcomes presentations of research from the perspectives of strategic communication, media content, and media effects on environmental issue.



GUEST OF HONOR

Prof. Dr. Franz Magnis-Suseno
(Driyarkara School of Philosophy)

KEYNOTE SPEAKER (Day 1)

Prof. Dr. Øyvind Ihlen
(Department of Media and Communication, University of Oslo)

KEYNOTE SPEAKER (Day 2)

Prof. Anne Gregory, Ph.D.
(Emeritus Chair of Corporate Communication, Huddersfield Business School, University of Huddersfield)

PLENARY SPEAKERS (Day 1)

Edwin Falcis Linesses, Ph.D.
(Dean of the College of Liberal Arts and Communication, De La Salle University-Dasmariñas (DLSU-D))

PD. Dr. Habil. Andreas Schwarz
(Institute for Media and Communication Studies, Ilmenau University of Technology)

Prof. Wayne Bailey
(Head of the School of Education Strategic Lead for International in the School of Business, Education and Law, University of Huddersfield)

Prof. Gregoria Arum Yudarwati, Ph.D.
(Communication Science Department, Universitas Atma Jaya Yogyakarta)

PLENARY SPEAKERS (Day 2)

Assoc. Prof. Estefanie R. Cortez, Ph.D.
(Department of Political Economy, College of Political Science & Public Administration, Polytechnic University of the Philippines)

Marianne D. Sison, Ph.D., FCPRA
(Founder and Convenor, Asia-Pacific Public Relations Research and Education Network (APPRREN), Honorary University Fellow, RMIT University, Melbourne, Australia)

Wahyu Dhyatmika, M.A.
(Chief Executive Officer of Tempo Digital, Indonesia)

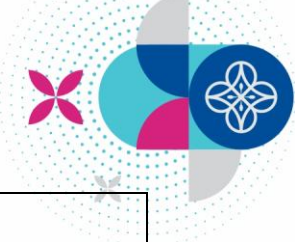
SEMINAR AND CONFERENCE SCHEDULE

COMICOS & APPRREN International Joint Conference 2026

Sahid Raya Hotel & Convention, Yogyakarta
9-10 February 2026

February 9th, 2026 (Day 1)		
Time	Programs	Place
07:30 - 08:29	Open Registration	Indraprasta 1 Ballroom (2nd Floor)
08:30 - 08:39	Opening ceremony	
08:40 - 08:47	Welcome remark from the General Chairperson: Dr. Dhyah Ayu Retno W., S.Sos, M.Si.	
08:48 - 08:54	Welcome remark from the President of APPRREN: Dr. Marianne D. Sison	
08:55 - 08:59	Opening remark from Rector UAJY: Dr. G. Sri Nurhartanto, SH., LLM	
09:00 - 09:19	Special remark from Guest of Honor: Prof. Dr. Franz Magnis-Suseno	
09:20 - 09:49	Keynote speaker I: Prof. Dr. Øyvind Ihlen	
09:50 - 10:09	Plenary speaker I: Edwin Falcis Lineses, Ph.D.	
10:10 - 10:29	Plenary speaker II: PD. Dr. habil. Andreas Schwarz	
10:30 - 10:49	Plenary speaker III: Prof. Wayne Bailey	
10:50 - 11:09	Plenary speaker IV: Prof. Gregoria Arum Yudarwati, Ph.D.	
11:10 - 11:49	Q & A	
11:50 - 11:59	Token of appreciation & Photo op	
12:00 - 12:59	Lunch and salat prayer	Senopati Restaurant & Lounge (Ground Floor) Salat room (1st Floor)
13:00 - 15:30	Parallel session I	Meeting rooms (1st Floor)
15:30 - 16:59	Break and Preparing for Gala Dinner	
17:00 - 19:00	Networking Gala Dinner	Indraprasta 1 Ballroom (2nd Floor)

February 10th, 2026 (Day 2)		
Time	Programs	Place
08:00 - 08:29	Open Registration	Indraprasta 1 Ballroom (2nd Floor)
08:25 - 08:29	Opening and greetings	
08:30 - 08:54	Keynote Speaker II: Prof. Anne Gregory, Ph.D.	
08:55 - 09:09	Plenary speaker I: Assoc. Prof. Estefanie R. Cortez, Ph.D.	
09:10 - 09:24	Plenary speaker II: Marianne D. Sison, Ph.D., FCPRA	



09:25 - 09:39	Plenary speaker III: Wahyu Dhyatmika, M.A.	
09:40 - 10:19	Q & A	
10:20 - 10:29	Moving to Parallel Session Rooms	
10:30 - 11:59	Parallel session II	Meeting rooms (1st Floor)
12:00 - 12:59	Lunch* and salat	Senopati Restaurant & Lounge (Ground Floor) Salat room (1st Floor) *Lunch box for Cultural Immersion participants
13:00 - 15:59	Alt 1. Academic writing journal	Auditorium Campus 4 UAJY (4th Floor)
	Alt 2. Study preparation clinic	Room 4006, Campus 4 UAJY (Basement)
	Alt 3. Cultural Immersion at Pendhapa Jemparingan	Tamanmartani, Kalasan
	Alt 4. Campus Tour	Audio Visual Laboratory, Library, Caritas Café at Campus 4 UAJY
16:00 - 16:29	Awarding & evaluation	Indraprasta 1 Ballroom (2nd Floor)
16:30 - 16:45	Photo op & Closing remark	

February 11, 2026 (Day 3) - Optional

07:00-19:30	Heritage Walk: Trip to Borobudur Temple	Magelang, Central Java
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PARALLEL SESSION

Schedule of Parallel Session 1

Parallel Session 1

Day 1 (February 9th, 2026) | Time: 13:00-15:30 (UTC+7)

Room 1 (ARJUNA 1)					
Subtheme	1	Media and Technology's Role in Shaping Public Policy, Social Responsibility, and Social Change			
Moderator	Dr.phil. Lisa Esti Puji Hartanti, S.Sos., M.Si.				
No.	Duration	Time	ID	Presenter(s)	Abstract Title
1	10'	13:00-13:09	ID-919	Talitha Ulfa Raissa	Victim Narratives of Online Impersonation: Rethinking Privacy and Identity through Verifiable Credentials
2	10'	13:10-13:19	ID-924	Nattawat Auraiampai	Factors Determining Human Capital Utilization of Skipped-generation Households with Thai Migrant Workers Abroad
3	10'	13:20-13:29	ID-925	Dusadee Ayuwat	Factors Influencing the Choices Decision-making of Households Left Behind by International Migrants
4	10'	13:30-13:39	ID-928	Arindra Khrisna Karamoy	Bamboo Revitalization Through Documentary Photography: The Design and Implementation of a Photobook in Ngadiprono Village
5	10'	13:40-13:49	ID-1008	Wuli Asri Mandawati, Joko Suryono, Yoto Widodo	Development of P4GN Counseling Communication Through Instagram Social Media by the Surakarta City BNN
6	10'	13:50-13:59	ID-1010	Nia Ashton Destrity	Rhetoric of Value-Based Health Messages on NU Online to Build Community Resilience
7	10'	14:00-14:09	ID-1024	Suvimon Khamnoi	Gender Equality and Work Patterns of the Thai Workers
8	10'	14:10-14:19	ID-1026	Hervina Dyah Aprilia	Animating Eco-Conscious Living: Digital Walkthroughs as Communication Tools For Social Change in Urban Housing
9	10'	14:20-14:29	ID-1027	Isma Adila	Digital Populism and Platformed Politics: TikTok's Affordances and Political Mediatization
10	10'	14:30-14:39	ID-1033	Lisa Esti Puji Hartanti; Paskalia	Corpus-based Critical Discourse Analysis of Reporting on "Food Estate" in Indonesian Online Media
11	10'	14:40-14:50	ID-1037	Anastasia Putri Loahandi; Agustinus Rusdianto Berto	Opinion Leaders in Vulnerable Communities: A Study of Informal Communication Networks in Educational Literacy Practices at Sanggar Anak Harapan, Kampung Tanah Merah, North Jakarta



Room 1 (ARJUNA 1)					
Subtheme	1	Media and Technology's Role in Shaping Public Policy, Social Responsibility, and Social Change			
Moderator	Dr.phil. Lisa Esti Puji Hartanti, S.Sos., M.Si.				
No.	Duration	Time	ID	Presenter(s)	Abstract Title
12	10'	14:50-14:59	ID-1054	Clara Novita Anggraini	Media Literacy of The Baby Boomer Generation (A Phenomenological Study of The Spread of Hoax Information by Mothers in Bandung Regency)
	30'	15:00-15:30	Q&A		

Parallel Session 1

Day 1 (February 9th, 2026) | Time: 13:00-15:30 (UTC+7)

Room 2 (ARJUNA 2)					
Subtheme	4	Media Literacy (including AI) and its Role in Enhancing Social Cohesion			
Moderator	Dr. phil. Yudi Perbawaningsih, M.Si.				
No.	Duration	Time	ID	Presenter(s)	Abstract Title
1	10'	13:00-13:09	ID-907	Chu Chen	Schema Mismatch of Shanghai's Cross-Cultural Image from a Psychological Distance Perspective: An Empirical Analysis Based on DeepSeek
2	10'	13:10-13:19	ID-937	Mario Antonius Birowo	Adapting DACUM model for Mapping Artificial Literacy Competence: A Methodological Innovation
3	10'	13:20-13:29	ID-1018	Catur Nugroho	Contagion and Inoculation of Digital Misinformation in Indonesian Customary Communities: Implications for Social Cohesion in Networked Societies
4	10'	13:30-13:39	ID-1019	Eko Widodo	"Indonesia's Future in the Grip of Algorithms: A Critical Examination of Hans Jonas's Thoughts on 'Life' in the Era of Artificial Intelligence."
5	10'	13:40-13:49	ID-1066	Song Huanwen	Adolescent Digital Literacy in Platformed Environments: From Access to Outcomes
6	10'	13:50-13:59	ID-1093	Wisnu Pudji Pawestri	Social Imagineries of AI: Mechanization and a New Hope
7	10'	14:00-14:09	ID-10111	Nursalam Samad	Critical Thinking Skills As Digital Da'wah Literacy on Social Media
8	10'	14:10-14:19	ID-10131	Veronika Kaban	Social Construction of Meta AI in Indonesia: Analysis with the SCOT Approach
9	10'	14:20-14:29	ID-11152	Bernadeta Lenny Setyowati	Advertising Copywriting on The Persuasive Message of Unika Soegijapranata on Instagram @unika.soegijapranata
10	10'	14:30-14:39	ID-11154	Ruth Stany Melisa	Digital Diasimosocracy: Visual Political Communication of Dedi

Room 2 (ARJUNA 2)					
Subtheme	4	Media Literacy (including AI) and its Role in Enhancing Social Cohesion			
Moderator	Dr. phil. Yudi Perbawaningsih, M.Si.				
No.	Duration	Time	ID	Presenter(s)	Abstract Title
					Mulyadi and the Challenge of Democratic Cohesion in Indonesia
11	10'	14:40-14:49	ID-11158	Nur Ratih Devi Affandi	Communication Counseling Interaction Preferences of Teenagers with Chat GPT Artificial Intelligence Chatbot in Communication Psychology Perspectives
12	10'	14:50-14:59	ID-12171	Yudi Perbawaningsih	Transgenerational political communication in Indonesia Catholic Families
	30'	15:00-15:30	Q&A		

Parallel Session 1**Day 1 (February 9th, 2026) | Time: 13:00-15:30 (UTC+7)**

Room 3 (SADEWA)					
Subtheme	9	The Role of Media in Shaping Shared Values for Equality, Equity, and Inclusivity			
Moderator	Zalfa Qathrunnada, M.I.Kom				
No.	Duration	Time	ID	Presenter(s)	Abstract Title
1	10'	13:00-13:09	ID-803	Cheng Ean (Catherine) LEE	Constructing Ideals and Shared Values: The Korean Wave's Influence on Malaysian Youth's Perceptions of Ideal Standards
2	10'	13:10-13:19	ID-936	Chang Qiyun; Wang Xuan	A Study on Taiwanese Youth's Spring Festival Expressions and Identity Construction via Instagram in the Context of Spatiotemporal Perspectives
3	10'	13:20-13:29	ID-1003	Abd. Haris Nusa Bela	From TV to IQIYI: The Remediation of Queer Gaze in Thailand Boys Love Series of Lovesick
4	10'	13:30-13:39	ID-1011	Nara Garini Ayuningrum; Fransisca Benedicta Avira Citra Paramita	Gender, Sexuality, and Class in Indonesian Popular Culture: The Representation of Domestic Workers in Inem Pelayan Seksi (1976)
5	10'	13:40-13:49	ID-1013	Zalfa Qathrunnada	Family Communication Patterns of Female Civil Servants within Bureaucratic Work Culture and Digital Transformation
6	10'	13:50-13:59	ID-1028	Maura Crescentiana Ninik Sri Rejeki	Tri Dharma Mangkunegara and Institutional Strengthening: Exploring Traditional Leadership Philosophy Through Bedhaya Anglir Mendung Dance
7	10'	14:00-14:09	ID-1041	Hajidah Fildzahun Nadhilah Kusnadi	A Critical Discourse Analysis of False Freedom in Female Characters of Hanung Bramantyo's Gowok
8	10'	14:10-14:19	ID-1047	Desideria Lumongga Dwihadiah	Gen Z Perceptions of Christian Influencer Pastors and the



Room 3 (SADEWA)					
Subtheme	9	The Role of Media in Shaping Shared Values for Equality, Equity, and Inclusivity			
Moderator	Zalfa Qathrunnada, M.I.Kom				
No.	Duration	Time	ID	Presenter(s)	Abstract Title
					Commodification of Content on Social Media
9	10'	14:20-14:29	ID-1068	Diah Amelia	Indonesia Women's Alternative Media: The Efforts of Raising the Issue of Women's Roles in the Development
10	10'	14:30-14:39	ID-1077	Oktafiani Herlina	Influence of Social, Political, and Communication System on French and Indonesian Media
11	10'	14:40-14:49	ID-1081	Samuel Rihi Hadi Utomo	Multimodal Discourse in the Film Kenapa Harus Bule?, Happy Ending for Gender and Sexual Minorities?
	30'	14:50-15:20	Q&A		

Parallel Session 1

Day 1 (February 9th, 2026) | Time: 13:00-15:30 (UTC+7)

Room 4 (NAKULA)					
Subtheme	10	Affectivity and Social Cohesion			
Moderator	Dr. Nia Sarinastiti M.A.				
No.	Duration	Time	ID	Presenter(s)	Abstract Title
1	10'	13:00-13:09	ID-929	Pattarmaporn Yamsamruan	Skill Matches in the Workplace of Thai Workers in Different Generations, 2024
2	10'	13:10-13:19	ID-931	Kaweesak Phujampa; Dusadee Ayuwat	The Internal Migration Pathways of Youth migrants in Thailand
3	10'	13:20-13:29	ID-1031	Ratih Hasanah Sudradjat	Unpacking the Controversy of "Anjing" in Youth Communication in Bandung
4	10'	13:30-13:39	ID-1065	Rustini Floranita; Diana Maharani	Secrecy, Power, and Solidarity: A Phenomenological Inquiry into Prison Code Language in Tangerang Correctional Facility, Indonesia
5	10'	13:40-13:49	ID-1067	Rizaldi Parani; Herman Purba	The strategy of Islamic boarding schools in East Java to preserve the sustainability of Pencak Dor performing arts as a communication medium in building social cohesion.
6	10'	13:50-13:59	ID-10107	Elaine Xu; Catherine Archer	Illness blogging as conduits to foster social cohesion: The role of affectivity, self-disclosure, and virtual communities
7	10'	14:00-14:09	ID-11151	Nabila Afifaturrahmana Hasibuan	Optimizing The Role of Guidance and Counseling at State Senior High School 16 Medan in Bullying Cases.
8	10'	14:10-14:19	ID-11156	Fan Yuzhuo	Compensating for Lost Dreams? Can "CEO Romance" Short Dramas Serve as Emotional Compensatory Media for the Elderly in China?

Room 4 (NAKULA)					
Subtheme	10	Affectivity and Social Cohesion			
Moderator	Dr. Nia Sarinastiti M.A.				
No.	Duration	Time	ID	Presenter(s)	Abstract Title
9	10'	14:20-14:29	ID-12168	Nia Sarinastiti	Affectivity, Social Cohesion, and Communicative Foundations of Economic Solidarity in the DuAnyam Social Enterprise
10	10'	14:30-14:39	ID-12169	Petrus Christologus Susanto Sidhi Vhisatya	Carting Path To Be Seen in History: Conceptualizing Queer Affective In/Visibilities
11	10'	14:40-14:49	ID-12178	Christian Santo; IGN Adhitya Wicaksana; Samuel Lyvio Valentza; Aaron Desvara Axelandra	Moral Economy in a Post-Disaster : Collective Economic Practices in Dusun Petung after the 2010 Mount Merapi Eruption
12	10'	14:50-14:59	ID-12188	Ana Windarsih	The Viral Expression of Popular Culture in the Digital Era
13	10'	15:00-15:09	ID-1069	Agus Kustiwa	Pesantren As an Autopoietic Religious System: Between Self-Reference and Other-Reference in A Network Society
	20'	15:10-15:30	Q&A		

Parallel Session 1**Day 1 (February 9th, 2026) | Time: 13:00-15:30 (UTC+7)**

Room 5 (BIMA 1)					
Subtheme	3	Communication Strategies for Bridging Divided Community			
Moderator	Dr. Astri Wulandari, S.I.Kom., M.A				
No.	Duration	Time	ID	Presenter(s)	Abstract Title
1	10'	13:00-13:09	ID-701	Muhammad Naim Muhamad Ali	Communication Strategies for Equitable Technology Integration in Higher Education
2	10'	13:10-13:19	ID-914	Irene Santika Vidiadari; Dina Listiorini	Power, Knowledge, and the Construction of LGBT Meanings among Higher Education Students in Yogyakarta
3	10'	13:20-13:29	ID-915	Frances Edith Tjhang	Discourses of Diversity and Knowledge Construction: Understanding ISI Yogyakarta Students' Perceptions of LGBTIQA+ Issues through Foucault's Power-Knowledge Framework
4	10'	13:30-13:39	ID-1014	Sigit Pamungkas	Balancing Exclusivity of Faith and Inclusivity of Society: A Model of Interfaith National Communication in Indonesia"
5	10'	13:40-13:49	ID-1017	Astri Wulandari	Negotiating Javanese Speech Levels as Cultural Identity: Social Cohesion among Youth in Urban Yogyakarta
6	10'	13:50-13:59	ID-1029	Esther Ezera Trisaksono; Meidina	How Tarot Readers' Strategies Foster Querents' Beliefs in Tarot Practice



Room 5 (BIMA 1)					
Subtheme	3	Communication Strategies for Bridging Divided Community			
Moderator	Dr. Astri Wulandari, S.I.Kom., M.A				
No.	Duration	Time	ID	Presenter(s)	Abstract Title
				Aqsari Andas; Michella Sherine Lewis	
7	10'	14:00- 14:09	ID-1032	Sella Putri Arby	Development of Intellectual Property (IP) for Educational Purposes and as the Mangrove Forest Mascot of Sukawali Village
8	10'	14:10- 14:19	ID-1035	Asep Sutresna	Building Social Cohesiveness through Managing Village Tourism in Bandung Village, Pandeglang
9	10'	14:20- 14:29	ID-1001	Kay Donovan	Community Perceptions of Local Government Public Relations Initiatives: A Case Study of a Volunteer Bushcare Program in Sydney
	30'	14:30- 15:00	Q&A		

Parallel Session 1**Day 1 (February 9th, 2026) | Time: 13:00-15:30 (UTC+7)**

Room 6 (BIMA 2)					
Subtheme	5	Communication for Conflict Resolution and Social Movement			
	7	Education, Research, and the Future of Public Relations in Social Cohesion			
Moderator	Nissa Cita Adinia, S.Sos, MCommun.				
No.	Duration	Time	ID	Presenter(s)	Abstract Title
1	10'	13:00- 13:09	ID-801	Nissa Cita Adinia	City Resilience in the Age of the Visual: Youth Photovoice as Participatory Communication in a Networked Urban Context
2	10'	13:10- 13:19	ID-1004	Htike Chit Su; Vivid Devianti	Losing Face, Losing Trust: Communication Breakdowns in the Letpadaung Copper Mine Conflict
3	10'	13:20- 13:29	ID-1058	Catherine Jane Archer	Social Cohesion and Stakeholder Silence: Interrogating the Public Relations Motives Behind Australia's Social Media Ban for Children
4	10'	13:30- 13:39	ID-1059	Jessica Iona Putri	Fostering Hybrid Identity to Conquer Intercultural Miscommunication
5	10'	13:40- 13:49	ID-1062	Rachel Pietracatella; Catherine Archer	Manufacturing Legitimacy for State Cohesion? How Charities Become PR Tools for Capitalism and the Depoliticisation of Corporate Harm
6	10'	13:50- 13:59	ID-1089	Debora Sitepu; Francois William Jordy; Jonathan Edgar Friendly Baiin	Interpretation of the Use of Slobog Batik Motif as a Form of Social Criticism
7	10'	14:00- 14:09	ID-10103	Heni Indrayani	Exploring Corporate Diplomacy Elements in Indonesian Public Relations Practice

Room 6 (BIMA 2)					
Subtheme	5	Communication for Conflict Resolution and Social Movement			
	7	Education, Research, and the Future of Public Relations in Social Cohesion			
Moderator	Nissa Cita Adinia, S.Sos, MCommun.				
No.	Duration	Time	ID	Presenter(s)	Abstract Title
8	10'	14:10-14:19	ID-10127	Candra Yudha Satriya	From Stigma to Pride: How Communication Practices Shape Youth Perceptions of Farming in an Indonesian Urban Context
9	10'	14:20-14:29	ID-10128	Marsefio Sevyone Luhukay	Narratives of Peace and Digital Activism: Identity Recognition and Youth-Led Reconciliation in Post-Conflict Ambon, Indonesia
10	10'	14:30-14:39	ID-909	Samantha E. Claudya; Bennedicta Nugraha	Strengthening Social Cohesion through Dialogic Public Relations in the Case of Batik Lasem
11	10'	14:40-14:49	ID-1025	Dewi Warhamni; Arsa Widitiarsa Utoyo	Applying Kotler's Seven-Stage Personal Selling Model in Property Sales: A Qualitative Study on Communication and Buyer Interaction Dynamics
12	10'	14:50-14:59	ID-10112	Nurly Meilinda	Redefining Crisis Responsibility in Higher Education: An Autoethnographic Study of Communication Crisis in The Sriwijaya University's Student Ethical Misconduct Case
	30'	15:00-15:30	Q&A		

Parallel Session 1**Day 1 (February 9th, 2026) | Time: 13:00-15:30 (UTC+7)**

Room 7 (GATOTKACA)					
Subtheme	6	Public Relations and Crisis Communication for Social Cohesion			
	8	Ethics and Challenges in Public Relations for Social Cohesion			
Moderator	Cendra Rizky Anugrah Bangun, S.Sos. M.Si.				
No.	Duration	Time	ID	Presenter(s)	Abstract Title
1	10'	13:00-13:09	ID-922	Cendra Rizky Anugrah Bangun	Pentahelix Communication Strategy: University's role to Accelerate Tsunami Ready Cohesion collaborate with GMLS in South Lebak
2	10'	13:10-13:19	ID-1030	Ivana Lamria	Narrating the Pandemic: Power, Culture, and Communication in Indonesian Presidential Discourse
3	10'	13:20-13:29	ID-1099	Anggun Anindya Sekarningrum	Integrating Local Wisdom through Public Relations Activities in Coastal Tourism Management: A Case Study of Gunungkidul
4	10'	13:30-13:39	ID-10115	Miftha Pratiwi	The Image of Public Officials' Leadership In 2025 On Social Media: Sentiment Analysis and Public Perception Crisis on Twitter



Room 7 (GATOTKACA)					
Subtheme	6	Public Relations and Crisis Communication for Social Cohesion			
	8	Ethics and Challenges in Public Relations for Social Cohesion			
Moderator	Cendera Rizky Anugrah Bangun, S.Sos. M.Si.				
No.	Duration	Time	ID	Presenter(s)	Abstract Title
5	10'	13:40-13:49	ID-10121	Dilly Septiyan	Analyzing the Role of Investor Relations in Enhancing Investment Value within the Batang Integrated Industrial Estate
6	10'	13:50-13:59	ID-10125	Yusuke Ibuki	Double-Loop Learning in Public Relations: A Case Study of a City Government in Kyoto, Japan
7	10'	14:00-14:09	ID-12170	Lintang Shabrina Putri	To Control The Crisis Affect: The Situational Rhetoric Approach by President Prabowo Subianto Amid the Demonstrations in Late August 2025
8	10'	14:10-14:19	ID-12176	Teerada Chongkolrattanaporn	Risk Mitigation Communication for Cannabis Use and Cannabis-Infused Products among At-Risk Youth in Educational Institutions
9	10'	14:20-14:29	ID-12180	Yulia Rahmawati	Community Communication and Traditional Ecological Knowledge as Disaster Mitigation Practice
10	10'	14:30-14:39	ID-938	Liu Pengyu; Chang Qiyun	From Physical Practice to Consciousness Connection: Experiences and Insights from Ethnic Minority Sports and Cultural Practices in Fostering a Strong Sense of Community for Chinese Nation under the Logic of Mediology
11	10'	14:40-14:49	ID-1034	Syahrul	Gendered Division of Capital Accumulation among Left-Behind Husbands in Indonesia: A Systematic Review
12	10'	14:50-14:59	ID-10122	Angel; Rade Situti	Communicative Identity in Social Transformation: From Chinese-Indonesian Mystical Tradition to Religious Discourse
	30'	15:00-15:30	Q&A		

Parallel Session 1**Day 1 (February 9th, 2026) | Time: 13:00-15:30 (UTC+7)**

Room 8 (DRUPADI)					
Subtheme	11	Environmental Communication			
	Moderator	Dr. Mira Rochyadi-Reetz			
No.	Duration	Time	ID	Presenter(s)	Abstract Title
1	10'	13:00-13:09	ID-920	Irma Garnesia	From EV Endorsers to Environmental Damage: How Media and Social Media Shape Electric Vehicle Narratives in Indonesia

Room 8 (DRUPADI)					
Subtheme	11	Environmental Communication			
Moderator	Dr. Mira Rochyadi-Reetz				
No.	Duration	Time	ID	Presenter(s)	Abstract Title
2	10'	13:10-13:19	ID-921	Mochamad Iqbal; Vera Hermawan; Yanti Susila Tresnawati	Political Narratives and Disaster Governance: Discourse Analysis of Indonesia's 2024 Presidential Election
3	10'	13:20-13:29	ID-932	Dhini Ardianti	Communication Strategies of Environmental Campaigns for Social Cohesion in Local Wisdom-Based Waste Management in Bandung City
4	10'	13:30-13:39	ID-1080	Jocelyn Winona Lie	Digital Activism for Environmental Change: The Impact of Pandawara Group's Social Media Campaigns on Youth Engagement in Coastal Clean-Up Actions
5	10'	13:40-13:49	ID-10104	Mochamad Iqbal	Communication Pathways for Disaster Resilience: Multi-Layered Actor Interactions in the Jabar Resilience Culture Province
6	10'	13:50-13:59	ID-10120	Raden Ayu Wulantari	Environmental Communication and Sustainable Fashion: How Urban Women Construct Ecological Meanings in Everyday Life
7	10'	14:00-14:09	guest presenter	PD. Dr. habil. Christina Schumann	Engaging the Public with Complex Environmental Issues: Evaluating an Interactive Exhibition on Germany's Energy Transition
	20'	14.10-14:30	Q&A		

Schedule of Parallel Session 2

Parallel Session 2

Day 2 (February 10th, 2026) | Time: 10:30-12:00 (UTC+7)

Room 1 (ARJUNA 1)					
Subtheme	1	Media and Technology's Role in Shaping Public Policy, Social Responsibility, and Social Change			
Moderator	Prof. Dr. YM Dorien Kartikawangi				
No.	Duration	Time	ID	Presenter(s)	Abstract Title
1	10'	10:30-10:39	ID-1020	Dorien Kartikawangi; Yerik A. Singgalen	Commemorating National Days on YouTube: Harmony Day (Australia) and Hari Lahir Pancasila (Indonesia): A Comparative Study
2	10'	10:40-10:49	ID-1056	Hilyana Arieandhien	The Social Impact of the Electrifying Agriculture Program

Room 2 (ARJUNA 2)					
Subtheme	1	Media and Technology's Role in Shaping Public Policy, Social Responsibility, and Social Change			
Moderator	Adwin Agung Kurniawan, S.S., M.I.Kom.				
No.	Duration	Time	ID	Presenter(s)	Abstract Title
					Mechanisms of Chinese Web Series in Southeast Asia
6	10'	11:20-11:29	ID-11150	Charisma Asri Fitrananda	People Living with HIV Became Influencers on Social Media: Breaking the Stigma?
7	10'	11:30-11:39	ID-11153	Chen Guo; Desideria Murti	Exploring digital disparities in third age mobile use in China: the invisible hand of algorithms
	20'	11:40-12:00	Q&A		

Parallel Session 2**Day 2 (February 10th, 2026) | Time: 10:30-12:00 (UTC+7)**

Room 3 (SADEWA)					
Subtheme	4	Media Literacy (including AI) and its Role in Enhancing Social Cohesion			
Moderator	Elizabeth Florence Warikar, S.I.Kom, M.I.Kom.				
No.	Duration	Time	ID	Presenter(s)	Abstract Title
1	10'	10:30-10:39	ID-10147	Li Xinjie	Conceptual Evolution and Policy Practice of Media Literacy Education in China Under the OECD Learning Framework
2	10'	10:40-10:49	ID-10148	Liu Zichen	Can New Media Literacy Promote Political Participation Among Rural Youth?—Field Research in 15 Administrative Villages of M Town, Southern Henan
3	10'	10:50-10:59	ID-12174	Dhyah Ayu Retno Widyastuti	'Trilogy Literacy', a framework for balancing gaps in the digital ecosystem of the local business enterprises sector
4	10'	11:00-11:09	ID-12181	Paulus Angre Edvra	Privacy Management of Online Dating Application Users in Semarang to Address Privacy Threats
5	10'	11:10-11:19	ID-12185	Fidelis A. Saintio	The Characteristics of Online Gambling Spam Messages in YouTube Shorts Comments
6	10'	11:20-11:29	ID-12190	Elizabeth Florence Warikar	The Role of Data Storytelling in Alternative News Media
7	10'	11:30-11:39	ID-1040	Inco Hary Perdana	Trust As a Mechanism Of Complexity Reduction in Agency–Client Relations: A Systems Theory Perspective
	20'	11:40-12:00	Q&A		

**Parallel Session 2****Day 2 (February 10th, 2026) | Time: 10:30-12:00 (UTC+7)**

Room 4 (NAKULA)					
Subtheme	9	The Role of Media in Shaping Shared Values for Equality, Equity, and Inclusivity			
Moderator	Theresia Diyah Wulandari, S.Fil., M.M., Ph.D				
No.	Duration	Time	ID	Presenter(s)	Abstract Title
1	10'	10:30-10:39	ID-1085	Arum Pramesti	Communication Style of Content Creators With Disabilities on Tiktok to Build Disability Awareness
2	10'	10:40-10:49	ID-1087	Theresia Felita Andita Putri	Representing the "Ideal Athletic Body": A Visual Analysis of HOKA's Website
3	10'	10:50-10:59	ID-1088	Theresia Diyah Wulandari	Representation of female farmers in Women Farmers' Group meetings in Gunung Kidul, D.I Yogyakarta (Discursive Analysis Approach: Ruth Wodak's Critical Discourse Analysis)
4	10'	11:00-11:09	ID-10116	Anggun Nadia Fatimah	When Virtual Learning Communities Become Social Spaces: Learner Experience and Community Cohesion in Online Learning Environments
5	10'	11:10-11:19	ID-10130	Riziq Muhaimin	Victim Blaming in the Digital World: An Analysis of Moral Narratives and Stigma Against Woman on Social Media in Indonesia
6	10'	11:20-11:29	ID-10143	Annisa Rahmawati	Challenging Ageism through Social Media Representation: A Critical Semiotic Analysis of Uma Oma Café's Instagram Account
7	10'	11:30-11:39	ID-11161	Yanfei Luo, Luya Wang	Connectivity, Symbiosis and Resistance: A Study of Media-Mediated Mutual Support Spaces for Parents of Children with Special Needs —A Case Study of the 'A-Child Parents' Alliance'
	20'	11:40-12:00	Q&A		

Parallel Session 2**Day 2 (February 10th, 2026) | Time: 10:30-12:00 (UTC+7)**

Room 5 (BIMA 1)					
Subtheme	2	The Impact of Media on Social Movements and Advocacy			
Moderator	Anisa Rizki Sabrina, S.I.P., M.A.				
No.	Duration	Time	ID	Presenter(s)	Abstract Title
1	10'	10:30-10:39	ID-1075	Yohanes Widodo	Resignative Professionalism: Journalistic Habitus and Bureaucratic Domination in Indonesia's Post-Authoritarian Public Broadcasting Field

Room 5 (BIMA 1)					
Subtheme	2	The Impact of Media on Social Movements and Advocacy			
Moderator	Anisa Rizki Sabrina, S.I.P., M.A.				
No.	Duration	Time	ID	Presenter(s)	Abstract Title
2	10'	10:40-10:49	ID-1096	Willy Purna Samadhi	The Spiral of Loyalty: When elite's strategic silence meets affective publics. A case study of Joko Widodo's political communication on the diploma controversy.
3	10'	10:50-10:59	ID-10100	Anisa Rizki Sabrina	Pictivism and the Colors of Resistance: Visual Activism and Social Cohesion in Indonesia's Networked Society
4	10'	11:00-11:09	ID-10105	Denis Hida Lutfiana Stefani	Digital Symbols of Dissent: Examining X as a Platform in the #ResetIndonesia Protest Movement
5	10'	11:10-11:19	ID-10108	Salsabilla Diana Putri	From Online Advocacy to Offline Empowerment: Media's Role in #xIsmart Peduli Disabilitas Berdaya
6	10'	11:20-11:29	ID-10110	Aryareza Manadeva	The Self-Promotion Style Of The Instagram Account Bimo Ky as Image Management For Voice Over Talent
7	10'	11:30-11:39	ID-10113	Rizky Aziz Dwi Putra	Self-Defeating Humor in the Tiktok Account @Upsakukribo as A Form of Self-Identity
	20'	11:40-12:00	Q&A		

Parallel Session 2**Day 2 (February 10th, 2026) | Time: 10:30-12:00 (UTC+7)**

Room 6 (BIMA 2)					
Subtheme	2	The Impact of Media on Social Movements and Advocacy			
Moderator	Prof. Dr. phil. Deborah Nauli Simorangkir, B.A., M.S.				
No.	Duration	Time	ID	Presenter(s)	Abstract Title
1	10'	10:30-10:39	ID-10119	Feny Selly Pratiwi	Symbols, Solidarity, and Social Media: The Dynamics of Social Cohesion in Indonesia's Digital Resistance Movements
2	10'	10:40-10:49	ID-10132	Adenovi Fauzia Hanifah; Gracela Gloria Melodia	From Spectacle to Resistance: The Regime of Truth and Counter-discourse in Abigail Muria's Representation of the 17+8 Movement
3	10'	10:50-10:59	ID-10145	Xiaowei Chen, Xiangyi He Zhengzhou University	The Mechanism of Emotional Resonance and Audience Stratification in the Impact of Long-form Audio-visual Works on Online Social Cohesion — A Study Based on Douyin (the Chinese Domestic Version of ByteDance's Short- video Platform)'s Character Documentary Series Shining Moments of Life



Room 6 (BIMA 2)					
Subtheme	2	The Impact of Media on Social Movements and Advocacy			
Moderator	Prof. Dr. phil. Deborah Nauli Simorangkir, B.A., M.S.				
No.	Duration	Time	ID	Presenter(s)	Abstract Title
4	10'	11:00-11:09	ID-10146	Wang Chao	"Pilgrimage to Animation & Film Sites": The Reproduction of Meaning in Film and Television Geoscapes Through New Media Communication — A Study Based on Pilgrims' Embodied Experiences
5	10'	11:10-11:19	ID-11159	Deborah Nauli Simorangkir	Nation Branding through Historical Negationism: The Silencing of Victims and Minimization of Sexual Abuse in Indonesia
6	10'	11:20-11:29	ID-11164	Muhammad Ibra Fahrezi	Film as a Medium of Social Representation: A Narrative Analysis of The Hunt (2012) and Its Relation to the Criminalization of Teachers
7	10'	11:30-11:39	ID-12167	Mohd Pirhaus Mat Husain	Comparative Study on State Government Approaches in Influencing Voter Decisions in Pahang and Terengganu
	20'	11:40-12:00	Q&A		

Parallel Session 2

Day 2 (February 10th, 2026) | Time: 10:30-12:00 (UTC+7)

Room 7 (GATOTKACA)					
Subtheme	3	Communication Strategies for Bridging Divided Community			
Moderator	Heni Indrayani, M.I.Kom.				
No.	Duration	Time	ID	Presenter(s)	Abstract Title
1	10'	10:30-10:39	ID-1052	R.A. Vita N.P. Astuti	From Silence to Sisterhood: Intercultural and Stigma Management Communication in Ratu-Ratu Queens
2	10'	10:40-10:49	ID-1055	Cantika Caramina Gusma	DEI Based Community Engagement for Empowerment: The "Lawang Cemoro" Program of PT Pertamina Patra Niaga Integrated Terminal Semarang
3	10'	10:50-10:59	ID-1063	A. Hasan Al Husain; Wa Ode Seprina	Inclusive Storytelling in Urban Walking Tours: A Sustainable Communication Approach to Rediscovering Bandung's Forgotten Histories
4	10'	11:00-11:09	ID-1072	Bernadeta Lingga Devayani	Discipline and Body Control: A Study on University Students' Interpretations of LGBTIQ and Gender Diversity at Universitas Negeri Yogyakarta
5	10'	11:10-11:19	ID-1073	Flavia Liv Christabel	Discourse of Heteronormativity: Constructing the Meaning of

Room 7 (GATOTKACA)					
Subtheme	3	Communication Strategies for Bridging Divided Community			
Moderator	Heni Indrayani, M.I.Kom.				
No.	Duration	Time	ID	Presenter(s)	Abstract Title
					LGBTIQ among Students at Gadjah Mada University.
6	10'	11:20-11:29	ID-1074	Jessica Ariella Senjaya	Participatory Consumer Experiences in Shaping Brand Image: A Qualitative Study of the 2025 Teh Botol Sosro Packaging Design Competition
7	10'	11:30-11:39	ID-1076	Vinsensia Haranggeka Niron	Regime of Truth, Heteronormativity, and LGBTIQ Meaning Among Students at Sanata Dharma University
	20'	11:40-12:00	Q&A		

Parallel Session 2**Day 2 (February 10th, 2026) | Time: 10:30-12:00 (UTC+7)**

Room 8 (DRUPADI)					
Subtheme	3	Communication Strategies for Bridging Divided Community			
Moderator	Assoc. Prof. Dr. Rizaldi Parani, S.Sos., M.I.R.				
No.	Duration	Time	ID	Presenter(s)	Abstract Title
1	10'	10:30-10:39	ID-1094	Nia Sarinastiti	CUSTOMER JOURNEY OF NEW AND LOYAL CUSTOMERS IN THE CONTEXT OF MULTICHANNEL COMMUNICATION: LEARNING CENTER CASE STUDY
2	10'	10:40-10:49	ID-10118	Nabilah Febriana Kosasih ; Ebigeil Prihartini Putri Hutabarat ; Mohammad Zahrheza Hafid	Interpersonal Communication in Marriages Affected by Economic Disparity
3	10'	10:50-10:59	ID-10140	Diamitra Darius; Ronal Riski Panjaitan; Alayna Putri	Socio-Cultural Communication Strategies in Consensus Decision-Making: Ethnographic Insight into Traditional Leadership among Niniak Mamak
4	10'	11:00-11:09	ID-10142	Junko Nishikawa	Ambassadors as Digital Communicators: Persona-Driven Practices on X during the period of Expo 2025 Osaka
5	10'	11:10-11:19	ID-12165	Rina Sari Kusuma	Negotiating Faith through Fandom: Transcultural Appropriation and Hybrid Muslim Identity in Indonesia's K-Pop Community
6	10'	11:20-11:29	ID-12184	Ni Putu Dhita Darma Yanti; Nobertus Ribut Santoso	Shaping Digital Organizational Culture: Finding the Role of Transformational Digital Leaders
7	10'	11:30-11:39	ID-12189	Ryan Danilo Rada	The Strategy On The Usage Of Film By Rumpun Nurani Within The



Room 8 (DRUPADI)					
Subtheme	3	Communication Strategies for Bridging Divided Community			
Moderator	Assoc. Prof. Dr. Rizaldi Parani, S.Sos., M.I.R.				
No.	Duration	Time	ID	Presenter(s)	Abstract Title
					Mental Health Campaign #Connecttocare
	20'	11:40-12:00	Q&A		

Parallel Session 2

Day 2 (February 10th, 2026) | Time: 10:30-12:00 (UTC+7)

Room 9 (PUNTADEWA)					
Subtheme	2	The Impact of Media on Social Movements and Advocacy			
Moderator	Nobertus Ribut Santoso, S.S., M.A., Ph.D.				
No.	Duration	Time	ID	Presenter(s)	Abstract Title
1	10'	10:30-10:39	ID-905	Marcelo Schellini	Trespassing Digital Borders: The Use of Social Media by Rohingya Refugees
2	10'	10:40-10:49	ID-913	Nobertus Ribut Santoso	Convergence Dynamics: Adapting Internal Communication Amidst the COVID-19 Pandemic
3	10'	10:50-10:59	ID-927	Theresia Lavietha Vivrie Lolita	Breaking Beauty Barriers: Personal Branding Strategies for Gender Inclusivity in Social Media
4	10'	11:00-11:09	ID-933	Chang Qiyun; Zhang Xilei	Constructing Cultural "Adhesion": A Study on the Production of Media Events and Social Cohesion in the "Taiwan Hanfu Festival" from the Perspective of Actor-Network Theory
5	10'	11:10-11:19	ID-934	Akhmad Jauhari	Cirebon or Indramayu: Tarling on Facebook as a Discourse of Cultural Reconciliation
6	10'	11:20-11:29	ID-1015	Andi Pajolloi Bate	From Debate to Disdain: Investigating Toxic Comments on Presidential Debate Videos on YouTube Using Perspective API
7	10'	11:30-11:39	ID-1039	Vania Sharleen Setyono	Strengthening Youth Access to Comprehensive Sexuality Education (CSE) through Digital Advocacy and Academic Integration
8	10'	11:40-11:49	ID-1046	Santi Delliana	An Analysis of the Influence of Dr. Tirta on Gen Z Perception and Health Behavior Change with Digital Engagement as a Mediator
9	10'	11:50-11:59	ID-1057	Kezia Prima Gracia; Holly Angelie Wiguna, Gouw	The Role of Greenpeace: Can Religion Drive a Movement's Collective Action?
	20'	12:00-12:20	Q&A		

Parallel Session 2**Day 2 (February 10th, 2026) | Time: 10:30-12:00 (UTC+7)**

Room 10 (MADUKARA VIP TRANSIT)					
Subtheme	11	Environmental Communication			
Moderator	Dr. Mira Rochyadi-Reetz				
No.	Duration	Time	ID	Presenter(s)	Abstract Title
1	10'	10:30-10:39	ID-10126	Anastasya Andriarti; Anton Novenanto	ENVIRONMENTAL COMMUNICATION IN LOCAL CULTURAL TRADITION “MERTI DESA” KALURAHAN PURWODADI, GUNUNGKIDUL, YOGYAKARTA
2	10'	10:40-10:49	ID-10135	Aditya Heru Wardhana	Threat of Deforestation on Sipora Island: Entman Model Analysis in Collaborative Investigation of Six Media in Mentawai
3	10'	10:50-10:59	ID-10138	Abyzan Syahadin Bagja Dahana	Mapping the Media Agenda on Elephants in Indonesia: A Computational Content Analysis of Online News (2020–2025)
4	10'	11:00-11:09	ID-10141	Pupung Arifin	Diffusion of Innovations in Jumbo Biopore Adoption for Urban Waste Management in Yogyakarta
5	10'	11:10-11:19	ID-12173	Immanuel Dwi Asmoro Tunggal	How Greenpeace Indonesia Promotes Sustainable Development Goals through Instagram @greenpeaceindonesia in the Prabowo Subianto Era
6	10'	11:20-11:29	ID-12191	Emanuela Agra Sarika Kurnia Dewi	From Fast Fashion to Thrifting: Environmental Communication and Generation Z in Popular Culture
7	10'	11:30-11:39	guest presenter	Prof. Dr. Jens Wolling	Communication as a Key Success Factor in Sustainability Transformation in Higher Education Institutions: A Case Study of Four HEIs in Germany
	20'	11.30-11:50	Q&A		



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ABSTRACTS

Subtheme 1: Media and Technology's Role in Shaping Public Policy, Social Responsibility, and Social Change



Victim Narratives of Online Impersonation: Rethinking Privacy and Identity through Verifiable Credentials

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Abstract: The increasing use of social media has blurred boundaries between private and public life, enabling greater self-disclosure but also exposing individuals to impersonation, where malicious actors create fake accounts to deceive, harass, or damage reputations. Despite massive platform-driven takedowns such as Facebook's suspension of 1.1 billion fake accounts in Q3 2024 (Statista, 2025) the persistence of impersonation highlights the insufficiency of current verification mechanisms. While much research has focused on technical detection, this study addresses the underexplored communicative experiences of impersonation victims. Grounded in Communication Privacy Management (CPM) theory, this research aims to examine how victims experience impersonation, manage privacy, renegotiate boundaries between the private and public, and reshape disclosure practices. It further investigates how insights from these experiences can inform blockchain-based identity solutions to enhance trust, agency, and authenticity online.

Keywords: Impersonation; Communication Privacy Management; Blockchain Identity; Verifiable Credentials; Digital Trust

Factors Determining Human Capital Utilization of Skipped-Generation Households with Thai Migrant Workers Abroad

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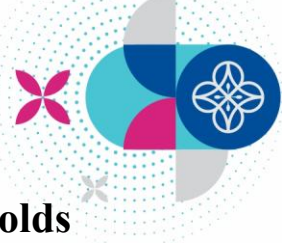
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Abstract: This article investigates the factors determining human capital utilization in skipped-generation households left behind by Thai migrant workers. Using a quantitative research design with the household as the unit of analysis, the study surveyed 500 skipped-generation households in Phu Khiao and Kaeng Khro districts, Chaiyaphum province, an area with one of the highest proportions of international migration in Thailand. The sample consists of households in a northeastern origin area of Thailand which grandparents and grandchildren (aged 14 or younger) cohabit, and at least one household member has been working abroad for more than one year. Data were collected using an interview schedule that underwent a content validity check and had a reliability coefficient of 0.918, and were analyzed using descriptive statistics and multiple regression analysis. The results show that most of skipped-generation households left behind consist of 1-3 members, with approximately 60.0% being cohabiting with both paternal or maternal grandparents and grandchildren. Some households cohabit with only one grandparent and grandchildren. Nearly all households have only one migrant worker, and about 70.0% of the migrants are legally employed. The majority send remittances of no more than USD 286 per month. Skipped-generation households with both grandparents and grandchildren cohabiting receive more remittances than those with only one grandparent and grandchildren. Half of the skipped-generation households use technology at a moderate level, have a moderate relationship with migrant workers, and mostly receive moderate social support, at 49.8%, 57.6%, and 49.0% respectively. Regarding human capital utilization, the study found that skipped-generation households with legally employed migrant workers have a low level of human capital utilization (52.0%). Households with both grandparents and grandchildren cohabiting utilized more human capital than those with only one grandparent and grandchildren. The findings indicate that the factors determining human capital utilization in skipped-generation households with Thai migrant workers abroad are household member, the type of household (cohabiting with both grandparents and grandchildren), legal migration methods, digital technology utilization, and social support. All independent variables collectively explain 42.1% of the variance in human capital utilization in skipped-generation households with Thai migrant workers abroad ($R\text{-square}=0.421$).

Keywords: Human capital utilization; International migration; Skipped-generation households, Left behind



Factors Influencing the Choices Decision-Making of Households Left Behind by International Migrants

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Abstract: This article aims to study the factors influencing the choices decision-making of households left behind by international migrants. A quantitative research methodology was used with the household as the unit of analysis. The sample group consisted of 500 households with members who have migrated internationally, living in the northeastern region of Thailand. The data was collected in the Phukhieo and Kaeng Khro districts of Chaiyaphum Province, areas with some of the highest rates of international migration in Thailand. The data was gathered using an interview schedule that had been verified for content validity and demonstrated a reliability of 0.924. Data analysis was performed using descriptive statistics and multiple regression analysis. The research findings revealed that most households had 1-3 members, classifying them as single-family households, and almost all had only one household member working abroad. About two-thirds of the workers migrated through legal methods. The majority of them remitted between USD 286 and USD 857 per month to their households in the origin area. It was also found that legally migrated workers remitted, on average, more money than those who migrated illegally. Half of the households used digital technology at a moderate level. In terms of capital utilization, households with legally migrated workers demonstrated higher levels of natural capital, physical capital, financial capital, human capital, and social capital compared to households with illegal migrated workers. Most of the households left behind had a moderate level of choice decision-making, while about one-quarter of households with legal migrant workers had a high level of choice decision-making. The study also found that the factors influencing the choices decision-making of the households left behind by international migrants included the number of household members, the method of legal migration, the use of digital technology, and the utilization of natural, physical, and human capital. All independent variables collectively explained 34.3% of the variance in the households' choices decision-making ($R\text{-squared} = 0.343$).

Keywords: Choices decision-making; Capital utilization; International migration; Left-behind households

Bamboo Revitalization through Documentary Photography: The Design and Implementation of a Photobook in Ngadiprono Village

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Abstract: Purpose of the study: Despite its abundance in Indonesia, bamboo is often perceived as a low-value material, a view that hinders its potential. The Pasar Papringan initiative in Dusun Ngadiprono serves as a powerful counter-narrative, successfully transforming bamboo into a symbol of cultural and economic revitalization. This study addresses the need for a more enduring and effective medium to communicate this success story to a wider audience. The primary purpose was to design a photobook using a documentary photography approach to increase public awareness and appreciation for the importance of bamboo preservation. The study employed a work-based research methodology, which focuses on the creative process as a form of inquiry. The project's workflow was structured using the three-stage media production framework: pre-production, production, and post-production. The theoretical foundation integrated concepts from Visual Communication, Documentary Photography, and Intercultural Communication. Data collection involved immersive fieldwork in Ngadiprono, utilizing participatory observation and informal interviews to build trust and authentically capture the community's relationship with bamboo. The principal outcome is a hardcover photobook titled "Napak Tilas: Bambu". The book's visual narrative is structured into three chapters representing the past (monochrome), present (warm orange tones), and future (bright tones), using distinct color schemes to guide the reader's emotional journey. The research was implemented through a successful in-situ exhibition at Pasar Papringan, featuring installations made from local bamboo. An interactive ambient media installation—a large, bamboo-framed mirror—proved highly effective in engaging visitors. While feedback was overwhelmingly positive regarding the project's ability to change perceptions of bamboo, a recurring critique was that the amount of text in the photobook and posters was excessive for a general audience. The study confirms that the photobook is an effective theoretical medium for cultural preservation and intercultural communication, capable of conveying a structured, tactile narrative. For practice, the project serves as a model for leveraging visual media to advocate for the value of local resources and inspire village revitalization. It highlights the practical challenge of balancing academic rigor (e.g., required text length) with the principles of effective visual communication for a public audience. The success of the interactive exhibition provides a practical strategy for increasing audience engagement through ambient media. The findings suggest that educational institutions should offer more flexibility in guidelines for practice-based research to optimize the final work's communicative effectiveness.

Keywords: Bamboo, Photobook, Documentary Photography, Cultural Preservation



Development of P4GN Counseling Communication through Instagram Social Media by the Surakarta City BNN

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Abstract: The development of P4GN extension communication through social media is the development of extension capacity and innovation in adjusting modernization and generation. The development of counseling communication capacity through the Instagram social media of BNN Surakarta City experiences obstacles, namely in the content of counseling posts @infobnn_kota_surakarta is less interactive between users and admins and users with other users and less attractive to millennials and generation Z who are the largest users of the Instagram platform. This research is a type of qualitative descriptive research. In this study, researchers will analyze in depth the phenomenon of developing extension communication through social media, with the case of the lack of effectiveness of the success of developing extension communication using The Circular Model Of SOME theory analysis of the management of BNN Surakarta City Instagram social media with the name of the Instagram social media account @infobnn_kota_surakarta. The objectives of this study are to 1) identify and describe ways to improve interactions between admins (social media managers) with followers and other users, in the social media Instagram @infobnn_kota_surakarta. 2) identify and describe ways to increase the interest of millennials and generation Z in anti-drug counseling content, in the Instagram social media @infobnn_kota_surakarta. 3) identifying efforts that can be made to improve the effectiveness of developing counseling communication through Instagram social media @infobnn_kota_surakarta. The results of this study show how to increase interaction between admins/managers with followers and other users, how to increase the interest of millennials and generation Z in anti-drug counseling content, in Instagram social media, and efforts to increase the effectiveness of developing counseling communication through Instagram social media. The results of this study can be used to assist extension workers in optimizing extension content through social media so that it is effective and achieves success targets.

Keywords: Capacity Development, Anti-Drug Counseling, Social Media, Instagram, The Circular Model of SO

Rhetoric of Value-Based Health Messages on NU Online to Build Community Resilience

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Abstract: This study aims to uncover and explore the value-based rhetoric of health messages featured on the official website of Nahdlatul Ulama (NU) Online, a prominent Islamic organization in Indonesia, in the context of building community resilience. Resilience in this context refers to the capacity of individuals and communities to adapt and recover from adversity and stress, particularly those related to physical and psychological health behaviors. To effectively foster resilience, health messages must take into account the values held by target communities, as these values can serve as internal motivators for the adoption of better and more sustainable health behaviors. To date, there has been limited research on how Islamic organizations in Indonesia, particularly those representing the largest Muslim community, such as NU, frame value-based health messages to support societal resilience. Understanding the narratives and values embedded within health communication by religious reference groups is essential, given their influential role in shaping perceptions, attitudes, and health behaviors among Indonesian Muslims. This research employs rhetorical analysis of health articles published on the NU Online website during the period of January 2024 to May 2025. The findings reveal that health messages with the potential to enhance individual and community resilience are deeply rooted in Islamic values such as simplicity, harmony, and consistency—grounded in the ethical teachings of akhlaq and adab. These values are conveyed through narrative and/or argumentative rhetoric constructed with rational reasoning and supported by credible sources, including expert opinions and scientific literature such as academic journals and research findings. In addition to rational approaches, the arguments presented in the health articles are reinforced with quotations from the Qur'an, hadith, and the intellectual legacy of Muslim scholars as articulated in classical Islamic texts, thereby strengthening the spiritual and cultural dimensions of the message. By combining scientific and religious frameworks, the health messages become more relevant and acceptable to Muslim communities. This study contributes conceptually to the field of health communication by highlighting the importance of integrating values into rhetorical strategies, particularly in the digital Islamic context. Practically, the study offers a foundation for designing value-based health message strategies that can increase the adoption of healthy behaviors while enhancing the resilience of individuals and communities in facing health-related challenges.

Keywords: Health messages; Islam; resilience; rhetoric; values



Commemorating National Days on YouTube: Harmony Day (Australia) and Hari Lahir Pancasila (Indonesia): A Comparative Study

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Abstract: National commemorations often serve as powerful sites where ideas of belonging, identity, and cohesion are articulated, contested, and reimagined. This study examines how two civic commemorations - Harmony Day/Week in Australia and Hari Lahir Pancasila in Indonesia - are represented on YouTube by community and participant creators. Both events were originally political projects designed to promote national unity but have evolved into civic celebrations emphasising inclusion, multiculturalism, and shared identity. The research aims to compare how digital platforms, specifically YouTube, are used to reinterpret these commemorations and to explore how such representations contribute to public discourse about social cohesion in networked societies. This qualitative, cross-national study focuses exclusively on community-created YouTube content from the 2025 commemorations. Videos from government, political, or traditional media sources are excluded. Approximately 50 videos (25 from each country) will be selected based on creator credibility, engagement metrics, and thematic relevance. Using ATLAS.ti software, transcripts and metadata will be imported, coded, and analysed thematically and discursively. The analytical framework draws on Stuart Hall's encoder/decoder model, which examines negotiated and oppositional readings of official narratives, and is complemented by network society and platform media theories (Castells, van Dijck). Comparative thematic analysis will be used to map how community creators frame diversity, cohesion, and national identity across two sociocultural contexts. Preliminary exploration indicates that YouTube provides an alternative civic space for reinterpreting national narratives beyond official discourses. Australian content frequently emphasises multiculturalism and inclusion through community participation and creative storytelling, while Indonesian creators often highlight shared moral and cultural values grounded in Pancasila philosophy. Across both contexts, digital creators act as mediators of collective identity, sometimes reinforcing and other times challenging dominant political framings. The study expects to reveal how online commemorations reflect and reshape public understandings of national cohesion. The research will contribute to public relations and communication scholarship by examining how participatory media platforms facilitate dialogic engagement and social cohesion across cultures. The findings offer practical insights for educators, cultural organisations, and policymakers interested in strengthening community cohesion through digital storytelling. Theoretically, it extends applications of Hall's model into transnational contexts, highlighting YouTube as a hybrid public sphere that both connects and divides audiences in the Asia-Pacific region.

Keywords: Harmony Day; Pancasila; YouTube; digital communication; social cohesion

Gender Equality and Work Patterns of the Thai Workers

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Abstract: This article aims to investigate gender equality and the work patterns of the Thai workers. A quantitative research methodology was employed with the individual as the unit of analysis. The sample groups consisted of working-age Thai workers (aged 15–59) employed in the agricultural, industrial, and service sectors, totaling 41,453 individuals in 2021 and 39,804 individuals in 2024. The study utilized secondary microdata from the Labour Force Survey (LFS) of 2021 and 2024, collected during October–December by the National Statistical Office (NSO). Data were analyzed using descriptive statistics and crosstabulation analysis. The results show that in both 2021 and 2024, the majority of the Thai workers worked in the service sector. Notably, female workers were employed in the service sector at a higher proportion than male workers across all age groups. Conversely, male workers in all age groups were predominantly employed in the industrial sector compared to their female counterparts. However, married male workers had a proportion of service sector employment similar to that of female workers. Furthermore, over 40.0 percent of widowed, divorced, or separated male workers were employed in the industrial sector in both years, particularly in rural areas. The study also found that in both 2021 and 2024, the majority of male workers with an education level up to primary or a diploma worked in the industrial sector (41.0–50.0 percent). Interestingly, both male and female workers with a bachelor's degree or higher were largely employed in the service sector (82.8–90.0 percent). Considering economic characteristics, male workers who were private employees worked in the industrial sector at rates of 47.2 percent and 47.6 percent in 2021 and 2024, respectively, which was a higher proportion than female workers. It's noteworthy that in both periods, the majority of male workers with non-compliant working hours (not meeting legal standards) were employed in the industrial sector, while the majority of female workers with non-compliant working hours were employed in the service sector, with the proportion for females increasing from 2021 to 2024. Finally, both male and female workers with a monthly income exceeding 15,001 Baht primarily worked in the service sector. A notable finding is that female workers with a monthly income below 9,000 Baht were mainly in the service sector, with this proportion increasing significantly from 53.6 percent in 2021 to 64.6 percent in 2024.

Keywords: Gender Equality, Work Patterns, Labour Force



Animating Eco-Conscious Living: Digital Walkthroughs as Communication Tools for Social Change in Urban Housing

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Abstract: This study explores digital walkthrough animation as a tool for both spatial planning and environmental advocacy. As urban housing becomes denser and sustainability challenges intensify, there is an urgent need for communication strategies that make eco-responsible living more accessible and emotionally resonant. Traditional floorplans often do not engage the public or convey spatial logic clearly. By contrast, animated spatial storytelling offers an immersive and persuasive way to visualize sustainable living. Using a 36 m² eco-interior apartment prototype, the study employs a design-based qualitative approach. The space was modeled and animated to simulate realistic human movement, lighting behavior, and furniture interaction. Expert evaluation and narrative interpretation reveal that animation enhances understanding of energy-efficient circulation, multifunctional zoning, and psychological comfort core components of sustainable design. Framed within the theory of Communication for Social Change (CFSC), media advocacy, and visual rhetoric, this research positions animation as a participatory medium. It not only reduces miscommunication between designers and non-experts but also encourages inclusive policy dialogue. Reviewers affirmed the animation's role in supporting citizen awareness, stakeholder engagement, and environmentally responsible decision-making. The findings show that digital walkthroughs can be repurposed beyond architectural presentation as advocacy tools that bridge disciplinary gaps and empower public participation in urban planning. This approach aligns with SDG 11 (Sustainable Cities) and SDG 12 (Responsible Consumption), offering a human-centered method to communicate and co-create more equitable, compact, and sustainable housing futures.

Keywords: Digital Walkthrough Animation, Communication for Social Change, Sustainable Urban Housing

Digital Populism and Platformed Politics: TikTok's Affordances and Political Mediatization

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Abstract: This study elaborates how TikTok, as a techno-cultural and algorithmic environment, reshapes political communication and populist discourse in Indonesia's 2024 presidential election. Moving beyond the instrumental perspective that treats social media as a neutral communication tool, it explores how TikTok's affective, visual, and algorithmic logic mediates political performance, visibility, and public engagement. The research investigates how political actors adapt to the platform's vernacular, aesthetics, and affordances, and how these processes contribute to the emergence of digital populism and affective politics in Indonesia's increasingly platformized public sphere. Employing a systematic literature review (SLR), this study synthesizes interdisciplinary perspectives from media studies, political communication, and cultural studies. It integrates key theoretical frameworks of mediatization (Strömbäck, 2008; Hepp, 2020), platform affordances (Bucher & Helmond, 2018), and performed authenticity (Enli, 2015; Moffitt, 2016), while contextualizing empirical examples from Indonesia's 2024 election, particularly the Prabowo–Gibran “Gemoy” campaign as a manifestation of algorithmic populism. Findings demonstrate that TikTok functions not merely as a campaign platform but as a techno-cultural structure that organizes affect, engagement, and political visibility through its algorithmic infrastructure. Political communication within this environment becomes increasingly performative and affect-driven, privileging emotional resonance, humor, and virality over substantive or ideological content. The “Gemoy” persona of Prabowo Subianto exemplifies how algorithmic white-branding softens and rebrands political identity through a combination of cuteness, intimacy, and repetition—creating an affective bond that blurs the boundaries between politics and entertainment. Such dynamics reveal a shift from traditional, top-down political communication toward a participatory yet highly curated form of engagement mediated by algorithms and user co-production. The study contributes theoretically by expanding mediatization theory to account for the dynamics of deep mediatization and platformed visibility in non-Western political contexts. Practically, it underscores the urgency for critical media literacy and algorithmic transparency, as the emotional and aesthetic logics of platforms like TikTok risk trivializing democratic discourse. Ultimately, the study argues that affective and algorithmic mediation are transforming political participation in Indonesia's digital democracy, where virality increasingly substitutes deliberation.

Keywords: digital populism; TikTok; mediatization; algorithmic culture; Indonesia's Politic



Corpus-based Critical Discourse Analysis of Reporting on "Food Estate" in Indonesian Online Media

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Abstract: In an effort to enhance national food security, the government of Indonesia has initiated a program to establish food plantations. This program, which integrates agriculture, plantations, and even livestock farming in a single area, is being carried out at the expense of forests, as it involves large-scale tree felling or deforestation. Consequently, this program, encompassing an area of 20 million hectares, has elicited a mixed response, ranging from approval to rejection. Consequently, researchers are interested in conducting a Corpus-Based Critical Discourse (CADS) of news reports on food estates in Indonesian online media. The objective of this study is twofold: firstly, to unearth the discourse woven by Kompas.com, Tempo.co, and Bisnis.com concerning the Food Estate policy in Indonesia; and secondly, to compare the discourse of the aforementioned media outlets. The theoretical framework employed is Norman Fairclough's critical discourse analysis. The research method employed is a mixed method, quantitative, utilizing the CADS framework, which includes frequency, and concordance analysis. Furthermore, a qualitative approach was employed by examining the dominant discourse constructed by the three mass media. The quantitative analysis is conducted using a sample of news articles (n=686) from Indonesia's three largest online media outlets, namely Kompas.com, Tempo.co, and Bisnis.com. The selection of these three media outlets was made with the intention of exemplifying a range of ideological orientations. Kompas.com is an exemplar of a nationalist ideology, Tempo.co is known for its critical stance towards government policies, and Bisnis.com provides news relevant to the business world. The CADS synchronous research employed a single language, namely Indonesian. The software utilized for this endeavor was Octoparse, which was employed to construct the research corpus, and Antcont, which was subsequently utilized to analyze the corpus. The objective of this research is to analyze the discourse of the news constructed by the media. As a result, CADS data shows that the debate on food plantations is dominated by the government's narrative, which emphasizes technological success and food security, particularly through the personalities of President Jokowi and the Ministry of Agriculture. However, there is also strong criticism from scientists and non-governmental organizations regarding failures, land conversion, and environmental impacts. This project is often politicized as a symbol of national success, although its effectiveness in practice remains questionable. In general, food plantations reflect the tension between the desire to modernize agriculture and the socio-ecological realities in the regions.

Keywords: Corpus-based Critical Discourse, Food Estate, Online News Media

Opinion Leaders in Vulnerable Communities: A Study of Informal Communication Networks in Educational Literacy Practices at Sanggar Anak Harapan, Kampung Tanah Merah, North Jakarta

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Abstract: Urban vulnerable communities face multiple structural challenges, including poverty, unclear land tenure, and limited access to formal education. These conditions hinder children's educational opportunities and make grassroots literacy programs crucial for community development. However, little is known about how informal social networks and community leadership influence the effectiveness and sustainability of such initiatives in marginalized urban areas. This study aims to explore the potential role of opinion leaders—informal figures within the community—in supporting educational literacy practices at Sanggar Anak Harapan (SAH) in Kampung Tanah Merah, North Jakarta. It seeks to understand how key actors in informal communication networks might influence participation and the dissemination of educational values. A qualitative Social Network Analysis (SNA) approach will be employed to map communication patterns and identify influential community members. Data will be collected through semi-structured interviews with parents, volunteers, and community members, complemented by field observations. Centrality measures (degree, closeness, betweenness) will be used to hypothesize which actors may occupy strategic positions in the network as connectors, information brokers, or mobilizers. **Expected Findings:** Preliminary insights suggest that volunteers and local figures are likely to play important roles in facilitating participation and trust within the community. It is anticipated that these informal opinion leaders could help sustain literacy activities despite the community's limited resources, though confirmation awaits detailed analysis after fieldwork. Even at this early stage, the study highlights the potential importance of informal opinion leadership in promoting literacy initiatives in vulnerable urban communities. Practically, understanding the structure of informal networks may guide NGOs and educators in planning more effective, community-based interventions. Theoretically, the research aims to contribute to group communication and community development literature by illustrating how influence and leadership might operate in grassroots, trust-based social structures.

Keywords: opinion leader, informal communication network, educational literacy, vulnerable community, social network analysis



Media Literacy of the Baby Boomer Generation (A Phenomenological Study of the Spread of Hoax Information by Mothers in Bandung Regency)

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Abstract: The baby boomer generation, especially housewives, are among those vulnerable to the spread of hoaxes. This is in line with the findings of researchers observing housewives in the Carel Residence housing complex in Bandung Regency. The findings show that the spread of hoaxes occurs whenever they communicate, for example when shopping for vegetables, gathering, or during religious recitations and outings together. From the observation process, researchers found six informants spreading hoaxes. The hoaxes were obtained from social media about celebrity gossip, unique information such as cats that can recite the Quran, political issues regarding regional head elections, and religious issues. Therefore, it is important to know the media literacy skills of the baby boomer generation housewives who were informants in this study. The researchers used James W. Potter's seven media literacy skills to analyse how the phenomenon of massive hoax information dissemination occurs. This study used a qualitative method with a phenomenological approach. Data collection techniques were carried out through in-depth interviews, observations, and documentation of the six informants who spread hoax information. The results of the study indicate that the informants possess several media literacy skills, namely induction, deduction, synthesis, and abstraction. However, they lack the skills needed to identify hoaxes, such as analysis, evaluation, and grouping (of information elements). The absence of these key skills results in a lack of social responsibility in sharing information. Several informants stated that they felt it was complicated to have to analyse social media information beforehand when discussing it with other housewives in the neighbourhood. The friendly nature of Sundanese society in interacting (called "someah"), which is inherent in the research informants, also contributes to the massive spread of hoax information in everyday conversation. Furthermore, the six informants assessed the truth of information based on provocative content/video narratives, the number of viewers and likes, the content of comments, compatibility with personal experience, and based on news headlines. The higher the engagement of the content, the more they believe the information to be true. Their position as senior citizens in the social environment makes these baby boomers unwilling to accept advice or corrections from younger generations. The researcher suggests collaboration between various parties, especially religious leaders who are highly respected by the research informants. The government and digital literacy activists should also organise media literacy programmes specifically designed for the characteristics of the baby boomer generation in terms of information consumption.

Keywords: Media literacy, hoax information, baby boomers, housewives.

The Social Impact of the Electrifying Agriculture Program

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Abstract: Sangkanjoyo Village is a productive agricultural area located in Pekalongan Regency, Central Java, covering approximately 148 hectares of rice fields, with most of its residents working as farmers. Despite its great potential, the agricultural sector in this region faces several challenges, including high operational costs due to the use of fossil-fueled machinery, manual irrigation systems, and low energy efficiency, which contribute to below-average rice productivity of only about 2.3 tons per year compared to 4.4 tons per year in surrounding areas (LKjIP, 2023). To address these challenges, PT PLN (Persero) UID Central Java and D.I. Yogyakarta initiated the Electrifying Agriculture program as part of the company's Corporate Social and Environmental Responsibility (TJSL) efforts, which also serves as a public relations strategy to strengthen the company's positive image through the empowerment of agricultural communities and the improvement of farmers' quality of life. Through a two-way communication approach, PLN has established collaborative relationships with the people of Sangkanjoyo Village to promote energy efficiency in agriculture by utilizing electricity-based technologies such as electric water pumps, electric rice mills, and other supporting facilities. However, the social impacts of this program have not yet been extensively studied, particularly regarding its strength, direction, and sustainability in the lives of its beneficiaries. This study aims to analyze the social impact of the Electrifying Agriculture program in Sangkanjoyo Village using the Social Impact Taxonomy Theory through a qualitative approach involving interviews, observations, and documentation. The research findings show that the social impact of the Electrifying Agriculture program can be observed through ten attributes: context (environmental and energy policy), who (farming communities), what (agricultural economy and rural development), causing (the company's implementation of SDG-related policies), how (positive by empowering and advancing farming communities), direction (positive by providing benefits and increasing agricultural productivity), temporality (future outcomes projected for 2026), magnitude (strong and extensive), intention (deliberate, intentional, and planned in 2022), and nature (visible and tangible through the provision of electric rice mills, electric water pumps, new electricity connections, pest-trapping lights, rice barns, and multipurpose buildings). As a public relations effort, the Electrifying Agriculture program has successfully built community trust and participation while delivering measurable social benefits in the form of increased agricultural productivity, up to 50% reduction in operational costs, and improved household welfare among farmers.

Keywords: Corporate Social and Environmental Responsibility; Electrifying Agriculture; National Electricity Company (PLN); Public Relations; Social Impact



What's happening in Indonesia's Health Discourse? Discourse Network Analysis of Stunting on Indonesian National Media Period 2022-2025

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Abstract: Health issues and the relationship between communication and health are nothing new. Supported by previous health emergencies, such as the COVID-19 pandemic in 2020, health awareness has increased, as evidenced by social media user interactions on current health issues. Various institutions have also embraced this awareness of health communication. This is evident in national media coverage and online social media content discussing health issues, with a diverse range of communicators from diverse backgrounds. One of the issues arising from the widespread discussion of health issues is the dynamic construction of social reality through health narratives. Health-related narratives play a role in social construction by helping individuals, as recipients of messages, interpret experiences, understand, and communicate health issues. One of the priority health narratives in Indonesia is stunting. Stunting has become a major focus of public health issues, demonstrated by increased news coverage. In a news article published on January 11, 2022, on the Kompas.com news website, it was stated that President Joko Widodo (Jokowi) instructed his staff to reduce the stunting rate in Indonesia to 14 percent by 2024. This represents a reduction from the 24.4% target in 2021. The article also stated that President Joko Widodo appointed the National Population and Family Planning Agency (BKKBN) to implement the acceleration of the national stunting reduction. The media plays a significant role in mainstreaming the issue of stunting, which can be seen from a health communications perspective. However, the challenge for health journalists lies in aligning journalistic goals (providing newsworthy coverage for scientific advancement) with the cumulative and uncertain development of media science knowledge. Furthermore, through framing, the media has the ability to influence what issues are important and how they are perceived. Frames are particularly useful when used to form opinions about large-scale phenomena that transcend the direct experience of individuals. In the case of stunting in Indonesia, the problematic situation arises primarily from the intense discussion surrounding stunting, which has led many media users to use social and cultural frames, or constructs of reality, to help them understand the structures and constraints of how people interpret the issue. A public health frame for stunting has the potential to provide a framework for understanding, impacting, and motivating news about the risks, impacts, and social conditions of the phenomenon. By defining the relevance of stunting in a way that connects to the core values of specific audience segments, news media, and others, it is hoped that it will be possible to map the interacting discursive discourses and highlight marginalized discourses related to stunting. Therefore, the problem examined in this study focuses on the dynamics of the construction of reality regarding health information, specifically stunting, conveyed through the media in Indonesia. Discourse network analysis was used to identify relevant actors and keywords. The concept of health communication related to media is specifically used to dissect this problem, mainly because the narrative construction approach can be used to see how the narrative changes that occurred throughout the period.

Keywords: health communication, stunting, Indonesia, media

Critical Discourse Analysis of Presidential Regulation No. 32 of 2024 as a Communication Policy

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Abstract: This study is a critical discourse analysis of Presidential Regulation No. 32 of 2024 concerning the responsibility of digital platform companies to support quality journalism. This regulation emerged amid challenges posed by digital disruption, issues surrounding the quality of journalism, and the dominant role of digital platforms in the media ecosystem, which affect the future sustainability of the national press. The purpose of this study is to examine the power relations between the actors mentioned in this regulation, namely the state, press companies, and digital platform companies, while also tracing the ideological nuances underlying the emergence of this communication policy. This qualitative research is based on Norman Fairclough's three dimensions of critical discourse, namely the text dimension, the discourse practice, and the sociocultural practice. The text dimension shows the use of certain vocabulary to indicate a high modality, such as the phrase 'obligation of digital platform companies' or a moderate/open modality, as in the phrase 'make their best efforts'; the emphasis on normative diction through the use of the word 'fair' describes the role of the state as an actor that regulates other actors, in this case digital platform companies and press companies. The level of discursive practice as the second level relates to the aspects of policy text production and consumption. This policy is a regulation that expects a balanced and fair relationship between digital platform companies and press companies in relation to journalistic products. This principle of fairness is expressed in the form of paid licenses, profit sharing, aggregate data sharing, or other agreed forms. This regulation itself is an adaptation of a similar regulation, namely 'publisher rights', which has already been implemented in other countries. On the other hand there is opposition discourse about this regulation itself actually limits the capabilities of platform companies. The level of social practice shows that the ideology of digital sovereignty plays a role in protecting the national press industry. This regulation emphasizes the role of the state as a regulator and supervisor of the digital media ecosystem. Platform companies are expected to follow the rules. However, on the other hand, public who are expected to get benefit from this regulation, namely quality journalism products, are not given attention. The key findings of this study include: this regulation describes the relationship between the state, press companies, and digital platform companies, where the state is constructed as the regulator and protector in the digital press ecosystem. The discursive aspect of this policy describes how the situation of regulating digital platforms is considered dominant. Finally, there is a shift in the power relations from digital platforms to the state in order to maintain the national digital press ecosystem. The theoretical and practical contributions of this study show that there is an ideological and power struggle within the text of the regulation, and become consideration in order to understand the derivative regulations of Presidential Regulation No. 32 of 2024 also to observe the implementation and adaptation processes among the actors involved in this regulation.

Keywords: Communication Policy, Critical Discourse Analysis, Presidential Regulation No. 32 of 2024



Digital Media Discourse on Teachers' Welfare: Reconstructing Social Justice Narratives in Post-Reformasi Indonesia

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Abstract: The issue of teachers' welfare in Indonesia reflects the dynamic relationship between the state and society in realizing social justice. For decades, teachers have been portrayed as symbols of moral devotion and nationalism, their economic and professional well-being remains insufficiently addressed. Previous studies have tended to focus on welfare as an administrative or moral issue, yet the way digital media reconstruct this discourse in the post-Reformasi era remains underexplored. As Indonesia's digital media ecosystem matures, online platforms have become new spaces for negotiating the meaning of welfare, shifting the perspective from moral appreciation toward the recognition of social rights and equality. This study aims to analyze how Indonesian digital media frame and reconstruct the discourse on teachers' welfare in the post-Reformasi context, and how such reconstruction articulates new values of social justice and professional recognition. This study employs Critical Discourse Analysis (CDA) with a descriptive focus on identifying how media language constructs social meaning. The analysis focuses on news coverage from three online media outlets representing different ideological orientations and audience bases, specifically analyzing articles published between 2022 and 2025 (up to the time of analysis). These outlets were selected to reflect the diversity of Indonesia's digital news sphere, encompassing varying political and institutional standpoints. The findings reveal that the digital media discourse on teachers' welfare forms a symbolic arena where competing narratives of moral devotion and social rights are negotiated. Teachers are discursively reframed from passive "heroes without service marks" into active "professionals" and "claimants of state rights," repositioning them as agents entitled to welfare and recognition. Through specific lexical and narrative strategies, media representations contribute to shifting the discourse from sacrifice toward equality, professional dignity, and distributive justice, while simultaneously holding state institutions accountable for ensuring fair and inclusive welfare policies. However, these representations remain shaped by each outlet's ideological framework and institutional interests. In the context of the networked society, digital media serve a dual role: amplifying citizens' critical awareness of social justice while reproducing existing social hierarchies. This study contributes to the broader understanding of welfare politics in developing democracies by contextualizing CDA within Indonesia's post-authoritarian digital landscape. It underscores how digital media function not merely as platforms of information, but as cultural spaces where collective consciousness about justice, equity, and the state's responsibility is discursively constructed.

Keywords: Teachers' welfare; media discourse; digital media; social justice; critical discourse analysis

Media as Watchdog in the Digital Era: A Corpus-Assisted Discourse and Sentiment Analysis of Prabowo–Gibran’s Government Policies in Indonesia

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Abstract: This study aims to analyze how Indonesian online media perform their watchdog function in the digital era by shaping, framing, and evaluating government policies during the Prabowo–Gibran administration. In the context of contemporary political communication, mass media and digital technology function not only as channels of information but also as arenas of discourse that construct public opinion and influence policy-making processes. The research focuses on three major policies issued between January and September 2025: the Free Nutritious Meal (MBG) program, the DANANTARA initiative, and the Indonesian National Armed Forces Bill (RUU TNI). These policies were selected due to their wide public resonance and their status as strategic issues that have sparked debate across different social groups. Data were collected from high-visibility national online news outlets, including mainstream and alternative media, and analyzed using the Corpus-Assisted Discourse Study (CADS) approach, which integrates corpus linguistics and critical discourse analysis. This method enables the identification of lexical patterns, word frequency, and sentiment tendencies within news texts, while also interpreting the ideological and social contexts behind media representations of government policies. Sentiment analysis was conducted by measuring sentiment coefficients ranging from -1 to 1 to classify news articles into positive, neutral, and negative categories. Qualitatively, the critical discourse analysis interprets the ideological stance and social implications of media framing, allowing a deeper understanding of how narratives are constructed around policy debates. The findings reveal that the most frequently emerging themes in media coverage relate to “economy,” “inequality,” “opportunity,” “uncertainty,” “incompetence,” and “disappointment.” These results indicate that media reporting on Prabowo–Gibran’s policies tends to be critical, emphasizing the uncertainties of policy implementation and potential threats to democratic and economic stability. Overall, the study concludes that Indonesian media continue to perform their watchdog function by highlighting issues of transparency, accountability, and policy effectiveness—serving as social actors capable of shaping public discourse and influencing the direction of public policy.

Keywords: Corpus Assisted Discourse Study (CADS), Komunikasi Kebijakan, Media, Sentimen.



Zero Waste as Public Relations Strategy: Enhancing Environmental Awareness and Social Cohesion in Türkiye

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Abstract: The increasing severity of global environmental challenges has brought sustainability policies beyond technical regulations, positioning them within a broader communicative framework that requires public awareness and a shared sense of responsibility. In this context, environmental public relations campaigns play an essential role in promoting environmental citizenship and strengthening social cohesion. This study examines the Zero Waste Project, implemented by the Ministry of Environment, Urbanization and Climate Change of Türkiye, by analyzing good practices carried out by public institutions and private organizations within the scope of the project as part of a public relations campaign. The study investigates how these practices construct messages of social awareness, participation, and sustainability. The research employs qualitative content analysis to evaluate public service announcements, social media posts, campaign slogans, and visual communication materials associated with the Zero Waste Project. The findings indicate that the campaign consistently emphasizes themes such as “collective action,” “shared responsibility for future generations,” and “the protection of common living environments.” Additionally, the good practices included in the sample not only raise environmental awareness but also have the potential to enhance the corporate image and reputation of the institutions involved, thereby supporting their public relations efforts. Overall, the study concludes that the Zero Waste Project functions not merely as an environmental management initiative but also as an integrated communication model that reinforces social cohesion and the cultural development of environmental citizenship.

Keywords: Public Relations, Environmental Communication, Social Cohesion, Zero Waste Project, Sustainability

Digital Communication Strategy of The Surakarta Hadiningrat Palace in Promoting Cultural Tourism through Instagram

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Abstract: The research entitled “The Strategy of Utilizing Instagram Content of @karatonsurakartahadiningrat as a Digital Marketing Communication Medium in Attracting Tourist Visits” examines how a traditional cultural institution adapts to the dynamics of digital communication without losing its authenticity. As a symbol of Javanese cultural heritage, the Keraton Surakarta Hadiningrat holds profound historical and philosophical values but faces challenges in maintaining its relevance in the digital era. Through social media, particularly Instagram, the Keraton reinterprets its cultural values through visual content, narrative styles, and interactive strategies that not only attract tourist interest but also strengthen its cultural image. The main objective of this study is to analyze how the Keraton Surakarta Hadiningrat utilizes Instagram content as a digital communication medium to attract tourist visits and to understand the extent to which the platform enhances tourism appeal and functions as a tool for cultural promotion. The research focuses on the types of content produced, the communication styles used to convey cultural messages, and the strategies employed to build engagement with digital audiences. This study adopts a qualitative approach using both primary and secondary data. Primary data were collected through in-depth interviews with four key informants directly involved in the Keraton’s digital communication activities namely, the Head of the Museum, the Public Relations Officer, the Social Media Specialist, and the Photographer/Videographer. Secondary data were gathered through participatory observation, documentation, and content analysis of the official Instagram account @karatonsurakartahadiningrat. The data were analyzed using thematic analysis and qualitative content analysis, supported by symbolic interactionism theory. This theoretical framework helps explain how the cultural symbols of the Keraton are interpreted, redefined, and communicated within the digital sphere. It also reveals how cultural meanings are constructed through social interactions between account managers and audiences, leading to new symbolic interpretations of traditional heritage. The findings reveal that the Keraton’s digital communication strategy emphasizes a balance between traditional values and modernity. Instagram serves as a symbolic medium that revitalizes Javanese cultural values through visual narratives, cultural aesthetics, and storytelling that highlight philosophical and customary elements. Based on the Circular Model of Social Media (SoMe), the Keraton’s strategy follows four key stages share, optimize, manage, and engage creating a sustainable two way communication flow. Symbolic interaction between the Keraton and its digital audiences strengthens cultural interpretation, builds emotional connections, and fosters tourist interest to experience the Keraton in person. In conclusion, social media functions not only as a tool for tourism promotion but also as a space for cultural meaning negotiation. Through authentic, communicative, educational, and adaptive content strategies, the Keraton Surakarta Hadiningrat successfully positions digital communication as both a form of cultural revitalization and an effective medium for expanding the appeal of heritage based tourism in the modern era.

Keywords: Digital communication; Cultural tourism; Social media

The Challenge of a New Pivot in Indonesia News Journalism

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Abstract: The challenges of journalism in Indonesia are becoming increasingly complex, especially in relation to the development of social media, which has changed the logic and patterns of news production and distribution. This condition is not without consequences, considering that news is a product of formal institutions that shape public discussion on an issue. This research aims to examine the dynamics of the shift in news pivot, which previously utilized media-owned platforms such as newspapers, television/ radio, or websites, and has now shifted to platforms provided by other parties, including YouTube and TikTok. To examine this issue, the researcher selected iNews coverage of the death of Affan Kurniawan during the series of demonstrations on August 25, 2025, related to the increase in DPR allowances. The researcher focused on the three news platforms used by iNews, namely YouTube (Official iNews), website (<https://www.inews.id/>), and TikTok (@officialinews). A series of cross-platform observations and qualitative content analysis of the texts was conducted to address the research purposes. In analyzing the research findings, this study employed the concepts of news dislocation and social media logic. The study's results indicate that the use of social media compromises the quality of news. News is often produced and distributed like entertainment content, focusing on personal issues with an approach that emphasizes popularity and personalization. The algorithm orientation on social media is also adapted to iNews' own news website. This shift indicates that the social media environment has greater power in shaping the content of news information than the media itself. The result also shows that the media no longer has control over its own news. The research results have two implications. First, in practical terms, the production and distribution of news, especially that related to conflict, needs to be reviewed more seriously to protect the public interest. Second, the research results highlight the importance of investigating the connection between digital companies and the media, indicating a shift in the production and distribution of news.

Keywords: news, journalism, digital, social media



Religious Community Press under the Shadow of the New Order Regime (Framing analysis of Suara Muhammadiyah Editorials in the New Order Era 1969-1991)

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Abstract: Muhammadiyah is one of the largest Islamic organisations in Indonesia since the early 19th century. Muhammadiyah is known as a community organisation active in the fields of education, health, and social affairs. As a large community organization, Muhammadiyah often expressed criticism of the policies of the New Order regime. This critical stance was reflected in the editorial of Suara Muhammadiyah. Suara Muhammadiyah is the Persyarikatan Muhammadiyah's official magazine. This research aims to understand how the pattern of Suara Muhammadiyah's editorial frame during Soeharto's Regime in New Order (1969-1991). The research uses qualitative methods with framing analysis. The primary data are 13 editorials published from 1969 to 1991 which relate to Muhammadiyah's da'wah including organisation, education, culture and women. Text analysis applies Gamson and Modigliani's framing model in order to examine the value within editorial frames and Suara Muhammadiyah's stance towards the historical context of New Order. Interviews were also conducted with historical actors and press managers of Suara Muhammadiyah as a triangulation technique. The findings research indicate that although Soeharto's regime had a close relationship with Muhammadiyah, Suara Muhammadiyah's frames have three different stances: pro-New Order, against-New Order and muhasabah/introspective. Suara Muhammadiyah's stance is based on Muhammadiyah and Indonesian values.

Keywords: Suara Muhammadiyah, New Order, editorial, frame, cultural resonance

From "Content Going Global" to "Identity Co-construction": A Study on the Cross-Cultural Negotiation Mechanisms of Chinese Web Series in Southeast Asia

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Abstract: Against the backdrop of global digital technological innovation and the deep integration of cultural trade, Chinese web series have achieved large-scale penetration into Southeast Asian markets through streaming platforms. Their role is evolving from mere "cultural content export" to "cross-cultural identity co-construction," making them a core vehicle for China's soft power outreach. By examining cross-cultural identity among Southeast Asian youth through the analysis of representative web series content, combined with in-depth audience interviews and analysis of streaming platform comment texts, this study explores how transnational media consumption simultaneously constructs perceptions of "Asianness" and engages in cross-cultural practices, thereby revealing the mechanisms of negotiation for cross-cultural identity. This research aims to provide insights for optimizing content and adjusting dissemination strategies for current cross-cultural exports, while also contributing to the future development of a more inclusive digital cultural interaction ecosystem between China and Southeast Asia. This will facilitate the long-term co-construction of cross-cultural identity within the region. This study employs a mixed-methods approach. First, content analysis is conducted on representative Chinese web dramas popular in Southeast Asia, focusing on identifying narrative structures, cultural symbols, and emotional themes. Second, in-depth interviews are conducted with young Southeast Asian audiences to gain a deeper understanding of their consumption motivations, cultural interpretations, and emotional projections. Finally, digital text analysis is performed on comment streams and reviews from streaming platforms to empirically examine the real-time negotiation behaviors of transnational audiences within virtual communities. The success of Chinese web dramas in Southeast Asia stems not solely from high production standards, but crucially from their content symbols evoking collective resonance and emotional projection towards "Asianness" among Southeast Asian audiences. The restrained emotional expression and family-centered narrative motifs characteristic of Chinese web dramas facilitate greater empathy within Southeast Asian viewers' high-context cultural environment, which is deeply imbued with "Asianness." Furthermore, Southeast Asian viewers do not passively consume these web dramas but actively engage through diverse interactive modes. They compare, graft, and recode the content against local cultural elements, thereby forging a "hybrid cultural identity." The soft power influence of Chinese web dramas abroad is realized not through direct national image promotion, but by sharing popular cultural texts and building decentralized digital interactive communities. By focusing on "identity co-construction" and "negotiation mechanisms," this study enriches the theoretical framework of soft power and cross-cultural communication in the digital age. It emphasizes the decisive role of audience agency in cultural transmission, providing empirical guidance for content optimization and dissemination strategy adjustments in cross-cultural product production. This approach facilitates the construction of narrative texts with shared value and openness,



fostering a more inclusive and mutually beneficial digital cultural interaction ecosystem within the region

Keywords: web series, Belt and Road Initiative, cross-cultural communication, cultural identity, Southeast Asia

People Living with HIV Became Influencers on Social Media: Breaking the Stigma?

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Abstract: This study begins by looking at the differences in stigma received by people living with HIV (PLHIV) on social media and society in Indonesia. When they open their HIV positive status on social media and try to break the stigma of HIV in society by becoming influencers, the responses they get are positive and negative. Negative reactions appear when PLHIV are considered to be promoting risky activities, seen burdens to the state and have a difficult time getting sponsors to build programs. This research is designed as case studies of PLHIV who became influencers on social media. The “phenomenon” we study is PLHIV’s efforts to become influencers to eliminate the stigma of HIV/AIDS on social media. Data for this study were collected as part of an HIV-related influencer-centered community. The data were obtained through online observations of what PLHIV influencers on social media through in-depth interviews. This study explores the implications of PLHIV who became influencers on social media to provide knowledge, outreach and consultation about HIV issues to millennials. Social media can bring personal experiences into the public sphere that have the potential to influence public attitudes: Twitter as an open discussion forum, Instagram as a media promotion for healthy life content and podcasts on Youtube can increase virality. This research offers new insights on how HIV stigma is formed on social media and how the role of influencers could serve as moderators of accessible forums on social media. Social media platforms allow professionals, policymakers, PLHIV, and the general public to interact and engage in discussions.

Keywords: Health Communications, Influencer, PLHIV, Social Media, Stigma



Exploring Digital Disparities in Third Age Mobile Use in China: The Invisible Hand of Algorithms

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Abstract: The advent of the digital age has intensified age-related digital disparities, particularly affecting older adults. This study aims to explore the digital disparities experienced by the elderly in China, specifically those belonging to the third age cohort, within the context of an algorithmic society. It investigates how algorithmic systems interact with individual differences to shape unequal digital experiences, thereby amplifying existing cultural, social, and economic divides. Employing semi-structured interviews and grounded theory, the research collected and analyzed qualitative data from older adults in China. Through an iterative coding process, key themes and patterns emerged, revealing how algorithms act as an “invisible hand” that reinforces and magnifies individual differences among elderly users. These disparities are expressed in three main dimensions, cultural; economic; and social, demonstrating how algorithmic mechanisms influence the way older adults consume and interact with digital media platforms. Furthermore, the study found that many older adults misunderstand or remain unaware of the algorithmic forces shaping their digital experiences. Based on these insights, the research proposes a conceptual model illustrating the interaction between individual differences and algorithmic influence. This model shows that such interactions may generate new layers of differentiation as they intersect with other social and technological factors, shifting the understanding of digital divides from implicit (unseen) to explicit (visible and measurable) dimensions. The findings hold practical and theoretical implications: practically, they emphasize the need for inclusive algorithmic designs and digital literacy programs tailored to the elderly population; theoretically, they expand the discourse on digital inequality by positioning algorithms as active agents that shape social disparities beyond traditional socio-demographic factors. This study, therefore, contributes to a more nuanced understanding of how technology and human diversity co-evolve in shaping digital inclusion and exclusion.

Keywords: Digital Divide; Algorithm; Individual Differences; Third Age; Digital Inequality; Grounded Theory

Subtheme 2: The Impact of Media on Social Movements and Advocacy



Trespassing Digital Borders: The Use of Social Media by Rohingya Refugees

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Abstract: Humanitarian agencies increasingly frame digital inclusion for refugees as a fundamental human right. Yet on-the-ground experiences show that limited internet access, coupled with socioeconomic, linguistic, cultural, and digital barriers, undermines its realization and potential. This study examines how Rohingya refugee content creators use Instagram to engage audiences and share first-hand experiences of displacement. Following a systematic literature review, the researchers selected the ten most followed Rohingya-focused Instagram accounts for analysis, covering the period from November 2023 to January 2024. From the resulting pool, methods of frequency-based content and narrative analysis were deployed to probe the refugee content creators' online strategies and the most recurrent themes based on Graham et al. (2013) coding scheme. The analysis of Rohingya refugee profiles highlights the most common digital strategies and the ways platform affordances are leveraged to enhance visibility, foster engagement, and contribute to a collective narrative of resilience. The results of this study provide valuable perspectives on how Rohingya refugees establish their digital presence and engage in storytelling through Instagram. While countries such as Malaysia, Thailand, India, and Indonesia host some of the largest Rohingya refugee populations, the analysis revealed that several of the most influential and widely followed Instagram accounts were not based in these regions. Instead, they were predominantly managed by Rohingya individuals residing in countries with comparatively smaller refugee communities, such as the United States, Canada, and Australia. This finding suggests that visibility and influence in digital spaces are not always proportional to demographic concentration. Rather, they may be shaped by factors such as access to digital infrastructure, socio-political conditions, and opportunities for advocacy available in different host countries. Furthermore, it reveals that digital borders restrict refugee voices, leaving them underrepresented in dominant and mainstream social media narratives. In conclusion, the study underscores the importance of digital literacy and social media training for marginalized groups, highlighting the potential of social media in advocacy, storytelling, and civic engagement. As voices and perspectives of refugee social media content creators have received limited attention in the scholarly literature, the study contributes to a broader understanding of the intersection of social media studies and humanitarian communication.

Keywords: Digital Borders; Refugees; Collective Storytelling; Rohingya; Social Media

Convergence Dynamics: Adapting Internal Communication Amidst the COVID-19 Pandemic

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Abstract: Most organizations worldwide face uncertainties, challenges, and threats due to the COVID19 pandemic. It has created a challenging environment for employees, with many experiencing adverse effects on their job attitudes, feelings, and work performance, organizations should respond to this condition by ensuring information flows in all directions and assisting in the creation of a cohesive and positive work environment through internal communication, which serves as the lifeblood of the organization's success. Amidst this uncertainty situation, internal communication undergoes a critical convergence process to facilitate effective coordination and support for employees. Adaptation in internal communication become one of the consequences of organizational adaptation in dealing with the COVID-19 pandemic. It must be dynamic and adaptive to the environment by navigating the challenges of the COVID-19 pandemic and maintaining employee engagement and support. Managing employees in the aftermath of the COVID-19 pandemic is difficult. Employees should be prioritized when adapting internal communication convergence because they are the most important component of the internal organization. It is reasonable to expect human resource officers to adapt to this difficult situation by designing and changing internal communication to ensure that all employees receive appropriate information and communicate with other employees to do their jobs effectively during the pandemic. A case study approach is chosen as an appropriate method for focusing on a particular way of defining a situation and offers a research tool to study complex phenomena within a specific context. This investigation enlisted the participation of a cohort of eight Human Resource Officers (HROs) hailing from the four industries most severely impacted by the COVID-19 pandemic, namely, travel, hotel, food and beverage, and retail (The Jakarta Post, 2020). To gather comprehensive data, this research employed a semi-structure interview. Upon completion of the data collection phase, the researchers proceeded to transcribe the interview recordings. Moreover, an inductive analysis approach was adopted to thoroughly examine the research findings, enabling the researchers to identify patterns and cultivate novel insights from the data. Findings underscore the role of communication tool utilization, transparency, updated information dissemination, and employee well-being in shaping organizational strategies. Leadership responses emerge as pivotal in navigating this convergence process. The study advocates for adaptive internal communication strategies guided by mediated or limited face-to-face interactions to sustain organizational functions amidst the pandemic's challenges.

Keywords: Human resource offices; internal communication convergence; COVID-19 pandemic; digital media; organizational sustainability



Breaking Beauty Barriers: Personal Branding Strategies for Gender Inclusivity in Social Media

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Abstract: This study investigates the personal branding strategies employed by Kelvin Pua, a male beauty and lifestyle influencer on TikTok, to communicate identity, build credibility, and foster community engagement in ways that challenge traditional gender stereotypes and promote social cohesion. Grounded in a constructivist paradigm, the research adopts a qualitative descriptive case study approach, utilizing Frischmann's "Twelve Steps of Online Personal Branding" framework to analyze in-depth interviews with Kelvin Pua and his management team, participant observation of TikTok content, and content analysis of video posts and audience feedback. Findings reveal that Pua's authentic personal storytelling, particularly his journey overcoming acne, serves as a powerful differentiator that strengthens emotional connections with followers. He maintains a consistent content curation strategy by blending skincare tips, product reviews, and healthy-lifestyle challenges within a minimalist aesthetic, thereby reinforcing a cohesive brand image. Active audience engagement through comment responses, live sessions, and viewer-generated questions cultivates an inclusive online community that transcends conventional beauty discourse. Strategic collaborations with reputable beauty brands further enhance his expertise and credibility, while the deliberate omission of a personal website underscores TikTok's sufficiency for achieving current engagement objectives. The implications of this research extend to practitioners and scholars alike. Content creators and media professionals are encouraged to leverage interactive storytelling and audience co-creation to strengthen online communities and advance inclusivity. Meanwhile, researchers may apply and extend Frischmann's framework to explore how personal branding can serve as a tool for mitigating toxic masculinity narratives. By demonstrating how targeted digital strategies can reshape shared values around gender equity, this study contributes to the sociology of digital influence and public relations theory.

Keywords: Personal branding; beauty lifestyle influencer; tiktok; social cohesion; online community.

Constructing Cultural "Adhesion": A Study on the Production of Media Events and Social Cohesion in the "Taiwan Hanfu Festival" from the Perspective of Actor-Network Theory

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Abstract: In the globally connected and digitized network society, the maintenance of social cohesion presents both new opportunities and challenges. While social media can strengthen identity, it also carries the risk of exacerbating social fragmentation. Against this backdrop, grassroots traditional culture revival movements, such as the "Taiwan Hanfu Festival," offer a valuable case study for observing how new media mediate cultural practices and subsequently influence social cohesion, particularly across geographical boundaries. This research aims to move beyond the traditional perspective of viewing "media events" as predetermined cultural scripts. It delves into how the "Taiwan Hanfu Festival," as a new media event, is dynamically constructed and explores its unique role as a mechanism of cultural "adhesion" in fostering social connections and identity within a complex social context. This study takes the "Taiwan Hanfu Festival" as its research object and innovatively employs Actor-Network Theory (ANT) as its core analytical framework. We conceptualize the event as a heterogeneous network co-constructed through "translation" by multiple human actors and non-human actors. The research focuses specifically on the dynamic process of this media event's production, analyzing how actors successfully integrate dispersed individuals and resources into a stable network and endow "Hanfu culture" with specific contemporary meaning and emotional value through the four key processes of "problematization", "interessement", "enrolment" and "mobilization." This study adopts a qualitative case study methodology, collecting data through a combination of in-depth interviews, participatory observation, and digital ethnography. We conducted semi-structured interviews with the event's core organizers, key participants, commercial partners, and cultural researchers. Simultaneously, we systematically tracked the event's dissemination trajectory and discursive practices across cross-strait social media platforms like Facebook, Instagram, YouTube, and Xiaohongshu, aiming to thoroughly "follow" the construction path of the actor-network. The findings reveal that the successful construction of the "Taiwan Hanfu Festival" essentially involved core actors translating the traditional cultural symbol (Hanfu) into a "common language" connecting youth communities across the strait. Amplified by new media platforms, this process formed an annual "digital ritual." In its production, this media event effectively functioned as cultural "adhesion": Firstly, it created "emotional bonds" based on shared aesthetics and cultural interests for participants, fostering a sense of belonging and solidarity that transcends geographical distance. Secondly, it served as an open field for meaning negotiation, enabling the shared symbolic resource of "traditional Chinese culture" to be collectively experienced, discussed, and even reshaped within the unique cross-strait political context. This provides, to some extent, a micro-foundation based on cultural identity for building cross-regional social cohesion. However, this cohesion also faces the risk of being challenged or even undermined by macro-political divisions. The conclusions of this study offer important theoretical insights and empirical



evidence for understanding how new media-based cultural practices can serve as a potential pathway for enhancing social cohesion in the network society.

Keywords: Hanfu; Media Events; Actor-Network Theory (ANT); Cultural Identity; Social Cohesion

Cirebon or Indramayu: Tarling on Facebook as a Discourse of Cultural Reconciliation

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Abstract: This article applies the Discourse-Historical Approach (DHA) to analyze Tarling groups on Facebook, which serve as a medium for cultural reconciliation within the Cirebon cultural region. This region encompasses Cirebon Regency, Cirebon City, Indramayu Regency, as well as parts of Majalengka, Kuningan, and Subang in West Java Province. The study is significant as it seeks to provide insights into possible solutions to the cultural rivalry between cultural activists from Cirebon and Indramayu. The methodology employed is Ruth Wodak's Discourse-Historical Analysis model, used to interpret the phenomenon of naming Tarling groups on Facebook, which often combine the two cities, Cirebon and Indramayu, both claimed as the birthplace of the Tarling art. The findings of the study reveal that Tarling groups on Facebook reflect the absence of cultural rivalry at the grassroots level. As connoisseurs, members of these groups occupy an empowered position to construct and ascribe meaning to Tarling. This stands in contrast to the rivalry among Tarling activists in Cirebon and Indramayu, who compete over claims of authenticity and originality. In practical terms, this research highlights the opportunities created for individual Tarling enthusiasts who lack the resources to become activists. Facebook groups provide a space for the interpretation of Tarling that emphasizes values of equality, justice and inclusivity. Thus, the meaning of Tarling is not restricted to activists, puppeteers, or those directly involved in performance, but can also be claimed by audiences and enthusiasts. Theoretically, the study contributes to the understanding of how digital and traditional media intersect in transforming social norms and values. Tarling may be regarded both as a traditional medium and as a vehicle of messages, stories, and songs. Its intersection with Facebook has created opportunities for audiences and enthusiasts to actively construct the meaning of this art. Although Facebook is less popular than platforms such as Instagram, TikTok, and WhatsApp, it remains the preferred platform for Tarling enthusiasts in Cirebon and Indramayu to engage with one another and build community.

Keywords: Tarling, Facebook, Reconciliation, Rivalry, Cultural.



From Debate to Disdain: Investigating Toxic Comments on Presidential Debate Videos on YouTube Using Perspective API

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Abstract: Social media has transformed political communication, particularly during elections where platforms like YouTube provide spaces for public engagement. While these platforms allow citizens to express opinions and interact with political actors, they also amplify toxic behaviors such as insults, identity attacks, and hostile exchanges that deepen polarization. In Indonesia, presidential debates broadcast on YouTube often spark intense online discussions, raising concerns about how toxicity affects democratic dialogue. This study addresses the problem by examining the prevalence, forms, and patterns of toxic comments in debate-related content. The research aims to explore how toxic discourse manifests in YouTube's political discussions and whether it primarily involves general incivility or extends to identity-based hostility that reinforces social divisions. By doing so, the study contributes to understanding the dual nature of social media: a venue for democratic participation but also a breeding ground for animosity. Using the Communalytic platform integrated with Google's Perspective API, this study collected and analyzed 35,767 comments from the first Indonesian presidential debate videos uploaded on Kompas TV and Metro TV channels. The Perspective API categorized comments into attributes such as toxicity, severe toxicity, insults, profanity, threats, and identity attacks, enabling systematic measurement and interpretation of online discourse. Findings indicate that 11–12% of comments were toxic. Insults were the most frequent form, with Kompas TV's comment section dominated by derogatory language targeting intelligence or character, while Metro TV's showed more identity-based attacks referencing ethnicity, ideology, or minority groups. Examples include terms like "PKI henchmen," "Chinese kong," and "Rohingya," highlighting how online debates often escalate into discriminatory narratives. These patterns reveal significant polarization and verbal aggression in Indonesia's digital political culture. The study concludes that while YouTube fosters political participation, its anonymity and amplification features encourage hostile exchanges. Insults and identity attacks reduce the quality of democratic dialogue and exacerbate social divides. Machine learning tools like the Perspective API are effective in detecting toxic behaviors, offering insights for designing interventions such as stricter moderation, algorithmic filtering, and digital literacy initiatives. Such measures are essential to mitigating toxicity and promoting healthier, more respectful online political discussions.

Keywords: Presidential Election; Social Media; YouTube; Perspective API; Toxicity.

Strengthening Youth Access to Comprehensive Sexuality Education (CSE) through Digital Advocacy and Academic Integration

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Abstract: Comprehensive Sexuality Education (CSE) is a crucial issue related to Sexual and Reproductive Health and Rights (SRHR) for young people in Indonesia. However, access to accurate information and youth-friendly health services remains very limited. According to BKKBN (2021), less than 10% of Indonesian adolescents have access to SRHR services. In Sleman, Yogyakarta, cases of unintended teenage pregnancies have increased in recent years, with 135 cases reported in 2021 and 115 cases in 2022. This study aims to explore the impact of a collaborative digital advocacy initiative between WOSSO Fellowship and the Humanities Study Program at Duta Wacana Christian University (UKDW) in raising awareness and promoting policy reform for SRHR and CSE integration in higher education. This study employs a qualitative participatory approach through digital campaign analysis and Focus Group Discussions (FGDs). The digital advocacy involved strategic engagement via Instagram and TikTok under the campaign “Waves Your Worries,” launched on February 15, 2025. The campaign disseminated 62 educational contents in collaboration with 10 SRHR-related content creators. In addition, FGDs were conducted with UKDW students and educators to assess awareness, needs, and institutional readiness for integrating CSE into the curriculum. The digital campaign reached over 190,000 individuals and successfully increased audience interaction and engagement with SRHR-related content. Findings from the FGDs indicate that 94% of young participants feel they still lack access to comprehensive sexuality education due to cultural and social barriers, religious conservatism, and the persistence of misinformation and myths surrounding sexuality. Meanwhile, 100% of participating educators agreed on the urgency of implementing CSE in higher education. They identified potential pathways for integration, such as incorporating CSE into compulsory student training programs and research collaborations among faculty and students. This study recommends integrating CSE into higher education curricula, strengthening partnerships with NGOs, and promoting sustained digital campaigns to enhance the dissemination of accurate SRHR information. Practically, this model demonstrates how digital advocacy can bridge the gap between policy, education, and youth empowerment. Theoretically, it contributes to the discourse on digital citizenship, social change communication, and the role of higher education institutions in advancing SRHR and gender equality.

Keywords: Comprehensive Sexuality Education (CSE), SRHR, Digital Advocacy, Higher Education, Youth Empowerment



An Analysis of the Influence of Dr. Tirta on Gen Z Perception and Health Behavior Change with Digital Engagement as a Mediator

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Abstract: The rise of social media has made public figures central to digital health communication. One prominent example is Dr. Tirta, known for his straightforward, humorous, and contextually relevant style when addressing youth health issues. Generation Z, the most digitally active demographic, tends to prefer interactive, relatable health content over formal channels. This study aims to analyze how Dr. Tirta's communication style influences Gen Z's health perceptions and behavioral changes, with digital engagement as a mediating factor. This study employed a quantitative survey method involving 400 Indonesian Generation Z respondents aged 18–25, collected through the Populix platform. The instrument measured four constructs: communication style, digital engagement, health perception, and health behavior change. Inferential statistical analysis was conducted to test direct and indirect effects, focusing on the mediating role of digital engagement in strengthening the relationship between communication style and health behavior outcomes. Findings indicate that Dr. Tirta's communication style significantly affects Gen Z's health perceptions and behavioral shifts. A total of 377 respondents described his delivery as clear and straightforward, while 366 found his language easy to grasp. This clarity enhanced the internalization of health behaviors among 345 respondents. Furthermore, 375 respondents found his messages relevant to their information needs, and 367 felt the topics aligned with current health issues. Digital engagement emerged as a key mediator: 305 respondents reshared video content, and 290 interacted through comments or likes. Credibility was also strong, with 372 respondents identifying Dr. Tirta as a trusted health communicator. Educational impact was evident: 380 respondents reported greater awareness of the importance of behavior change, and 359 began adopting healthier lifestyles after engaging with his content. The findings suggest that authenticity, humor, and directness are critical to fostering emotional connection and participation. Dr. Tirta's success lies in aligning his communication with Gen Z's preference for interactive, relatable content. Content relevance strengthens message acceptance, while digital engagement extends long-term influence by transforming passive audiences into active health advocates. Dr. Tirta's communication style significantly influences health perceptions and behaviors among Generation Z, with digital engagement as a mediating factor. The study underscores the importance of authenticity, relevance, and credibility in social media-based health communication. These results offer practical guidance for communicators and policymakers to leverage public figures as catalysts for promoting positive health behaviors in the digital era.

Keywords: Communication style, Generation Z, health behavior, digital engagement.

The Role of Greenpeace: Can Religion Drive a Movement's Collective Action?

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Abstract: In mid October 2025, Indonesia was hit by extreme heat. This phenomenon was not just because of seasonal factors, but also the increasing global temperature anomaly has made heat exposure the “new normal” (Kompas Team, 2025). The continuing rise in global temperatures is driven by the human caused climate crisis (BBC Indonesia, 2024). On the other hand, according to a survey conducted by APJII in 2021, the Indonesian people do not believe that the climate crisis is a problem caused by humans (Arif, 2024). This is associated with various factors, such as 1) the major issues that are often highlighted by mainstream media are politicians, 2) it is not an angle that can increase page views, and 3) discussions about religion are still the most important issue for Indonesian society (Renaldi, 2019). Furthermore, the Iklim Nasional survey also shows that religious scholars are the most significant figures involved in raising environmental issues (Violleta, 2024). Through this phenomenon, the aim of this research is to highlight the significance of involving religion in climate crisis mitigation efforts. Greenpeace, as a non-governmental organization (NGO), is one of the organizations that has implemented a faith-based campaign titled Ummah for Earth. This campaign aims to encourage the Muslim community to be more concerned about the climate crisis and ecological justice, strengthen the role of religious leaders, and invite Muslims play an active role in creating an environmentally friendly future (Greenpeace Indonesia, 2025). This research using the case study method obtains data through an in-depth interview process involving Digital & Communication Manager of Greenpeace Indonesia, member of the Digital & Communication division of Greenpeace Indonesia, and expert in Islamic law. The results of this research show that the commodification of religion plays a significant role in strengthening collective action as an effort to mitigate the climate crisis in Indonesia.

Keywords: Campaign, climate crisis, commodification, Greenpeace Indonesia, Muslim.



Resignative Professionalism and the Bureaucratic Habitus: Journalism, Reflexivity, and Power in Indonesia's Public Media

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Abstract: Indonesia's transition to democracy formally introduced public service broadcasting as a means to ensure media independence, civic responsibility, and editorial autonomy. However, legacy institutions such as TVRI and RRI remain deeply embedded in bureaucratic structures, continuing to operate under logics inherited from their authoritarian past. Despite regulatory reforms mandating independence, these media organizations continue to reflect hierarchical governance, civil-service-based employment systems, and top-down editorial control. Within this context, journalists are caught between professional ideals of public accountability and structural dependencies on bureaucratic authority. The question this study explores is: How is bureaucratic domination reproduced and negotiated in the professional practices of journalists working within Indonesia's public service media? To answer this, the study employs a qualitative multiple-case study design, drawing on Pierre Bourdieu's theory of practice, particularly the concepts of habitus, field, and symbolic domination. Empirical data were gathered between April and August 2025 through 20 in-depth interviews conducted in Jakarta and Yogyakarta. The analysis follows an abductive logic, allowing for iterative engagement between field data and theoretical insight. The findings indicate that journalistic professionalism in TVRI and RRI is shaped by a resignative habitus—a structured disposition that combines procedural loyalty, emotional self-regulation, and strategic compliance. Journalists internalize bureaucratic expectations and moralize compliance as a form of professional responsibility. Rather than resisting domination openly, they engage in what this study conceptualizes as resignative professionalism: a reflexive yet adaptive orientation that enables survival within a constrained field. Journalists uphold a sense of integrity, but one defined through restraint, discretion, and institutional harmony rather than critique or opposition. While autonomy is formally recognized, in practice it is highly conditional and context-sensitive. Importantly, journalists demonstrate moments of reflexive awareness—acknowledging the contradictions they inhabit, and at times reframing their role as public servants rather than critical watchdogs. The study concludes that bureaucratic domination in Indonesia's public media is reproduced not only through structural mechanisms but also through symbolic and moral internalization. Compliance is maintained less through coercion and more through habitus: embodied dispositions shaped by institutional culture and personal trajectories. Resignative professionalism thus provides a new conceptual lens to understand how journalists enact constrained agency in post-authoritarian systems. Theoretically, the study contributes to Bourdieusian media sociology by extending the understanding of habitus under domination. Practically, it highlights those reforms focused solely on legal and institutional autonomy are insufficient. Revitalizing public service journalism requires transforming not only rules and governance structures but also the professional dispositions, incentives, and moral frameworks through which journalists make sense of their work.

Keywords: Bourdieu, resignative professionalism, habitus, symbolic domination, public service journalism, Indonesia

The Spiral of Loyalty: When Elite's Strategic Silence Meets Affective Publics (A Case Study of Joko Widodo's Political Communication on the Diploma Controversy)

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Abstract: This study introduces the concept of the spiral of loyalty to explain the circular dynamics between elite strategic silence and public affection in political communication and to examine how these affect the quality of democracy. Using the controversy surrounding Joko Widodo's (Jokowi) alleged fake diploma as a case study, the article argues that Jokowi's strategic silence should not be interpreted as communicative absence but rather as an active discursive strategy to manage meaning and regulate affect amid a crisis of credibility. In this dynamic, elite silence does not diminish engagement but instead interacts with the emotional investment of digital citizens. The intensification of online loyalty expressions produces an affective spiral that reinforces symbolic legitimacy and transforms the basis of public deliberation from rational-critical debate to emotional resonance. Theoretically, this study draws upon the frameworks of the spiral of silence, strategic silence, affective publics, and cyber-civic space to conceptualize the interplay between silence, affect, and legitimacy. Methodologically, it employs a qualitative, interpretative-critical approach that traces the chronology of the diploma controversy across mass-media narratives and social media discourses. This design allows an exploration of the meaning-making mechanisms and affective circulations that underpin the interaction between elite silence and public response. The findings support recent developments in political communication scholarship that highlight the growing centrality of affect as a communicative instrument in digital political life. The spiral of loyalty illustrates how affective attachment can sustain political cohesion and stabilize symbolic authority in an environment saturated by information and emotion. However, this phenomenon also reveals a democratic paradox: while affective solidarity fosters social integration, it simultaneously risks undermining deliberative reason and accountability, which are the normative pillars of democracy. By articulating this tension, the study contributes to the critical rethinking of legitimacy production in the age of digital democracy, emphasizing a broader shift from rationality to affectivity that challenges the future of democratic reflexivity and communicative openness.

Keywords: spiral of loyalty, strategic silence, spiral of silence, affective publics, political communication



Pictivism and the Colors of Resistance: Visual Activism and Social Cohesion in Indonesia's Networked Society

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Abstract: Throughout 2025, Indonesia's digital sphere became a site of color-coded activism, where visual symbols and hashtags turned collective emotion into civic discourse. This paper examines the rise of pictivism—activism through pictures and colors—by focusing on three major visual campaigns that gained momentum between February and September 2025: Blue (“Peringatan Darurat”), Pink (“Brave Pink”), and Green (“Hero Green”). Each campaign used color as a moral signal: blue symbolized technocratic vigilance and frustration over governance issues, pink represented courage and feminist empathy following the Bu Ana case, and green became a visual tribute to Affan Kurniawan, a ride-hailing driver killed during a public rally, symbolizing solidarity with the working class. These campaigns intersected with wider civic movements, notably the “17+8 Tuntutan Rakyat” and the hashtags #IndonesiaBerbenah and #WargaJagaWarga, which collectively called for reform, transparency, and citizen solidarity. Together, they demonstrate how visual activism and digital discourse converge to shape moments of emotional connection and social cohesion amid political uncertainty. The study adopts a qualitative digital ethnography framework, combining planned visual discourse analysis and semi-structured interviews with designers, activists, and media practitioners. Data will be drawn from viral posts, memes, and profile picture campaigns circulating across X (Twitter), TikTok, and Instagram during the February–September 2025 period. Thematic and semiotic analysis will be employed to interpret how color-based visual narratives and participatory hashtags articulate emotion, belonging, and collective responsibility in digital publics. Preliminary observations indicate that pictivism functions as both a form of critique and care. While Blue and Pink channeled dissent and empathy, Green—amplified through #WargaJagaWarga—embodied mutual protection and civic solidarity. The widespread adaptation of pink and green profile overlays suggests that symbolic participation can extend into acts of everyday citizenship, transforming online spaces into arenas of moral identification and social reassurance. It is anticipated that the paper will argue that pictivism constitutes a new form of algorithmic citizenship, where visual aesthetics and affective participation sustain brief yet meaningful forms of cohesion in times of distrust. By linking visual semiotics with the sociology of emotion, this research contributes to a deeper understanding of how colors, hashtags, and algorithmic visibility intertwine in Indonesia's evolving landscape of civic communication.

Keywords: Affective publics; digital ethnography; algorithmic visibility; participatory culture; hashtag activism.

Digital Symbols of Dissent: Examining X as a Platform in the #ResetIndonesia Protest Movement

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Abstract: This study investigates X as a symbolic and aesthetic site of contemporary protest within the #ResetIndonesia movement in August-September 2025. In the context of increasingly networked activism, social media platforms are no longer merely channels for disseminating information; they have become imaginative spaces in which collective identities are shaped, negotiated, and performed. Using the concept of social media imaginaries, this research explores how activists and supporters of the #ResetIndonesia movement conceptualize X not simply as a technological tool, but as a shared cultural arena where political aspirations, emotions, and communal belonging are articulated. Within this framework, social media imaginaries reflect how users collectively envision what social media “is for” within the protest, whether as a site of critique, a visual rallying point, or a symbolic territory claimed by the movement. X, as a highly visible and participatory platform, offers affordances such as retweets, profile personalization, and viral replication, which allow symbolic elements of the movement to circulate rapidly and take recognizable form. These affordances enable participants, regardless of geographic location, to affirm their presence and solidarity in ways that are visible, traceable, and collectively meaningful. By incorporating semiotic image analysis, this study examines the visual artifacts associated with the movement: the pink–green color palette, protest-themed avatars, posters, hashtags, and digital banners shared across X. The aesthetics therefore carry emotional and symbolic power, shaping how the movement imagines itself and is imagined by others. The findings demonstrate that X functioned as more than a site for debate or information exchange. It served as a visual imaginary, enabling participants to recognize themselves as part of a shared political community through consistent symbolic cues and aesthetic participation. In doing so, X allowed individuals to feel connected to the movement even in contexts of physical distance or state-restricted protest environments. This research highlights the critical role of visual communication in contemporary digital protest cultures and emphasizes the value of semiotic analysis for understanding how images not only represent but actively produce collective meaning, identity, and momentum in networked social movements. Theoretically, this study contributes to expand the concept of social media imaginaries by showing how visual aesthetics actively shape identity formation and emotional connection in digital protest culture. Practically, it highlights the importance of cohesive visual symbolism, demonstrating that visual coherence strengthens movement recognition, emotional resonance, and participant engagement. Semiotic analysis thus proves valuable for understanding how images do not merely reflect collective identity, but actively produce and reinforce it in networked activism.

Keywords: Aesthetic protest; visual communication; social media imaginaries; X; #ResetIndonesia movement;



From Online Advocacy to Offline Empowerment: Media's Role in #xlsmart Peduli Disabilitas Berdaya

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Abstract: The CSR (Corporate Social Responsibility) program is an integral part of implementing corporate social responsibility. An effective CSR program can not only enhance the company's image but also serve as an integrated corporate strategy, carried out in the form of inclusive advocacy to facilitate community empowerment. PT XLSMART Telecom Sejahtera Tbk. (XLSMART) has won various awards through a range of CSR programs in the field of sustainable digital technology innovation. This study aims to analyze the Social Movement surrounding XLSmart's CSR program, Peduli Disabilitas Berdaya (Empowering People with Disabilities), through Instagram. This study employs CSR, Empowerment Communication, and Social Movement theories to investigate the utilization of digital channels as a medium for fostering independent entrepreneurship among people with disabilities. The study uses a qualitative descriptive method to collect data through in-depth interviews with XLSMART Corporate Communication, the Chair of the Semarang Friends of People with Disabilities Community, and representatives of people with disabilities who participated in the program. Observations were conducted through the use of the XLSmart Peduli Disabilitas Berdaya hashtag and documentation. The results of the study show that the XLSMART program can increase public awareness, starting from the XLSmart Peduli Disabilitas Berdaya hashtag, which has become a real action towards an inclusive society. The XLSMART CSR program not only increases the visibility of inclusive issues but also fosters new forms of empowerment among people with disabilities. This is evident in the emergence of hashtag developments that have grown organically outside the main hashtag, promoting the independent efforts of people with disabilities through digital platforms, as well as increased engagement and enthusiasm among participants, particularly in the Semarang area.

Keywords: Advocacy, CSR, Empowerment, Inclusive, XLSMART.

The Self-Promotion Style of the Instagram Account Bimo Ky as Image Management for Voice Over Talent

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Abstract: Instagram as a social media platform has become a medium for creative individuals to express themselves and promote themselves in order to build a professional image in the digital space. In the competitive creative industry, voice-over talents need to develop communication strategies that not only highlight their technical abilities but also their personality and engaging communication style. One voice-over talent who has optimized social media is Bimo Kusumo Yudo, with the Instagram account @bimoky. In addition to actively sharing educational content about the world of voice-over, Bimo also packages his content with an entertaining touch to make it more accessible to his audience. This study aims to explore the communication style and elements of self-promotion applied by Bimo KY as an impression management strategy in building a professional image on social media. The theory used in this study is Erving Goffman's (1959) Impression Management theory, which includes the concepts of Self Promotion from Jones and Pittman (1982) with a focus on six main elements, namely Highlighting Competence and Achievement, Use of Proactive and Selective Strategies, Influence on Audience & External Impact, Level of Moderation / Ethical and Social Boundaries, Variation in Form: Sole vs Joint Self-Promotion, and Psychological Motivation and Orientation. This study uses a qualitative approach with a descriptive method. To collect data, the researcher used primary data techniques and sources, namely interviews and observations, and secondary data sources through literature studies and documentation. The results of the study reveal that Bimo KY consistently applies all six elements of self-promotion through a communication style that is professional, persuasive, educational, and entertaining. The elements of Highlighting Competence and Achievements and Using Proactive and Selective Strategies are the most dominant, as seen in Bimo's consistency in showcasing his abilities, experience, and credibility through creative content that is lighthearted and entertaining. These efforts are reinforced by Motivation and Psychological Orientation to build an image as a professional, inspiring, and authentic voice-over talent, accompanied by the application of Moderation Level/Ethical and Social Boundaries as a form of self-control in maintaining a positive impression in front of the public. Thus, the @bimoky account not only serves as a self-promotional medium but also as an educational and entertaining platform that reinforces a professional image within Indonesia's voice-over industry.

Keywords: Self-Promotion, Impression Management, Voice Over Talent, Instagram



Self-Defeating Humor in the TikTok Account @upsakukribo as a Form of Self-Identity

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Abstract: The phenomenon of humor in communication has become an essential aspect of human interaction that continues to evolve along with the development of media. Humor does not merely serve as entertainment or a source of laughter, but also functions as a complex communicative tool for conveying social messages, constructing identity, and strengthening interpersonal relationships. In the digital era, humor has undergone a functional transformation through social media platforms such as TikTok, where humorous content has become an effective communication strategy to capture attention and build emotional closeness with audiences. Based on this phenomenon, this study aims to analyze the humor style used by TikTok creator Puja (@upsakukribo) in constructing self-identity through the videos he produces. The focus of the research lies in the application of self-defeating humor, a form of humor in which an individual mocks or laughs at themselves to create intimacy and authenticity in the eyes of their followers. This study employs a qualitative descriptive approach with content analysis and in-depth interview methods to gain a comprehensive understanding of the meaning, function, and communication strategy of humor utilized by Puja. The theoretical framework used in this study is the Communication Theories of Humor, particularly Superiority Theory, which views humor as a form of self-lowering that elicits a sense of superiority in the audience, and Incongruity Theory, which emphasizes humor as arising from the inconsistency between expectations and reality that generates a comedic effect. The findings reveal that Puja consistently employs self-defeating humor in his content to express honesty, spontaneity, and simplicity, thereby constructing an image of himself as a humble and relatable creator. The humor he presents not only serves as entertainment but also functions as a strategic communication tool for self-identity formation, strengthening parasocial relationships and enhancing audience engagement on TikTok.

Keywords: Humor style, self-defeating, self-identity, social media, TikTok.

Symbols, Solidarity, and Social Media: The Dynamics of Social Cohesion in Indonesia's Digital Resistance Movements

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Abstract: The phenomenon of resistance movements utilizing visual symbols such as the emergency alert sign, brave pink, and green hero demonstrates how symbolic expression on social media has become a crucial medium for shaping solidarity and collective identity within Indonesia's expanding digital society. This study investigates how visual symbols function as communicative tools of resistance and social cohesion amid ongoing social, environmental, and political tensions. Employing a qualitative research design with a digital ethnography (netnography) approach, this research draws on systematic online observations, discourse analysis of social media interactions, and an extensive review of scholarly literature to explore the lived experience, emotional resonance, and symbolic construction of meaning in digital resistance. The findings reveal that visual symbols circulating across social media platforms perform several interconnected functions: (1) they serve as markers of collective identity and catalysts for mobilizing solidarity; (2) they enhance emotional connectedness through familiar, relatable, and easily shareable visual narratives; and (3) they establish new arenas of symbolic resistance grounded in affective participation, visual creativity, and shared cultural imagination. Moreover, these symbols facilitate the emergence of digital communities that negotiate belonging, empathy, and political awareness through acts of visual storytelling, reinterpretation, and performative engagement. However, the study also identifies critical challenges such as performative activism, slacktivism, and growing polarization driven by the algorithmic logic of visibility, virality, and attention economy on social media. This research contributes to a deeper theoretical understanding of how symbolic and affective communication mediates digital activism within Indonesia's mediated public sphere. It highlights the transformative potential of social media as both a site of collective resistance and a mechanism for fostering social cohesion, where meaning, emotion, and participation are constantly redefined. Ultimately, this study underscores the importance of integrating digital ethnography to capture the nuanced, everyday practices of identity formation, meaning-making, and solidarity-building within online resistance cultures.

Keywords: digital communication, symbolism, resistance movement, social cohesion, social media, Indonesia, digital ethnography



From Spectacle to Resistance: The Regime of Truth and Counter-discourse in Abigail Muria's Representation of the 17+8 Movement

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Abstract: In Indonesia, public protests have increasingly shifted into the digital sphere, turning acts of resistance into mediated spectacles. This shift illustrates how Indonesian citizens engage with, negotiate within, and perform themselves on social media landscapes, particularly on Instagram, a platform closely associated with visibility and participation. Today, Instagram has evolved from a space primarily devoted to aesthetic content that highlights visually appealing compositions and idealized lifestyles into a significant arena for political expression, driven by the connective power among its users. Its interactive features facilitate rapid information dissemination, which is beneficial for raising awareness through digital activism. This study seeks to explore this phenomenon by analyzing the discourse surrounding the “17+8” movement, an online reaction to public outrage over the Indonesian House of Representatives’ (DPR) salary increase and a viral incident in which an online driver was struck by a police officer during a protest. It also investigates how social media users construct moral narratives that portray political dissent as both an act of care and a form of entertainment, focusing on the Instagram account of Abigail Muria (@abigailmuria), a digital activist and co-founder of What Is Up, Indonesia, known for her satirical socio-political commentary. This study draws upon Michel Foucault’s concepts of discourse and power, to examine how digital platforms generate particular regimes of truth concerning justice, morality, and citizenship. Through textual analysis, it demonstrates how Abigail Muria’s content transforms protest into a performative arena, where visibility becomes a mechanism of both empowerment and control. The circulation of these posts reveals an interplay between moral judgment, emotional engagement, and algorithmic governance in shaping how digital users participate in political discourse. Nevertheless, the findings suggest that this form of engagement is usually short-lived and focused on appearance. Following the initial surge of visibility and enthusiasm on Instagram, there was no significant follow-up to the voiced demands. The “17+8” movement subsequently faded without achieving any concrete outcomes, highlighting the limitations of digital activism, which heavily relies on viral momentum and public attention. Influencers played an equally ambivalent role in these contexts. Some simply rode the wave by addressing political issues to align with prevailing trends, while others consistently leveraged their reach and credibility to amplify the discourse and sustain advocacy efforts. Over time, the movement shifted its focus from applying collective pressure to structural issues, to seeking justice for individuals who were arrested or detained during the protests. This transition highlights the movement’s fragmentation as well as vulnerability of digital solidarity in the absence of sustained organizational or political strategies. From a Foucauldian perspective, this situation illustrates how power in digital spaces operates through not only repression, but also aestheticization and the logic of virality, shaping citizens’ behaviors. Accordingly, the “17+8” protest can be

understood as a digital spectacle, a mediated performance in which power, control, collective care, and visibility intertwine revealing the paradox of digital activism in contemporary Indonesia and the tension between its potential for emancipation and its role in reproducing control.

Keywords: Digital activism, Spectacle, Visibility, Participation.



The Mechanism of Emotional Resonance and Audience Stratification in the Impact of Long-form Audio-visual Works on Online Social Cohesion — A Study Based on Douyin (the Chinese Domestic Version of ByteDance's Short- video Platform)'s Character Documentary Series Shining Moments of Life

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Abstract: In recent years, a notable phenomenon has emerged on short-video platforms: long-form video content (e.g., short documentaries) has achieved significant "viral" popularity (widespread recognition). Current research on the relationship between audio-visual works on short-video platforms and online social cohesion primarily focuses on two areas: short-video content production and user behavioral psychology. However, there are two key gaps in existing studies. The discussion on the correlation mechanism between long-form videos (on short-video platforms) and online social cohesion remains insufficient. Key variables affecting communication effects — such as algorithmic recommendations and audience stratification — have not been fully integrated into research frameworks. Against this background, this study aims to explore the specific operational path through which long-form videos influence online social cohesion, with a focus on two core stages: First :The platform's selection of online public figures before long-form video production; Second :emotional reconstruction of these public figures' images after video production and broadcast. This study takes Douyin's character documentary series Shining Moments of Life as the core analysis sample, and adopts a multi-method research design to ensure data validity: Content analysis: Deconstructing the key "viral" elements of the documentary series, including narrative strategies, aesthetic features, and character portrayal methods; In-depth interviews: Investigating the cognitive-behavioral transformation path of audiences after being exposed to the content, to capture subjective perceptions of social cohesion; Secondary data cross-validation: Supplementing analysis with platform-level data, such as algorithm support policies (e.g., recommendation priority for long-form content) and capital investment in high-quality content. This study draws four key conclusions: Emotional resonance as a foundation for social identity: Long-form videos rely on real- life character narratives and documentary aesthetics to effectively trigger audience resonance on topics such as "struggle" and "life choices" — this emotional connection lays the groundwork for the construction of online social identity. Algorithms and capital as communication enablers: Platform algorithmic precision recommendations and capital investment in high-quality content are critical supports for long-form audio-visual works to break through traffic barriers and expand their communication influence. Audience stratification in response behaviors: There are obvious differences in how different age groups respond to long-form videos: Young audiences: More likely to form interactive connections

based on content (e.g., establishing online study communities, engaging in comment section interactions); Middle-aged audiences: Tend to strengthen their value identity through content (e.g., agreeing with the life attitudes of documentary characters). Risks of negative impacts: If long-form videos over-rely on "sensational marketing" or false contrast narratives, they may weaken cohesion in the dimension of interpersonal trust. In summary: high-quality long-form audio-visual works on short-video platforms not only provide a reference for video content creators but also establish an important foundation for audiences to form emotional connections and build online social cohesion.

Keywords: Short-video Platforms; Audio-visual Works; Social Cohesion



"Pilgrimage to Animation & Film Sites": The Reproduction of Meaning in Film and Television Geoscapes Through New Media Communication — A Study Based on Pilgrims' Embodied Experiences

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The term “pilgrimage to sacred sites” originates from the Japanese practice of religious pilgrimages. In the modern context, it refers to the cultural practice of fans visiting filming locations from movies, TV shows, and anime to experience and create content (Figure 1 & 2). With the decentralization of new media platforms and the intensification of algorithmic recommendations, the concept of Pilgrimages to Animation & Film has evolved from a niche interest into a mass cultural phenomenon. This study aims to explore how the virtual geographic settings of film and television works achieve meaning reproduction through pilgrims' embodied experiences within this global phenomenon. It analyzes the role of new media communication in reproducing their geospatial significance and verifies its effect on promoting cohesion within online communities. Employing a mixed-methods approach, semi-structured in-depth interviews were first conducted with 20 participants who had diverse pilgrimage experiences. Discussions centered on participation in online interest communities, perceptions of on-site embodied experiences, and post-pilgrimage secondary creations, uncovering the underlying logic of meaning perception and value construction. Second, text analysis collected user-generated content (UGC) related to Pilgrimages to Animation & Film from mainstream platforms, employing coding analysis to extract core information linking spatial meaning reproduction and social cohesion. Third, participant observation involved joining three typical pilgrimage activities as an ordinary pilgrim, documenting the entire process (Figure 3), new media usage habits, and non-verbal embodied experiences through participatory observation. Research findings reveal that the core mechanism for reproducing the geographical meaning of film and television works lies in the embodied practices of pilgrims. Their secondary creations within new media are not mere content output but rather a “spatial completion” of the original cinematic narrative. By integrating the multi-sensory experiences evoked when physically present at locations into their creations, they transform sensory, personalized, embodied experiences into concrete meanings that fill geographical spaces, turning static sites into dynamic fields of emotional interaction. Moreover, big data and algorithmic recommendations play a crucial aggregating role in geographical meaning reproduction. Hashtags like #TravelWithMovies gather dispersed geographical spaces into collective “media landscapes,” elevating meaning reproduction from individual experience to public negotiation. This transforms private embodied experiences into shareable, discussable public meanings through platforms. Simultaneously, online “pilgrimage” check-ins and offline travel form synergistic loops. Popular Pilgrimages to Animation & Film sites with high traffic

are incorporated into official tourism routes, transforming from subcultural spaces into public cultural spaces. Younger demographics further build community identity and strengthen group belonging through these Pilgrimages to Animation & Film sites, extending the process of meaning reproduction. This study concludes that “film pilgrimage sites” constitute a field of meaning reproduction jointly shaped by new media, media texts, and the embodied practices of pilgrims. Their geographical significance emerges through dynamic online-offline negotiation. New media serve not only as a channel for disseminating pilgrimage activities but also as a core element in spatial production. It reshapes the relationship between place and media, offering a new dimension for studying local identity in the digital age centered on the “embodied experience - meaning reproduction” framework. Furthermore, these findings extend to analogous phenomena like gaming location check-ins and variety show filming site experiences. They suggest that cultural tourism industries should prioritize designing elements that stimulate visitors' deep embodied participation rather than merely symbolic consumption. This provides theoretical support and practical pathways for the integrated development of cultural tourism and media content.

Keywords: Pilgrimage to Animation & Film Sites; embodied experience; spatial production; cultural cohesion; cultural-tourism integration



Nation Branding through Historical Negationism: The Silencing of Victims and Minimization of Sexual Abuse in Indonesia

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Abstract: This study aims to examine the Indonesian government’s recent historical revision initiative and its broader implications for the silencing of sexual abuse victims. In late 2024, shortly after his appointment as Minister of Culture, Fadli Zon publicly introduced a plan to rewrite Indonesia’s national history, later formally presented to Commission X of the House of Representatives on 27 May 2025. The initiative—framed as producing an updated, “Indonesia-centric” narrative free from colonial bias and developed by a team of more than 100 historians—has generated significant public controversy. Central to this debate is the initiative’s negation of the mass rapes of 1998, which effectively erases victims’ experiences and contributes to a wider pattern of minimizing sexual violence in state policy. This pattern is also visible in the contentious debate surrounding the Eradication of Sexual Violence Bill (RUU PKS), the heavily revised Sexual Violence Law enacted in 2022, and the Ministry of Higher Education’s recent replacement of Permendikbud No. 30/2021 with Permendikbud No. 55/2024—an act that collapses sexual abuse into the same category as bullying and discrimination. This study uses the conceptual research approach using Historical Negationism theory to analyze how the distortion or denial of verified historical events is mobilized to advance political agendas under the guise of narrative correction. It further investigates how systemic and institutional practices—ranging from inadequate legal protections and victim-blaming to weak reporting mechanisms—serve to silence present and future victims of sexual violence. Together, these dynamics illuminate how state-driven narrative shifts and structural barriers intersect to obscure sexual abuse and constrain avenues for justice in contemporary Indonesia.

Keywords: Historical Negationism Theory; Nation-branding; Historical Revision; Silencing of Sexual Abuse Victims

Film as a Medium of Social Representation: A Narrative Analysis of The Hunt (2012) and Its Relation to the Criminalization of Teachers

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Abstract: Film is an audio-visual medium capable of presenting a comprehensive representation of social reality through narrative, visuals, and the construction of messages within it. One phenomenon that often attracts public attention is the criminalization of teachers in Indonesia, especially when teachers receive negative labels without adequate verification. This phenomenon not only creates psychological pressure for the accused individuals but also affects the image of the teaching profession at large. This study aims to explain and analyze how the phenomenon of criminalization of teachers is depicted in the film *The Hunt* (2012), as well as to identify patterns of social labeling that emerge in the film's storyline. The relevance of this study is even stronger considering the existence of real cases that place teachers as parties who are vulnerable to stigma, social pressure, and disproportionate legal consequences. The method used in this study is a qualitative method to understand the representation of the criminalization of teachers as depicted in the film *The Hunt* (2012). The analysis of this study uses the labeling theory perspective by Bruce G. Link and the narrative analysis approach by Lacey and Gillespie, which has five stages (equilibrium, disruption, recognition of disruption, attempt to repair, and reinstatement of equilibrium). The main findings of this study describe four categories of labeling theory, namely: 1) falsely accused, Lucas finds himself accused without valid evidence; 2) withdrawal, Lucas withdraws from his social environment after receiving a negative label; 3) preventing tells, Lucas explains to those closest to him that he did not engage in deviant behavior; 4) secrecy, Lucas' social circle shrinks due to the label circulating in society. Practically, this study emphasizes the importance of protecting the teaching profession and increasing public literacy regarding the dangers of unverified labeling. Theoretically, this study enriches film and communication studies and contributes as a reference for further research on the representation of stigma and public opinion. Through narrative construction, the media plays a significant role in shaping public perception and raising awareness of social issues such as the criminalization of teachers.

Keywords: Criminalization Of Teachers, *The Hunt* (2012) Film, Labeling Theory, Narrative Analysis, Public Opinion.



Comparative Study on State Government Approaches in Influencing Voter Decisions in Pahang and Terengganu

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Abstract: This study examines the effectiveness of state government approaches in shaping voter decisions in Pahang and Terengganu through a comprehensive comparative analysis. The research uses a mixed method design that combines a large scale quantitative survey with in depth qualitative interviews. A total of two thousand respondents from both states participated in the survey, while one hundred informants were selected for interviews to provide deeper insight into community perceptions, political influences and patterns of public understanding. This balanced approach allows the study to present a clear picture of voter mindsets and the interaction between state policy, communication and political culture. The findings in Pahang indicate that public assistance programs, social welfare initiatives and development projects are generally well received by citizens. Many respondents show appreciation for financial aid, education support and household assistance. However, awareness of these benefits is not consistent across the state. Some districts show very strong recognition and approval while others remain less informed. Although support for the government is relatively high, there is still a significant group of neutral voters that needs to be engaged through more effective outreach and targeted communication. These voters are rational and often evaluate leaders based on performance, clarity of policy and visible results in their communities. In Terengganu, results point towards strong influence from religious values, moral expectations and community networks. Voters tend to be more loyal to leadership that is viewed as honest, humble and spiritually responsible. Public assistance programs do exist, yet they are not the main consideration for electoral decisions. Instead, trust is built through symbolic acts of service, close interaction between leaders and citizens, and continuous reinforcement of shared values. This produces long lasting loyalty that is less likely to change suddenly even during economic challenges. Comparisons between the two states reveal that financial assistance alone is not enough to secure enduring political support. Voter confidence requires effective delivery, clear communication and a credible narrative. In Pahang, improvements are needed in visibility of state policies through digital platforms and direct communication strategies. Terengganu demonstrates the power of values based leadership, yet may face challenges in attracting young professional voters without offering broader development opportunities. The study concludes that strategic communication, measurable policy outcomes and authentic community engagement are essential for strengthening governance and public trust. Future research is recommended to examine generational differences in political attitudes and to explore more detailed connections between digital communication and state level political stability.

Keywords: Voter Behaviour; Media; Political Communication; Public Policy; Electoral Decision Making.

Subtheme 3: Communication Strategies for Bridging Divided Community



Communication Strategies for Equitable Technology Integration in Higher Education

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Abstract: The COVID-19 pandemic has exposed and intensified longstanding digital inequalities in higher education, particularly among students from low-income households. In Malaysia, students from the B40 income group faced significant challenges in accessing devices, stable internet connections, and meaningful engagement in remote learning. These structural disparities disrupted educational continuity and highlighted the urgent need for more inclusive and adaptive strategies that extend beyond digital infrastructure alone. Specifically, there is a critical gap in understanding how communication practices can support equitable technology integration and sustain inclusive online education. This study aims to investigate how communication strategies contribute to more equitable technology adoption and integration in post-pandemic higher education contexts. The research seeks to uncover the lived experiences of students and educators who navigated online learning during the pandemic and to develop a practical framework that informs inclusive digital transformation in higher education. A qualitative approach was employed, involving in-depth semi-structured interviews with 20 participants, comprising 10 B40 undergraduate students and 10 higher education educators across various Malaysian institutions. Data were analysed thematically using NVivo 14 and interpreted through the lens of Interpretative Phenomenological Analysis. The study is theoretically grounded in Barnlund's Transactional Model of Communication, Van Dijk's Resources and Appropriation Theory, and the Technological Pedagogical Content Knowledge (TPACK) framework. This triangulation enables a comprehensive understanding of how communication, access, and pedagogy interact in technology-mediated learning. Five core strategies emerged from the findings: (1) inclusive and multidirectional communication that fosters trust and clarity, (2) multiplatform content delivery to ensure accessibility, (3) collaborative and team-based teaching practices that enhance engagement, (4) targeted digital literacy initiatives to build learner and educator capacity, and (5) Hyflex models that integrate synchronous and asynchronous modes to support flexibility and equity. These strategies form the basis of the Educational Technology Integration and Communication (ETIC) Model, a communication-centric framework designed to guide equitable digital education planning and implementation. The study concludes that communication is not merely supportive but foundational to effective and equitable technology integration. By positioning communication at the core of digital learning ecosystems, the ETIC Model provides both a theoretical contribution—by bridging communication, pedagogical, and technological frameworks—and a practical tool for institutions aiming to create inclusive, student-centered, and resilient online education systems. As higher education continues to evolve in the post-pandemic era, communication-driven strategies such as those outlined in the ETIC Model are critical for bridging digital divides and ensuring meaningful access for all learners.

Keywords: Communication strategies, digital inequality, higher education, technology integration, online learning

Power, Knowledge, and the Construction of LGBT Meanings among Higher Education Students in Yogyakarta

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Abstract: News coverage of gender and sexual diversity in Indonesian mass media plays a significant role in shaping knowledge and discourse about "LGBT" in society. However, this coverage of non-normative gender and sexual diversity still perpetuates stigma and has the potential to lead to persecution. Mass media plays an important role in the production of knowledge about non-normative gender and sexual diversity, especially because mass media is powerful in shaping emerging stigmas. Higher education's students are members of society who are exposed to knowledge about "LGBT" from the media. Research studies in Indonesia regarding young people and "LGBT" focus on warnings, dangers, and how to "anticipate LGBT." Cognitively, the hateful and homophobic narratives experienced by the queer or LGBTIQ community in Indonesia that have emerged in various online media outlets and social media. This research aims to discuss the meaning of LGBT by students in Yogyakarta. This research explores students' knowledge frameworks and the power of knowledge in their interpretation of it in their lives. This research uses a qualitative phenomenological approach, and data collection was conducted through interviews with students from public and private universities in Yogyakarta. The findings of this study indicate that power and knowledge operate within the process of LGBT meaning-making among students. The construction of the meaning of gender and sexual diversity is shaped by discriminatory narratives and social norms. Myths and normalization of discriminatory actions surrounding the term "LGBT," such as "sick" that needs to be "cured," "contagious," "violates social and religious norms," "special LGBT laws," or other discriminatory efforts. Social media, news coverage, and popular media products, along with the dialectic with the norms and values held by students, lead students to hold homophobic and heteronormative views. The limitations in knowledge and the imbalance of information received regarding LGBT lead students to normalize discriminatory actions toward LGBT individuals. This research has theoretical and practical implications regarding the need for inclusive studies and education on gender and sexuality in Indonesian society.

Keywords: Inclusive, LGBTIQ, Meaning-making, Students



Discourses of Diversity and Knowledge Construction: Understanding ISI Yogyakarta Students' Perceptions of LGBTIQA+ Issues through Foucault's Power-Knowledge Framework

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Abstract: This study aims to examine how discourses of diversity within ISI Yogyakarta shape students' knowledge and perceptions regarding LGBTIQA+ issues. It addresses the paradox between universities as spaces of academic freedom and their simultaneous reproduction of moral and political exclusions. By applying Foucault's concepts of discourse, power-knowledge, and regimes of truth alongside queer theory, the study seeks to reveal how dominant narratives produce, legitimize, and constrain meanings of gender and sexual diversity in higher education. Theoretically, this study contributes to communication by extending the application of Foucauldian discourse analysis and queer theory in the Indonesian context, where most prior studies remain limited to quantitative surveys of attitudes. It also enriches the global conversation on higher education and sexuality by situating discursive power relations, offering a critical recontextualization of universal theories. Practically, the study provides insights for universities and educators in developing more gender-sensitive and inclusive learning environments. It encourages students to critically reflect on how their views of LGBTIQA+ issues are shaped, while offering civil society and advocacy groups empirical knowledge to support campaigns for diversity and equality in education. Finally, it informs media and communication practitioners of the importance of fair and responsible representation in shaping public discourse on gender and sexuality. The research adopts a qualitative interpretive approach with a Foucauldian discourse analysis. Data will be collected through in-depth interviews with purposively selected students of diverse backgrounds, combined with document analysis. The study positions students' perceptions of LGBTIQA+ issues as products of discursive constructions rather than neutral understandings. These perceptions emerge within the interplay of religion, morality, media representations, and institutional policies, which collectively shape the boundaries of what is recognized as legitimate knowledge. Within the university setting, inclusive values such as academic freedom coexist with restrictive heteronormative discourses, generating tensions in how diversity is interpreted and practiced. The operation of power-knowledge relations and regimes of truth is evident in how certain narratives are normalized while others are silenced, influencing both the subjectivities of students and the broader knowledge framework regarding gender and sexual diversity in higher education.

Keywords: Discourse, Higher Education, LGBTIQA+ Power-Knowledge, Regime of Truth

Balancing Exclusivity of Faith and Inclusivity of Society: A Model of Interfaith National Communication in Indonesia

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Abstract: In Indonesia, the constitutional guarantee of religious freedom often clashes with the stark reality of intolerance, such as the rejection of houses of worship. This phenomenon increasingly erodes social harmony and threatens national unity. Addressing this critical issue, our study investigates the practical efforts of the GBI Rising Star Community (GBI RSC) in Tangerang, which has proactively built bridges across faiths through initiatives like its Interfaith Youth National Camp (2022). The research tackles the core dilemma religious leaders face: balancing the exclusivity of their faith with the imperative for tolerance in a pluralistic society. Using a qualitative methodology, we conducted in-depth interviews with six leaders from different religious backgrounds (Buddhism, Hinduism, Islam, Catholicism, Confucianism, and Christianity). Our findings culminate in a novel national communication model. This framework strategically acknowledges doctrinal differences in the private sphere while championing social inclusivity in public life, transforming diversity from a potential fault line into a foundation for collective strength. We conclude that this model provides a viable strategy to safeguard religious minorities and fortify Indonesia's social fabric.

Keywords: interfaith dialogue, intolerance, national communication, social inclusivity.



Negotiating Javanese Speech Levels as Cultural Identity: Social Cohesion among Youth in Urban Yogyakarta

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Abstract: This study investigates how Javanese adolescents in Kotabaru, Yogyakarta negotiate their cultural identity through the use of Javanese speech levels (ngoko, madya, krama). Situated in an urban setting marked by modernization and linguistic hybridity, the research aims to examine how traditional language practices are transmitted, interpreted, and enacted as mechanisms of social cohesion. Adopting the ethnography of communication approach, data were collected through participant observation, in-depth interviews, and documentation of verbal and nonverbal interactions among adolescents, their families, teachers, and community members. The analysis was guided by Cultural Identity Theory (CIT) and Communication Theory of Identity (CTI), focusing on the layers of personal, relational, and communal identity expressed in language practices. Findings reveal that the inheritance of speech levels unfolds dynamically across three primary domains. First, the family acts as the central agent, instilling the habit of using ngoko from early childhood and reinforcing values such as unggah-ungguh (politeness) and andhap asor (humility). Second, peer groups and the broader social environment function as symbolic arenas where adolescents flexibly switch between ngoko and krama depending on context, interlocutor, and situational demands. Third, formal education introduces krama systematically through Javanese language curricula, competitions, and cultural events, positioning schools as key institutions of cultural preservation. The adolescents' communicative competence emerges as an integrated mastery of linguistic knowledge, interactional skills, and cultural awareness. This competence allows them to negotiate social roles, sustain respect in intergenerational relations, and maintain cultural pride in a multicultural urban landscape. More importantly, the practice of speech levels operates not only as a linguistic system but also as a cultural performance that strengthens collective identity and solidarity. The study concludes that Javanese speech levels remain vital markers of cultural identity and social cohesion in urban Yogyakarta. Despite the dominance of Indonesian and the influence of global media, youth continue to use traditional speech levels as flexible identity resources. The research contributes theoretically by extending CIT and CTI to the context of local language preservation, and practically by recommending integrated collaboration among families, schools, and community stakeholders to safeguard local languages. Such efforts are crucial for sustaining linguistic diversity and strengthening social cohesion in networked societies.

Keywords: Javanese language; speech levels; cultural identity; youth communication; social cohesion

How Tarot Readers' Strategies Foster Querents' Beliefs in Tarot Practice

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Abstract: In the realm of tarot reading, the trust and confidence that clients, or as they are known in the tarot world, querents, place in the process of tarot reading are crucial components that shape their spiritual and psychological experiences. Without trust, the symbolic interpretations can seem random. With trust, these interpretations can offer comfort, guidance, and significant insights. The growing popularity of tarot in Indonesia underscores its dual role as a spiritual guide and a tool for self-reflection, highlighting the importance of understanding how tarot readers establish credibility in a field often perceived as mystical or vague. This research fills a notable gap in communication studies, which rarely delve into tarot as a meaningful interaction space, by exploring how personal dynamics influence the acceptance of alternative spiritual practices. Through a qualitative case study using an ethnographic approach, the study included in-depth interviews and participant observations with professional tarot readers in Indonesia. By applying theories of interpersonal communication, symbolic interactionism, and self-presentation, the findings illuminate several key insights: trust is co-created through interactions, symbolic meanings shape perceptions, and the way readers express their identity influences querents' trust. Tarot narratives are crafted using card symbolism, intuition, and empathetic communication techniques such as mirroring and pacing-and-leading, enabling readers to resonate with clients' emotional states. Querents' trust is enhanced by the self-image of tarot readers, conveyed through their confidence, appearance, and ability to create a welcoming atmosphere that encourages openness. The bonds and mutual understanding established during interactions are crucial for creating meaningful experiences, transforming tarot into a collaborative and conversational practice rather than a one-sided performance. The research concludes that tarot readers cultivate trust by integrating interpersonal communication strategies with symbolic techniques, positioning tarot as both a divination tool and a means for self-reflection and emotional healing. Ultimately, this sheds light on how spiritual practices gain legitimacy and psychological significance in contemporary society.

Keywords: querent, symbolic communication, tarot, tarot reader



Development of Intellectual Property (IP) for Educational Purposes and as the Mangrove Forest Mascot of Sukawali Village

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Abstract: Sukawali Village, located along the coast of Pakuhaji District in Tangerang Regency, faces significant environmental and social challenges due to coastal abrasion, the destruction of mangrove forests, limited employment opportunities, and low levels of education among its residents. This study aims to support ongoing mangrove conservation initiatives led by the Kampung Bahari Nusantara (KBN) community, which continues to face obstacles such as limited public awareness regarding the importance of mangrove preservation. To strengthen environmental education and community literacy, this research focuses on the creation of a children's storybook and animation titled "Si Kecil Mangu". The project is designed as a contribution to local educational efforts through creative media that are engaging, culturally relevant, and educationally meaningful. Employing a qualitative, practice-led research method, this study centers on the process of developing the storybook as both a research and creative output. The process includes contextual research, narrative design, illustration, and validation through community participation to ensure that the content reflects local wisdom and promotes environmental values. The method used was practice-led research that allows us as researchers to do some trial and error while developing this IP. The findings indicate that the "Si Kecil Mangu" storybook serves not only as an entertaining and educational tool but also as an accessible learning aid for children in Sukawali Village. It encourages reading habits, fosters environmental awareness from an early age, and integrates local identity into the learning process. Furthermore, the book enriches the resources available at the Rumah Pintar (Community Learning House), which is voluntarily managed by residents. Beyond its immediate educational value, the development of "Si Kecil Mangu" demonstrates the potential of locally developed intellectual property (IP) to empower communities, strengthen cultural identity, and support sustainable education. The project aligns with Sustainable Development Goals (SDGs) 14 and 15—Life Below Water and Life on Land—by embedding ecological awareness within local learning contexts. Ultimately, this study highlights the role of creative, practice-led approaches in advancing community-based environmental education and offers a replicable model for similar initiatives in other coastal regions.

Keywords: environmental literacy, intellectual property, visual storytelling, community education, mangrove conservation

Building Social Cohesiveness through Managing Village Tourism in Bandung Village, Pandeglang

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Abstract: Ecotourism has become a trend and development in the tourism industry. This is due to the growing demand and public concern for sustainability issues, which concern the environment and the future. Managing ecotourism presents an interesting challenge because it must accommodate the expectations of all stakeholders, both internal and external. The tourist village in Bandung Village, Banjar District, Pandeglang Regency, Banten, is an attractive ecotourism destination because its management involves all elements of the community and is a source of pride for the village and surrounding communities. This tourist village develops many village potentials, such as forest coffee, pandan crafts, and the Si Nyonya goldfish, a specialty of the village. This research aims to explore how village tourism can be managed to benefit the community and unite community members and participate in its management. This research approach is quantitative and uses a case study method. Several managers served as key informants, including the Village Head, the Head of the Tourism Awareness Group (Pokdarwis), and the Director of the local BUMDES. In addition to in-depth interviews with these key informants, data was also obtained from secondary sources and field observations. The results of this study illustrate that the management of this tourism village can build community cohesion, demonstrated by the active participation of all elements of society. Village leaders play a strong role in creating the tourism village concept, developing it, and overseeing its operations, which can increase income and community cohesion. The management of this tourism village is also supported by the bureaucracy, academics, the private sector, state-owned enterprises, and NGOs, resulting in positive outcomes, both financially and socially. This overview is expected to serve as a model for tourism village management in local community development.

Keywords: tourism village, Bandung village, community cohesion



Crafting Messages for Our Consumption in the Networked Public Sphere: What are the Views of Strategic Communication Agency Managers on Employing Artificial Intelligence and How are They Impacting Social Cohesion?

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Abstract: While it is often recognised that journalists, politicians and social media citizens and influencers are part of the ‘information ecology’ that contribute to our networked society, the ‘unseen hands’ of public relations practitioners should also be considered as crucial agents who may or may not engender a sense of social cohesion. Some scholars have argued that PR practitioners are “AI cheerleaders” (see Bourne, 2019) and are ‘gung-ho’ in their take up of generative AI tools. Sometimes called ‘spin doctors’, the role of these agents, representing corporations, politicians and others in their work, and their impact on the public sphere and social cohesion need to be interrogated. Our research aimed to find out the views of Australian practitioners working in Communication, Advertising, Public Relations and Marketing (CPRAM) consultancies in relation to artificial intelligence (AI), with 15 interviews taking place. We asked the question: Are CPRAM practitioners champions of AI? In what ways are practitioners incorporating AI into their work for clients? The research uses Bourdieu’s theories of social capital and ‘fields’ of practice and interrogates the work and views of those who work behind the scenes to craft key messages that resonate and may impact views and social cohesion in the networked public sphere. Recent AI scandals in Australia, including a major report for Government costing \$440,000 by consultancy firm Deloitte that was found to contain considerable inaccurate and AI generated material, have continued to erode the already shaky confidence of Australians in consultancy firms, the Government itself and the use of AI. Other recent scandals have included an Australian university, the Australian Catholic University, using AI to check for AI use in 1000s of students’ work and then falsely accusing students of AI usage. Public relations practitioners in both these cases have been called on to manage the ensuing crisis for these organisations.

Our findings suggest that far from being myopic champions of AI, leading consultancy practitioners in our Australian cohort are taking a ‘blinkers off’ approach, that involves a healthy scepticism, mixed with an appreciation for some of the benefits that AI can bring to ‘mundane tasks’. Most practitioners are providing counsel to their clients, researching the risks and benefits, and aiming to educate and guide senior leadership, while taking a slow and considered approach to incorporating AI functions in their own practice. However, some outliers are embracing AI and taking a ‘first in, best dressed approach’, aiming to embrace risks and run with the technology. We use these interviews as a starting point to question public relations practitioners’ role in both using and promoting AI, and its role in improving social cohesion, and further make recommendations for an ethical first approach, as advocated by UNESCO (United Nations Educational, Scientific and Cultural Organization) in its 2021 Recommendation on the Ethics of Artificial Intelligence.

Keywords: artificial intelligence, public relations, public sphere

From Silence to Sisterhood: Intercultural and Stigma Management Communication in Ratu-Ratu Queens

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Abstract: This research examines communication strategies for bridging divided communities through an examination of "Ratu-Ratu Queens" (the 2021 movie) and its 2025 series, which depict the lives of Indonesian women migrant workers in New York. This work presents the social realities of women living between two worlds of transnational work and cultural identity, and struggling with stigma, inequality, and social alienation. The purpose of this research is to explore how intercultural communication and stigma management communication are represented in the film and series, focusing on the characters' abilities to overcome language barriers, cultural misunderstandings, and social exclusion through open, empathetic, and reflective communication practices. The methodology used is qualitative textual analysis, examining selected scenes, dialogue, and character interactions based on the theoretical frameworks of Meisenbach's concept of stigma management communication and Samovar's intercultural communication studies. Findings reveal that stigma persists through communicative silences, gossip, and language-based exclusion that position migrant women as culturally "contaminated" or morally deviant. However, women actively resist stigma through narrative reframing and recasting migration stories as evidence of sacrifice, skill, and global adaptability. The results of this study show that these films and series depict stigma not only as external pressure from society and employers, but also as an internal struggle within migrant women to negotiate self-esteem and identity. Through humor, friendship, and shared life stories, the characters reframe the narrative, transforming work experiences and discrimination into stories of resilience, solidarity, and women's strength. Language barriers and cultural differences are presented as both sources of conflict and spaces for managing stigma. Practically, this study emphasizes the importance of intercultural communication training and cross-cultural awareness for both migrant workers and host communities, aiming to reduce stigma and foster social empathy. Theoretically, this study expands the discourse on stigma management communication by situating it in a transnational and multilingual context, demonstrating how empathy, linguistic adaptation, and narrative exchange serve as moral and cultural bridges for building solidarity across borders.

Keywords: stigma management, intercultural communication, Indonesian women migrants, Ratu-Ratu Queens



DEI-Based Community Engagement for Empowerment: The “Lawang Cemoro” Program of PT Pertamina Patra Niaga Integrated Terminal Semarang

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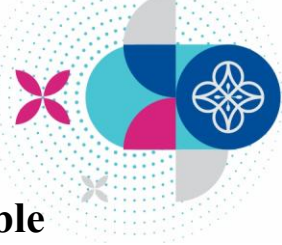
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Abstract: Social inequality in the coastal community of Tanjungmas Village, North Semarang, remains a major issue covering environmental, economic, social, educational, and health aspects. For example, there were 14 cases in Tanjung Mas Village between 2022 and 2025, including domestic violence, sexual violence, child custody violence, and pregnancy outside of marriage. Based on these issues, corporations have a role to play in providing social and environmental responsibility programs. Companies should not only focus on achieving financial profits, but also face social responsibility demands through programs that cover various aspects of life. The theoretical basis of Community Engagement is an important part of public relations, which aims to build inclusive and sustainable relationships between companies and the surrounding community. Therefore, the implementation of a Diversity, Equity, and Inclusion (DEI)-based Community Engagement program has become a strategic approach in community empowerment to help overcome these problems. This study aims to analyze the implementation of a DEI-based Community Engagement program at the Integrated Terminal of PT Pertamina Patra Niaga and how the community perceives the program. The research method used is qualitative with a case study approach, using data collection techniques through interviews with 13 informants who are members of the Tanjung Mas urban village community, community leaders (SAPA & L SAPA volunteers), communities (ASN Mengajar, JPPA (Women and Children Protection Network)), Anantaka Foundation, government (Tanjung Mas village, North Semarang sub-district, health center, Semarang City Health Office, Women and Children Empowerment Office (DP3A)), Amino Mental Hospital, and Manager of PT Pertamina Patra Niaga Integrated Terminal Semarang) and document analysis. This study enriches the literature on Community Engagement with perspectives on DEI and sustainability. In addition, companies and policymakers can use the DEI perspective in designing Community Engagement programs to emphasize the importance of inclusiveness and empowerment of vulnerable groups in order to increase community participation. The results of the study show that the Lawang Cemoro program involves the community inclusively, optimizes the participation of vulnerable groups, and improves access to social and economic services. Community Engagement is viewed from the aspects of content (SAPA volunteer capacity building training program, domestic violence prevention facilitator training, rights-based child assistance training), sources (Tanjung Mas urban village community, community leaders, communities, government), and process (program roadmap design, publication through mass media and social media, implementation of community development programs, SDG verification reports). The Lawang Cemoro program also serves as a forum for dialogue between companies, communities, and governments for sustainable empowerment. The implementation of company programs also contributes to the achievement of Sustainable Development Goals (SDGs) indicators. The success of this program demonstrates the importance of the DEI approach in Community Engagement programs as a foundation for inclusive and sustainable community empowerment, accompanied by communication

strategies and community participation that are responsive to program implementation in the field.

Keywords: Community Empowerment, Community Engagement, DEI, Sustainability, Vulnerable Groups



Inclusive Storytelling in Urban Walking Tours: A Sustainable Communication Approach to Rediscovering Bandung's Forgotten Histories

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Abstract: This study explores how inclusive storytelling in urban walking tours can function as a strategic communication approach to support sustainable tourism and participatory heritage practices. Focusing on Cerita Bandung, a community-based walking tour initiative in West Java, Indonesia, the research examines how storytellers engage diverse participants through personalized, socially inclusive narratives that revive forgotten histories and marginalized voices. The study employs a qualitative methodology involving ethnographic fieldwork, including participatory observations, semi-structured interviews with three lead storytellers, and thematic narrative analysis from ten walking tour sessions in routes such as Braga, Pecinan, and Cicendo. Findings reveal that Cerita Bandung's storytellers, such as Femis Aryani and Anindito Yoga, adapt their storytelling styles in real time to the audience's background, interests, and responses, fostering two-way interactions that transform participants from passive listeners into co-narrators. Stories such as the lost Kampung Doby, untraceable in digital records, are reconstructed through oral history and delivered with emotional nuance, humor, and local vernacular, increasing memorability and emotional connection to place. The study highlights that storytelling not only enhances cognitive learning but also cultivates empathy, intergenerational dialogue, and cultural sensitivity among participants. These practices align with inclusive tourism communication principles by ensuring the accessibility of narratives, recognizing non-dominant histories, and actively involving diverse audiences. From a theoretical perspective, the study extends Fisher's Narrative Paradigm and integrates it with inclusive communication and sustainable heritage frameworks, demonstrating that storytelling in tourism is not merely a marketing tool but a participatory and ethical act. In practice, the research recommends that tour guide training emphasize inclusive communication skills, such as dialogic engagement, cultural responsiveness, and narrative co-creation, to build meaningful, socially responsible tourism experiences. As such, Cerita Bandung serves as a model for inclusive urban tourism that not only promotes local identity but also democratizes heritage interpretation through community-driven storytelling. This approach contributes to more equitable, sustainable, and emotionally engaging forms of tourism in postcolonial urban settings.

Keywords: Cerita Bandung, inclusive, sustainable tourism, tourism communication, walking tour

Discipline and Body Control: A Study on University Students' Interpretations of LGBTIQ and Gender Diversity at Universitas Negeri Yogyakarta

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Abstract: The discourse on LGBTIQ issues in Indonesia continues to be shaped by dominant moral narratives that position non-heteronormative identities as deviant and as a threat to the social order. Society has not yet fully accepted LGBTIQ identities as part of the diversity of human identity, as religious and social norms often emphasize rejection of non-normative orientations and expressions. This moral framing creates a clear boundary between what is perceived as right and wrong, casting LGBTIQ identities as deviant while positioning heterosexuality as the moral standard. Since 2016, public debate has been increasingly marked by moral panic triggered by statements from government officials and amplified by mainstream media coverage. These narratives construct LGBTIQ individuals as a “dangerous collective,” reinforcing stigma, limiting public empathy, and disciplining bodies through moral surveillance that encourages conformity to heterosexual norms and restricts expressions of gender and sexual diversity. This study draws on Michel Foucault’s concept of discipline and body control to examine how moral and institutional mechanisms regulate expressions of gender and sexual diversity within higher education. Employing a qualitative phenomenological approach, data were collected through in-depth interviews with students at Universitas Negeri Yogyakarta (UNY) to explore their lived experiences and the meanings they attach to LGBTIQ identities. Although UNY upholds the Pancasila principles of unity and respect for diversity, these ideals have not yet been fully translated into inclusive sexuality education or structured initiatives that foster critical understanding and inclusivity on campus. The absence of such education leaves stereotypes, biases, and moral framings unchallenged within the university environment. The findings reveal that students’ interpretations of LGBTIQ identities are shaped by an interplay of institutional norms, peer interactions, and broader cultural and moral frameworks. These processes illustrate how social power operates through everyday communication to sustain moral order and discipline the body, thereby constraining the acceptance of gender and sexual diversity. Academically, the research contributes to communication and gender studies by contextualizing Foucault’s notion of discipline and body control within the Indonesian higher education setting. Practically, it provides a foundation for the development of comprehensive and inclusive sexuality education programs that embed UNY’s institutional values into concrete and transformative initiatives.

Keywords: Discipline, Body Control, LGBTIQ, Students



Discourse of Heteronormativity: Constructing the Meaning of LGBTIQ among Students at Gadjah Mada University

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Abstract: This research aims to describe the understanding of the LGBTIQ concept among students at Gadjah Mada University (UGM) in the context of gender and sexual diversity. The study's focus is not limited to the level of factual knowledge but also on how the meaning of LGBTIQ is produced, negotiated, and maintained through everyday communication practices in the campus environment. Thus, this research seeks to uncover the dynamics of power discourse that shape how students interpret the term LGBTIQ and its implications for academic social life. This research employs a qualitative approach with a phenomenological method to explore students' subjective experiences in understanding gender and sexuality diversity issues. Data collection techniques were carried out through in-depth interviews with students selected as participants based on predetermined criteria. The choice of a phenomenological approach is based on the goal of deeply uncovering the participants' experiences, perspectives, and meaning constructions within the social, cultural, and academic context they live in. The research findings indicate that students' understanding of the LGBTIQ acronym is full of diversity, rather than being formed through a complex interaction of family values, religious teachings, educational experiences, and the public and academic discourse they have known and understood throughout their lives. The findings of this study also show that campus communication practices become an arena for the struggle for meaning, where dominant discourses such as heteronormativity and socio-religious norms often marginalize alternative interpretations of gender and sexual diversity. Nevertheless, there are students who articulate non-dominant discourses by emphasizing the values of inclusiveness, human rights, and freedom of expression. Data analysis was conducted by emphasizing the relationship between communication and gender, language and the power of knowledge, as understood within the framework of discourse and heteronormativity. This analysis indicates that there is still incorrect, partial, and even misleading knowledge regarding gender and sexuality issues. Theoretically, this research confirms the importance of comprehensive and inclusive sex education in the student environment. Furthermore, this research enriches the study of communication, gender, and sexuality by integrating Michel Foucault's perspective on the relationship between language, knowledge, and power, as well as the concepts of dominant discourse and heteronormativity.

Keywords: LGBT, discourse, students, heteronormativity

Participatory Consumer Experiences in Shaping Brand Image: A Qualitative Study of the 2025 Teh Botol Sosro Packaging Design Competition

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Abstract: This study aims to analyze consumers' participatory experiences in the Teh Botol Sosro 2025 packaging design competition and to explore how such involvement contributes to the formation of brand image through a co-creation process between participants and the brand. Using a descriptive qualitative approach with a case study method, the research involved six informants who participated in the competition, consisting of winners, non-winners, loyal consumers, and non-loyal consumers. Data were collected through in-depth interviews, non-participant observation, and documentation studies, then analyzed using Miles and Huberman's (2014) interactive analysis model. The findings reveal that participants' participatory experiences can be explained through the DART framework (Dialogue, Access, Risk-benefit, Transparency), which represents the conceptual foundation of co-creation. Among these elements, access and risk-benefit emerged as the strongest dimensions driving creative collaboration and reinforcing participants' positive experiences, while dialogue and transparency remained limited due to one-way communication from the brand. Consequently, the potential for reciprocal interaction in the co-creation process has not been fully realized. Through their creative engagement in the design process, participants acted not merely as passive message recipients but as brand value co-creators who helped shape strong, positive, and unique brand associations with Teh Botol Sosro. The dimensions of strength, favorability, and uniqueness in brand image showed significant enhancement, particularly among winning participants who received further collaboration opportunities with the brand in post-competition activities such as exhibitions and co-branded merchandise. Furthermore, the study identifies a transformation of winning participants into brand advocates who voluntarily engage in organic promotional communication as a form of emotional satisfaction and personal attachment resulting from the co-creation process. The participation of non-loyal consumers also contributed to expanding the brand's meaning and strengthening Teh Botol Sosro's brand image through creative contributions on social media. The role of user-generated content (UGC) and digital media, particularly Instagram, proved significant in fostering a participatory culture where consumers actively act as both co-creators and amplifiers of brand messages within the digital communication ecosystem. Overall, this study emphasizes that consumer participation in creative competitions functions not merely as a promotional instrument but as a structured and continuous co-creation strategy to strengthen brand image and build deeper emotional relationships between consumers and the brand.

Keywords: Co-creation, Brand Image, Consumer Participation, DART Framework, User-Generated Content



Regime of Truth, Heteronormativity, and LGBTIQ Meaning Among Students at Sanata Dharma University

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Abstract: This study aims to understand and analyze how power-knowledge and discourse influence the construction of Sanata Dharma University students' understanding of Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ) in the context of religious higher education, specifically the Catholic religion. The background of this research stems from the widespread discrimination, stigma, and persecution experienced by the LGBTQ community in Indonesia, which is influenced by political, media, and especially religious discourse. Catholic-based universities are important spaces to research because, on the one hand, there is church doctrine that rejects homosexual practices, but on the other hand, there is the teaching of love and respect for human dignity, which emphasizes openness to all of humanity. The research method used is qualitative with a phenomenological approach. Data was obtained through in-depth interviews with four active Sanata Dharma University students who were purposively selected. The research findings indicate that students' understanding of LGBTQ is not homogeneous but rather influenced by the interaction between religious discourse, state policies, campus regulations, and personal experiences. Religious discourse becomes a dominant factor: Catholic doctrine emphasizes rejection of homosexuality by referencing scripture, but the teaching of universal love promotes an accepting attitude toward LGBTQ individuals as fellow human beings. This tension between doctrine and love gives rise to ambivalence in students' interpretations: some view LGBTQ as a moral deviation, while others emphasize the importance of respecting human dignity and a humanistic approach. The implications of this research, theoretically, enrich the literature on discourse analysis, gender, and sexuality as social constructs, not just as a dominant form of rejection in the context of religious higher education. Practically, this research promotes the creation of inclusive and comprehensive education for all segments of society, thus minimizing misleading information regarding LGBTQ understanding and building a fairer, more open academic space. Additionally, this research can serve as a reference for civil society organizations and human rights institutions in developing more contextual advocacy strategies.

Keywords: LGBT, students, Catholic University, religious discourse

Customer Journey of New and Loyal Customers in the Context of Multichannel Communication: Learning Center Case Study

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Abstract: This research aims to explore and compare the customer journey of new customers and loyal customers in their interactions with multichannel communication at a learning center called Balai Besar Pendidikan Penyegaran dan Peningkatan Ilmu Pelayaran (BP3IP) or Center for Refreshment Education and Improvement of Maritime Science in Jakarta. The study seeks to identify critical touchpoints, channel preferences, and differences in decision-making processes, providing insights for optimizing communication strategies that support both recruitment of new participants and retention of loyal ones. This research adapted the Hierarchy of Effects Model from Lavidge and Steiner, which further developed by Kumar, and incorporating the Post-Purchase Behavior concept from Kotler and Keller, By employing a qualitative exploratory approach, data were collected through semi-structured interviews with ten informants—five new customers and five loyal customers of BP3IP Jakarta—selected using purposive sampling. The data were analyzed using Journey Mapping Analysis and Touchpoint Analysis to capture patterns of interaction and channel effectiveness. Findings reveal significant differences between new and loyal customers. New customers experience complex, non-linear journeys that demand comprehensive validation across multiple digital platforms. Their critical touchpoints include easy registration requirements, competitive costs, and the institution's strategic location. Visual-based platforms such as Instagram and TikTok Live are highly effective during the awareness and knowledge stages. In contrast, loyal customers display more efficient and focused journeys, relying primarily on their previous experiences and maintaining direct communication with the institution through WhatsApp. For this group, the availability of online learning methods and flexible training schedules are decisive factors. Across both segments, WhatsApp proved to be the most effective channel, providing responsive, personalized communication. The study underscores the necessity of differentiated communication strategies for distinct customer segments. In practice, institutions such as BP3IP Jakarta should design tailored engagement strategies, comprehensive and persuasive for new customers, and efficient relationship-focused approaches for loyal ones. In theoretical aspect this research contributes by contextualizing the Hierarchy of Effects Model within vocational maritime education, expanding its application beyond traditional commercial settings, and integrating it with multichannel communication frameworks.

Keywords: Customer journey; multichannel communication; new customer; loyal customer; Hierarchy of Effects Model



Interpersonal Communication in Marriages Affected by Economic Disparity

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Abstract: The issue of economic inequality, particularly in contexts where the wife earns significantly more than the husband, has become a major trigger for the rising number of divorce cases. This research is motivated by this phenomenon, where economic disparity within a marriage intrinsically creates fundamental tension and a complex shift in relational power dynamics. This study aims to deeply understand how these differences in financial resources are perceived and experienced by couples in their daily interactions, moving beyond mere statistics. The primary objective is to explore and elaborate on the essence of the lived experience of interpersonal communication in couples facing economic disparity, seeking to uncover the deepest meanings behind their interactions and conflicts.

To achieve the necessary depth of understanding, this study employs a qualitative methodology with an Interpretative Phenomenological Approach. This approach specifically focuses on comprehending the subjects' subjective meaning regarding their experience of economic inequality, which cannot be quantitatively measured. Data collection was conducted intensively through In-Depth Semi-Structured Interviews, a crucial technique for facilitating rich narratives (thick description) and accessing hidden layers of emotional nuances such as self-esteem issues, shame, and intimacy dynamics. Data analysis was directed at identifying core experiential structures using the framework of Interpersonal Communication Theory, specifically the dimensions of openness, equality, and empathy, which serve as conceptual tools for analyzing the manifestation of power. The research findings consistently demonstrate that the experience of economic inequality fundamentally transforms the dimensions and patterns of interpersonal communication. We successfully identified two essential core experiential structures: "internalized shame" experienced by the husband due to the perceived failure to fulfill the traditional role of the primary provider, which results in a decrease in communication initiative and engagement; and "silent power negotiation" on the wife's part, where financial power is articulated non-verbally through the dominance of practical decision-making, rather than through open confrontation. The Discussion elaborates that these emotional and behavioral structures function as a central key to understanding why couple communication becomes vulnerable under financial stress, particularly with the hindrance of the openness and equality dimensions in the exchange of sensitive information. Theoretically, this study makes a significant contribution to the understanding of relational communication by providing a concrete first-person experiential foundation, offering valuable insights for counselors and professionals assisting couples in complex socio-economic contexts.

Keywords: Interpersonal Communication, Phenomenology, Economic Inequality, Divorce Conflict, Couple, Marriage

Socio-Cultural Communication Strategies in Consensus Decision-Making: Ethnographic Insight into Traditional Leadership among Niniak Mamak

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Abstract: The purpose of this study is to identify the socio-cultural communication methods used in consensus-based decision-making among Niniak Mamak in Nagari Koto Tengah Simalanggang, Payakumbuh District, Lima Puluh Kota Regency, West Sumatra Province. Niniak Mamak are respected figures who serve as traditional leaders from the matrilineal lineage in the Minangkabau socio-cultural system, tasked with preserving and passing on cultural heritage and traditional values that strengthen social cohesion. This study investigates the role of Niniak Mamak as traditional leaders who guide and control children, nephews, and nieces in the family to ensure compliance with traditional Minangkabau values. Their leadership guidelines refer to Customary Law Book of Koto Tengah Simalanggang (Kitab Adat Istiadat Nagari Koto Tengah Simalanggang), which serves as a normative framework for regulating family relationships, marriage, and the inheritance of ancestral property. Each nagari in West Sumatra has its own rules, based on deliberations by Niniak Mamak. If there are articles in the Koto Tengah Simalanggang Nagari Customary Law that are not in line with the modern context, Niniak Mamak will discuss adjustments to these rules in line with contemporary conditions. Through adherence to these customary rules and traditions, Niniak Mamak help preserve cultural continuity and harmony. This study uses a qualitative ethnographic approach based on the perspective of resistance and control theory. Data were collected through in-depth interviews, participatory observation, and document analysis to capture the real experiences and interpretations of Niniak Mamak from three jorong in Nagari Koto Tengah Simalanggang. Niniak Mamak gather at the Nagari Administration Office once every one to two months under the leadership of the KAN (Kerapatan Adat Nagari) chairman. The organizational structure of KAN (Kerapatan Adat Nagari) consists of a chairman, secretary, and treasurer. Based on the findings, communication practices among Niniak Mamak are based on respect, family ties, and deliberation, which are used to address contemporary challenges while maintaining traditional values. This research contributes to the understanding of how the traditional leadership system itself has developed, providing insight into how the wisdom of Niniak Mamak guides the younger generation and helps maintain the integrity of Minangkabau culture.

Keywords: Consensus decision-making; Minangkabau culture; Niniak mamak; Traditional leadership



Ambassadors as Digital Communicators: Persona-Driven Practices on X during the Period of Expo 2025 Osaka

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Abstract: In today's networked world, the competition for information waged by governments and embassies has expanded into the online space. Ambassadors are also expected to serve as cross-cultural communicators in the digital realm who engage international audiences through emotionally resonant communication. This reflects how digital technologies have transformed diplomatic norms and practices (Manor, 2019). Japan hosted the Expo between April to October 2025 which served as a timely platform for diplomatic communication that bridges global and national narratives. This study examines how Japanese ambassadors abroad utilize social media as communicative tools for fostering mutual understanding and social cohesion between Japan and host societies. The study employs a mixed-method approach combining quantitative content analysis and qualitative thematic analysis. First, all officially active X (Twitter) accounts of Japanese ambassadors (n = 26) were identified. Profile descriptions and language use were examined to assess the degree of ambassadors' engagement with host-country cultures. Subsequently, posts during the Osaka–Kansai Expo 2025 period (April 14–October 13, 2025) were analyzed for content type, tone, and engagement metrics. The fact that many accounts were opened in the last five years indicate that Japanese ambassadors are relatively latecomers to the field of digital diplomacy. Yet, ambassadors who show high level of engagement with host-country cultures tend to generate higher engagement by other X users suggesting that this form of persona-driven public diplomacy may serve as a micro-level practice contributing to social cohesion between nations. It may position ambassadors as “digital connectors” who embody their serving country's cooperative image abroad. Practically, the findings highlight the potential of ambassadorial communication as a people-centered approach to public diplomacy. Theoretically, the study contributes to the intersection of mediated public diplomacy and intercultural communication by illustrating how individual actors within institutions can humanize state communication through digital means. It calls for reconceptualizing diplomacy not merely as policy-driven but as socially relational and participatory in nature.

Keywords: Ambassadors, social media, digital diplomacy, intercultural communication, Japan

Negotiating Faith through Fandom: Transcultural Appropriation and Hybrid Muslim Identity in Indonesia's K-Pop Community

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Abstract: This paper investigates the dynamics of transcultural appropriation and hybrid identity formation among Muslim K-Pop fans in Indonesia by focusing on X-Kwavers, a youth community that integrates Korean popular culture with Islamic values. Using the conceptual frameworks of transculturation (Rogers, 2006), cultural hybridity as communicative practice (Kraidy, 2002), and identity as conjunctural and relational (Clifford, 1988), this study explores how religious youth actively negotiate their subjectivity through the consumption and reinterpretation of global popular culture. Rather than viewing K-Pop as a secularizing threat, X-Kwavers strategically appropriate elements of Korean pop aesthetics—language, music, symbols—and reframe them within the moral framework of Islam. Programs such as XSchool, Islamic classes infused with K-Pop references, demonstrate how transcultural content is indigenized and utilized for religious learning, community building, and value internalization. K-Pop becomes both a medium and method for dakwah: a means of communication that resonates emotionally with young audiences without compromising their religious identity. The study reveals that these hybrid practices function as a form of symbolic resistance to two intersecting hegemonies: the stigmatization of Muslim youth who consume non-Islamic cultural products, and the homogenizing forces of transnational capitalist culture. While X-Kwavers' activities remain embedded in the global cultural economy—through fan-made merchandise, themed events, and social media branding—they simultaneously create a “third space” where Islamic principles and pop culture converge. The findings argue that this cultural configuration should not be reduced to mere passive globalization or religious dilution. Instead, it exemplifies how young Muslims exercise agency in negotiating faith, identity, and cultural desire. In doing so, they rearticulate the boundaries of Islamic expression in contemporary times, showing that hybrid, transculturated spaces are vital arenas for cultural resistance, spiritual reimagination, and collective belonging in the age of global media.

Keywords: Transculturation, hybridity, K-Pop, Fandom



Shaping Digital Organizational Culture: Finding the Role of Transformational Digital Leaders

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Abstract: Background: Rapid social change and advances in digital technology have become powerful forces compelling organizations to continually transform in order to ensure their sustainability and success. The role of digital transformational leadership emerges as a key determinant of organizational change success. Digital transformational leaders are tasked not only with adopting new technologies, but also with fostering an inspiring, inclusive, and empathetic work environment. Purpose: This research aims to investigate the role of transformational leaders in shaping a digital organizational culture. Method: Using a qualitative approach, this study delves into the activities undertaken by digital transformational leaders in shaping digital organizational culture. Data were collected through interviews with seven leaders from seven organizations. Findings: The findings reveal that digital transformational leadership is characterized by a strong long-term vision that steers the organization toward technology-based adaptation and innovation. Digital transformation within an organization is not determined solely by the technologies employed, but is significantly influenced by leaders who demonstrate exemplary conduct and courage in innovation. This transformation impacts not only changes to structure and processes, but also directly empowers employees through access to digital technology and the cultivation of a strong collaborative culture. Moreover, digital transformational leaders play a crucial role in promoting continuous learning and flexibility in the face of change, particularly when navigating the ever-evolving dynamics of digital transformation. The digital transformation occurring within organizations not only alters work methods but also reshapes the communication culture between leaders and members. An important aspect of this transformation is the establishment of two-way, open, and transparent communication through the utilization of various digital channels. Conclusion: Digital transformational leadership is key to fostering an innovative and change-responsive organizational culture. The effective implementation of digital technology, supported by visionary and inclusive leadership, can enhance operational efficiency, member participation, and organizational adaptability to external environmental dynamics. Implication: This study provides a robust foundation for further research on digital transformational leadership and its implications for organizational culture across various contexts.

Keywords: Transformational Digital Leaders, Digital Organizational Culture, Technology-Based Adaptation, Organizational Sustainability

The Strategy on the Usage of Film by Rumpun Nurani within the Mental Health Campaign #Connecttocare

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Abstract: Mental health related issues have since become an issue with increasing severity, with current statistical data showcasing that 13% of the world's disease burden is contributed by mental health problems, with further projections indicating that at least 45% of the global disease burden for people between the ages of 10 to 24 will likely experience some form of mental disorder. This problem is further reflected within Indonesia, showcasing rates of at least 859.10% of underreported rates concerning suicide. Hence campaigns focusing on mental health problems aim to decrease its rise, however, mental health campaigns within Indonesia often experience implementation problems ranging from the persistence of stigma, and the persistence of negative perception towards mental health. Rumpun Nurani, and their campaign of #connecttocare, has since paved a way in mitigating mental health problems through the use of film as an alternative media for communication. Utilizing framing techniques that aim to construct reality in a reflective manner for the audience, target publics of #connecttocare are able to build empathy towards the problem of mental health. Utilizing a qualitative approach, the study aims to describe the strategy utilized by Rumpun Nurani within their campaign of #connecttocare, and their utilization of film as an alternative media for communication. Film in this context has yet to be explored in depth, within the context of mental health campaigns in Indonesia, as films present themselves as forms of reflective media for specific target publics that seeks to illustrate itself as a non-exclusive media for audience. Results of the study have since projected that the potential of film used as an alternative media for campaign strategies has proven positive results, such as being used as a medium to build empathy, stimulate behavioral change, and even be used as a bridge in decreasing generational gap within the understanding of mental health problems. The study provides evidence supporting the use of film as an alternative media, especially within the context of mental health campaigns within Indonesia. However, implementation problems still arise not within the process of the campaign of #connecttocare, but rather within the consistency of the behavioral change within the audience, and their retention of behavioral change. This implication suggests the potential for a more in-depth analysis within the context of post campaign activities, and how certain campaign messages retain its meaning after the duration of the campaign.

Keywords: Film, Media Framing Theory, Mental Health, Campaign Strategy



Community Perceptions of Local Government Public Relations Initiatives: A Case Study of Bushcare Program in Sydney

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Abstract: This paper investigates how local government public relations initiatives can foster community cohesion and environmental stewardship through dialogic engagement and organisational listening. Focusing on a volunteer bushcare program in Sydney, Australia, the study explores community perceptions of strategic communication efforts aimed at maintaining urban bushland—critical ecological corridors that mitigate climate change impacts and support biodiversity. Sydney’s extensive urban bushland plays a critical role in preserving biodiversity, mitigating climate change impacts, and maintaining ecological connectivity across the city. However, these green spaces face increasing pressure from ongoing urban development, heightening their significance for both environmental and community wellbeing. Since the early 1990s, local councils have implemented volunteer programs that not only support ecological restoration but also serve as platforms for community education and engagement. These programs offer residents opportunities to actively participate in the care of public bushland, reinforcing shared values and civic responsibility. Drawing on public relations theory, this paper critiques traditional top-down models that position government as the sole arbiter of community-building. Instead, it foregrounds citizen perspectives and examines how dialogic engagement—two-way, inclusive communication—and organisational listening—attentive, responsive practices—can empower publics and enhance trust. The case study highlights how one council strategically communicates with its diverse constituency to attract volunteers, promote inclusion, and build long-term relationships. Through qualitative analysis of community feedback and council messaging, the research contributes to evolving scholarship on participatory public relations. It argues that when local governments genuinely listen and engage in dialogue with their communities, they not only strengthen environmental outcomes but also cultivate resilient, inclusive civic networks.

Keywords: Dialogic Public Relations, Community Engagement, Local Government, Urban Bushland, Volunteer Programs

Subtheme 4: Media Literacy (including AI) and its Role in Enhancing Social Cohesion



Schema Mismatch of Shanghai's Cross-Cultural Image from a Psychological Distance Perspective: An Empirical Analysis Based on DeepSeek

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Abstract: In the global context, the international image of Shanghai exhibits a significant phenomenon of “image misalignment” in cross-cultural cognition, which calls for systematic exploration from the perspective of psychological mechanisms. Drawing on the large language model DeepSeek, this study constructs a four-dimensional framework—spatial distance, linguistic abstraction, landmark frequency, and semantic appellation—to classify near- and far-distance psychological groups, and to measure sentiment orientations and cognitive themes. A three-tier schema—keywords, topics, and meta-themes—is extracted to identify the causes of image misalignment. Based on social media corpora, a quantitative framework of psychological distance is developed. Sentiment analysis reveals stable differences in emotional polarity between near and far groups, while the stratification of “cultural region × psychological distance × sentiment” highlights three layers of schemas. Further analysis uncovers a three-dimensional misalignment encompassing content, emotion, and value, as well as its underlying mechanisms. On this basis, the study proposes communication strategies tailored to cross-cultural audiences.

Keywords: Psychological Distance, Schema Induction, Image Misalignment, Cross-Cultural Communication, DeepSeek

Adapting DACUM Model for Mapping Artificial Literacy Competence: A Methodological Innovation

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Abstract: Improving the understanding and literacy of artificial intelligence (AI) is an urgent need in various fields of higher education, including Communication Studies. However, a systematic and contextual methodological approach to mapping AI literacy competencies in non-technical domains is lacking. This study offers methodological innovation through adapting the Developing a Curriculum (DACUM) model as a qualitative approach to identifying and formulating competencies based on field needs. This research was conducted by a team of lecturers from across Indonesian universities, who collaboratively developed a proposal based on accredited literature and developed interview instruments and Focus Group Discussion (FGD) guidelines. In-depth interviews were conducted as an exploratory stage to gather initial perspectives from stakeholders (academics, media practitioners, and the technology industry). Initial interview findings were then used to develop a DACUM-based FGD framework. Uniquely, the entire FGD preparation process was conducted online via Zoom, presenting challenges and new opportunities in implementing virtual DACUM. This process produced key points containing core competency domains and supporting tasks. It demonstrated how AI literacy's knowledge, skills, and attitudes (KSAs) dimensions were constructed through cross-sector interactions (pentahelix: academics, media, industry, community, and government). This article focuses on critical reflection and methodological argumentation of using DACUM as an innovative qualitative approach. The findings indicate that DACUM is effective in: (1) systematically summarizing empirical experience, (2) facilitating collaboration between stakeholders, and (3) producing applicable and ethically nuanced competencies. Furthermore, the involvement of inexperienced researchers in DACUM encouraged the implementation of simulations as a strategy to improve procedural accuracy. This study recommends that DACUM can be adapted to the needs of technology-based competency mapping in communication studies, provided that modifications are made to facilitate, instrument, and strengthen participatory validity. Implications of this article include the development of a competency-based curriculum for AI literacy in communication studies of higher education. This research also expands the DACUM methodology to non-educational studies. (This abstract uses AI to improve readability. The author is responsible for validating the content, which the author conceived initially.

Keywords: Artificial Intelligence literacy; DACUM; competency mapping; communication studies



Contagion and Inoculation of Digital Misinformation in Indonesian Customary Communities: Implications for Social Cohesion in Networked Societies

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Abstract: This study examines how digital misinformation spreads (“contagion”) and can be mitigated (“inoculation”) in two Indonesian customary communities – the Aliran Kebatinan “Perjalanan” (AK Perjalanan) in West Java and the Baduy in Banten – in the context of enhancing social cohesion in networked societies. The research seeks to reveal how local wisdom and traditional communication practices can be adapted to prevent the spread of disinformation via social media, thereby strengthening community bonds and resilience. A new ethnographic approach involved in-depth field observations and interviews within the two communities. This qualitative method enabled the researchers to understand how these groups redefine identity and maintain cohesion through face-to-face interactions and digital media usage. The findings indicate that even communities governed by strict customary rules have adopted digital tools and social media under external pressures. Consequently, misinformation has “infected” these groups, integrating them into a broader virtual network where traditional gatekeeping is weakened. A new hybrid social sphere has emerged in which members simultaneously inhabit their real-world community and the online society. However, this digital engagement has outpaced the development of digital resilience, making individuals susceptible to false information. Notably, the Baduy and AK Perjalanan communities leverage local wisdom (such as community deliberations and taboos) as informal inoculation mechanisms to question dubious content and reinforce social norms. Yet, these indigenous safeguards alone are not always sufficient to repel the contagion of misinformation. Practically, the study underscores the need for culturally tailored digital literacy and “prebunking” initiatives. Community leaders and government agencies should collaborate to educate less digitally-savvy members (especially youth and elders) about verifying information, thereby boosting collective immunity to misleading content. Such efforts can enhance social cohesion by preserving trust and shared understanding in the face of divisive online narratives. Theoretically, the research bridges contagion and inoculation theories with indigenous communication, demonstrating that traditional communities are not isolated from global information flows. It contributes to scholarly debates by highlighting how technological determinism interacts with local agency: while digital media can erode customary information gatekeepers, indigenous values can serve as a buffer against complete fragmentation. The findings invite further research on strengthening social cohesion in networked societies by integrating indigenous knowledge systems and modern communication strategies.

Keywords: Contagion digitalities; customary communities; digital culture; misinformation; social cohesion.

Indonesia's Future in the Grip of Algorithms: A Critical Examination of Hans Jonas's Thoughts on 'Life' in the Era of Artificial Intelligence

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Abstract: The rapid and pervasive advancement of Artificial Intelligence (AI), characterized by technologies like Generative AI and Big Data, presents an existential challenge that fundamentally reshapes human conditions and demands a new ethical framework. While AI adoption is accelerating in Indonesia, evident in social media, e-commerce, and public digital services, this technological surge is often outpaced by regulatory gaps and a lack of ethical literacy. This paper critically examines the thought of philosopher Hans Jonas, specifically his seminal work, *The Imperative of Responsibility*, as the most adequate ethical compass for navigating Indonesia's unpredictable algorithmic future. Traditional ethics, primarily concerned with proximate human-to-human interaction, proves insufficient against the non-local, non-reversible, and non-compensable risks posed by modern technology like AI. Jonas's new categorical imperative—"Act so that the effects of your action are compatible with the permanence of authentic human life on Earth"—expands the scope of moral duty to include the distant future and the preservation of 'authentic life'. Central to this is the Heuristic of Fear, which mandates the projection of worst-case scenarios to proactively activate ethical alertness, a principle highly relevant for Indonesian policymakers. AI poses a direct threat to this concept of 'authentic life' by eroding human autonomy through algorithmic biases, manipulative recommendation systems, and the creation or exacerbation of social, racial, and gender injustices. Applying Jonas's framework to the Indonesian context reveals a critical tension between the ethical demand for long-term responsibility and the nation's short-term economic pragmatism in adopting AI. The paper argues that traditional Indonesian social principles, such as *Gotong Royong* (mutual cooperation), must be expanded to encompass digital and ecological responsibility in the age of algorithms. Furthermore, a critical analysis of specific Indonesian AI cases (e.g., its use in elections, digital credit systems, or public surveillance) illustrates the urgency for public policy to adopt Jonas's risk-mitigation approach. Ultimately, this study proposes that Jonas's ethics provides a necessary ethics for civilization, serving as a moral safeguard to ensure that Indonesia's transition into an algorithmic era does not sacrifice the fundamental dignity, autonomy, and 'authentic life' of its future generations. This paper employs a philosophical literature review and critical analysis. The first phase involves an in-depth exegesis of Hans Jonas's major philosophical concepts, particularly *The Imperative of Responsibility*, focusing on his critique of traditional ethics, the new categorical imperative, the Heuristic of Fear, and the concept of 'Life' as the object of ethics. The second phase applies these Jonasian concepts as a critical lens to analyze contemporary trends, case studies, and policy challenges related to the development and implementation of Artificial Intelligence within Indonesia's socio-cultural and political context. This dual approach aims to derive specific ethical guidelines and policy recommendations for responsible AI governance in the country.

Keywords: Hans Jonas, imperative of responsibility, artificial intelligence (AI)



Adolescent Digital Literacy in Platformed Environments: From Access to Outcomes

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Abstract: Networked societies depend on practices that keep conversation civil and relationships intact. For adolescents, much of this now happens in platformed spaces, including group chats, direct messages, and short video threads, where speed and visibility mean the social cost of being wrong can exceed the cognitive cost of checking first. Here digital literacy for ages 12 to 18 is as much a social practice as a technical skill (boyd, 2014; Lim, 2019). This paper offers a literature driven conceptual framework linking adolescent digital literacy to trust and social cohesion by specifying what to teach, how it works, and when it works best.

We braid three lines of work. First, research that moves the digital divide beyond binary access foregrounds skills, practices, uses, and third level outcomes (van Deursen and Helsper, 2015; Global Kids Online, 2019; Smahel et al., 2020). Second, learning science and self-efficacy traditions show how light scaffolds, worked examples, and stepwise checklists support transfer and persistence under time pressure (Bandura, 1997). Third, studies of youth networked culture, facework, and family and peer mediation explain how tactful correction preserves relationships. Grounded in Singapore and Southeast Asia, where participation is mobile first, multilingual, and shaped by shared devices and uneven access, the synthesis yields a mechanism focused model that traces inputs, processes, proximal outcomes, and boundary conditions, including peer norms, digital capital, and access infrastructures.

The contribution is a portable three move micro sequence: Interpret, Verify, Respond. Interpret asks students to restate a message in plain language and separate content from performance cues. Verify introduces fast, proportionate checks of source, provenance, and cross reference. Respond provides a face-saving corrective calibrated in tone, timing, and channel. These moves reduce cognitive load, strengthen digital self-efficacy, and supply civility scripts that lower perceived relational risk. Proximal outcomes include clearer comprehension, improved verification performance, and higher willingness and quality of tactful peer correction. Guiding questions structure the research agenda: which design features most enhance comprehension and verification, how self-efficacy and peer norms jointly shape the willingness and quality of tactful correction, and under what conditions classroom climate, access infrastructures, and digital capital amplify or attenuate these effects (Bandura, 1997; Ragnedda and Ruiu, 2020; Ng et al., 2023). We close with measurement suggestions that adapt established skills and outcomes typologies to adolescent contexts, for example the Internet Skills Scale with EU Kids Online indicators of opportunities and risks (van Deursen et al., 2016; Smahel et al., 2020; Global Kids Online, 2019). For educators, the model translates into short routines embedded in existing subjects, including one worked example per week, a two minute interpret, verify, respond drill, and norms for correction without humiliation. For researchers, it delineates mechanisms and moderators suitable for classroom trials and longitudinal designs. For policy and practice, it reframes adolescent digital literacy as a relational capacity that safeguards information quality while maintaining social ties in interaction. As an initial synthesis, the framework clarifies mechanisms and moderators through which digital literacy turns access into outcomes that foster civility, confidence, and social cohesion.

Keywords: adolescent media practices; digital literacy; peer communication norms; self-efficacy theory; digital capital



Countering Misinformation, Building Cohesion: Comparative Frameworks and AI Ethics in Public Relations

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Abstract: Purpose of study Mis- and disinformation continue to undermine institutional legitimacy and the shared sense of belonging that sustains social cohesion in democratic societies. Networked communication systems amplify falsehoods, fuel polarisation and weaken public trust in both media and governance. Public relations professionals are increasingly expected not only to counter mis- and disinformation but also to rebuild trust, nurture shared values and help repair fractured social fabrics. Yet guidance on how to do this effectively and ethically remains fragmented across jurisdictions and professional contexts. This study investigates how public relations can ethically and strategically respond to misinformation while addressing the opportunities and risks associated with artificial intelligence (AI). It explores the intersection of ethics, technology adoption and communication strategy, positioning PR as both a guardian of trust and a driver of civic resilience within culturally diverse, networked societies. Methodology The study adopts a conceptual and comparative approach, integrating international frameworks, professional guidelines and recent scholarship to develop an interdisciplinary understanding of how public relations addresses misinformation and supports social cohesion. Key frameworks include the UK Government Communication Service's RESIST 2 Counter Disinformation Toolkit (2021), the World Health Organization's guidance on Infodemic Management (n.d.), and the UNESCO's Guidelines for Countering Disinformation, Misinformation and Hate Speech (2025), examined alongside trust data from the Edelman Trust Barometer 2025 and scholarship on AI, ethics and communication practice (Bowen, 2024; Ward, 2025; Yue et al., 2024; CIPR, 2023). By comparing regulatory, partnership and literacy-based responses, the analysis explores how different ethical frameworks shape professional responsibility in practice, acknowledging regional variations in communication culture and governance across the Asia-Pacific. Emerging insights Early analysis suggests that public relations professionals work at the intersection of accountability, technological innovation and societal trust. Regulatory approaches offer efficiency and clarity but can restrict dialogue, whereas partnership and literacy initiatives foster inclusion yet demand sustained commitment. Persistent gaps in AI literacy and ethical preparedness among communication professionals highlight the need for culturally sensitive frameworks that recognise how publics in different contexts interpret trust and credibility (Yue et al., 2024; Bowen, 2024; CIPR, 2023; Buhmann & White, 2022). Effective trust-building in AI-mediated environments depends on both ethical intent and practitioners' technical understanding, informed by regional and cultural differences in how misinformation and authority are perceived. AI further amplifies ethical challenges of authenticity, bias and transparency. Scholars such as Bowen (2024) and Ward (2025) emphasise the potential for PR to serve as an ethical interpreter of technology, ensuring innovation supports rather than undermines trust. Implications for practice and theory This paper forms part of a broader research program examining technology, ethics and communication in networked societies. It contributes to theorising public relations as a field central to maintaining trust and social cohesion and outlines an emerging conceptual framework that integrates ethical reasoning, technological literacy, transparency and cultural sensitivity. For educators, it

reinforces the importance of embedding digital ethics, cross-cultural competence and AI capability within communication curricula. For practitioners, it identifies opportunities to position public relations as the ethical conscience of organisations navigating misinformation and automation across diverse societies.

Keywords: Public relations; misinformation; social cohesion; artificial intelligence; ethics.



Social Imaginaries of AI: Mechanization and a New Hope

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Abstract: Global discourses on artificial intelligence (AI) are often dominated by global narratives that emphasize technological determinism, efficiency, and disruption to human labor. However, behind these grand narratives, there is a social imaginary space where individuals and communities negotiate the meaning of AI in their everyday contexts. This study seeks to understand how imaginations of AI are constructed and negotiated within digital communities. Drawing on the framework of symbolic interactionism and employing a netnographic approach, this research explores conversations and symbolic practices among the AI learner community in digital spaces. Based on the concept of social imaginaries, this study conceives it as a collective way for society to imagine, interpret, and organize their lives. Social imaginaries are not merely a collection of ideas. They are a structure of meaning found in social practices, language, and symbols. These enable society to imagine the future and their role in it. In this context, digital communities become spaces for collective meaning production where narratives about AI are not passively accepted but negotiated through interactions and conversations that reflect the values, aspirations, and survival strategies of digital societies. Findings reveal that collective imaginaries of AI emerge through repetitive interactions that continually negotiate the position of humans in relation to technology. Members of the community construct AI as mechanized labor that enhances opportunities for independent income generation while simultaneously symbolizing new hope for economic self-reliance amid digital precarity. The study underscores that AI imagination is an active symbolic negotiation through which people seek meaning and envision their futures. These findings enrich the study of social imaginaries by showing that imaginations about technology are shaped not only by macro structures but also by micro interactions within digital communities. In practice, this research underscores the importance of reflective and critical digital literacy regarding the social meaning of technology. Thus, AI's imagination can be seen as a social expression that reflects hopes, survival strategies, and meaning-making in contemporary digital life.

Keywords: artificial intelligence (AI), digital community, netnography, social imaginaries, symbolic interactionism

Critical Thinking Skills as Digital Da'wah Literacy on Social Media

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Abstract: Digital technology has developed rapidly and has had a significant impact on people's behavior in accessing and disseminating information, including Islamic teachings. The pattern of da'wah has shifted from conventional spaces to dynamic and interactive virtual platforms. On the other hand, digitalization has also opened opportunities for the spread of extremist ideologies and disinformation, leading to an influx of unverified information and provocative religious content. This condition necessitates the development of critical thinking skills as a form of digital da'wah literacy to preserve the authenticity, moderation, and ethical principles of Islamic communication in social media environments. The purpose of this study is to analyze the role of critical thinking skills in developing digital da'wah literacy on social media and to identify its implications for strengthening the values of religious moderation and preventing digital radicalism. The methodology employed in this research is a descriptive qualitative approach through library research involving a review of various scholarly literature related to digital da'wah, media literacy, and critical thinking education. Data were collected through a systematic analysis of journals, books, and previous studies using content analysis techniques to derive a comprehensive conceptual synthesis. The results of the study indicate that critical thinking skills play a central role in improving the quality of da'wah in the digital era. Individuals who possess critical thinking abilities are capable of assessing the validity of religious information sources, distinguishing between moderate and provocative da'wah content, and avoiding ideological biases that may trigger intolerance. Furthermore, critical thinking assists preachers (da'i) and social media users in producing da'wah content grounded in moral values, logical reasoning, and educational significance, in accordance with the Islamic principles of tabayyun and amar ma'ruf nahi munkar. Theoretically, this study reinforces the paradigm of digital da'wah literacy as a synthesis between media literacy and Islamic da'wah ethics, emphasizing cognitive, moral, and social dimensions. Practically, the findings of this research imply the importance of developing digital literacy curricula based on critical thinking within Islamic educational institutions, as well as training programs for da'i and religious content creators to optimize the use of social media in a productive, moderate, and civilized manner. Therefore, strengthening critical thinking serves as a strategic approach to building da'wah literacy in the era of digital transformation.

Keywords: Critical Thinking, Digital Da'wah, Literacy, Social Media.



Social Construction of Meta AI in Indonesia: Analysis with the SCOT Approach

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Abstract: Indonesians now have extensive access to various internet-based technologies. One recent development is the presence of Meta AI, which has been available to Indonesian users through social media applications such as WhatsApp, Facebook, Messenger, and Instagram since March 2025. The Meta AI chatbot on WhatsApp offers several features, such as answering user questions, creating photo animations, and generating images in real time. However, the ease of access to the latest technology is not commensurate with the public's ability to use it wisely. Indonesia's digital literacy rate remains relatively low, creating various challenges in utilizing artificial intelligence technology. Meta AI, in particular, has been criticized in many ways. For example, is often considered to provide inaccurate or even hallucinatory information. This technology also raises other concerns regarding data privacy and security. Several studies on AI utilization in Indonesia have predominantly focused on education and the workplace. Based on this phenomenon, this study uses the Social Construction of Technology (SCOT) theory to explore society's construction of Meta AI features. This theory emphasizes that technology is not merely a product of innovation but rather a result of social construction. Technological innovation is influenced by who uses it, how they interpret it, and the conflicts of interest that exist behind its presence. Researchers used this theory to examine the social meaning of Meta AI use among users with diverse gender, age, education level, and technological competency backgrounds. Other research has demonstrated the appropriate use of this theory to examine how technology and social behavior are mutually shaped within society. One study showed that the development of information and communication technology is also influenced by how society can innovate to create new things through technology. Through a case study method with data collection techniques and in-depth interviews, this research aims to present local contexts and social groups in understanding the social construction of AI technology. This research also examines social factors that influence the acceptance of this technology. Furthermore, this research seeks to identify potential threats to social cohesion that could arise from the use of AI in a society undergoing digital transformation. This research will fill a gap in other research on AI that focuses on Generation Z, the education field, and the management human resource. This research provides novelty, especially in the construction of Meta AI among diverse groups such as parents (fathers and mothers).

Keywords: AI, Meta AI, SCoT, Social Cohesion

Conceptual Evolution and Policy Practice of Media Literacy Education in China Under the OECD Learning Framework

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Abstract: Against the backdrop of global educational transformation, the concept of "Key Competencies" proposed by the Organization for Economic Co-operation and Development (OECD) has become a core guide for educational policy formulation and practice worldwide. This study focuses on media literacy education in China, with a specific emphasis on film and television education, to explore its conceptual evolution and policy practice under the framework of OECD educational concepts. First, the study systematically combs the development of the OECD learning framework, starting from the DeSeCo project initiated in 1997, which defined three categories of key competencies—interactive use of tools, interaction in heterogeneous groups, and autonomous action. It then analyzes the "OECD Learning Compass 2030" released in 2019, which takes "knowledge, skills, attitudes, and values" as the core "needle" and emphasizes students' transformative abilities of "creating new value, coping with stress and difficulties, and taking responsibility" to achieve "Well-being 2030". Additionally, the study examines the four major trends affecting global education proposed in the OECD's Trends Shaping Education 2025—"Global Conflict and Cooperation", "Work and Progress", "Voices and Storytelling", and "Bodies and Minds"—with a particular focus on the demands for digital literacy and interdisciplinary literacy in the digital age. Subsequently, the study explores the localization adaptation of China's media literacy education to the OECD framework. It analyzes China's policy practice of integrating core literacy into the education system, such as the proposal of the "core literacy system" in the 2014 document *Opinions on Comprehensively Deepening Curriculum Reform and Implementing the Fundamental Task of Morality and Cultivation*, and the emphasis on "patriotic feelings, social responsibility, innovative spirit, and practical ability" in the *Compulsory Education Curriculum Plan (2022 Edition)*. Taking film and television education as an example, the study dissects the cultivation path of discipline-specific core literacy in different educational stages: in compulsory education, film and television literacy is integrated into music and art courses, and in grades 8-9, clear goals for aesthetic perception, creative practice, artistic expression, and cultural understanding are set; in higher education, professional training covers both theoretical aspects (such as film and television ontology, history, and criticism) and practical aspects (such as film and television production technology), while also expanding to interdisciplinary fields like film and television art therapy. Furthermore, the study discusses the challenges and innovations of China's media literacy education in the context of artificial intelligence. It points out that under the impact of generative AI represented by ChatGPT, film and television education needs to shift its focus from cultivating basic production skills to emphasizing the shaping of students' personal artistic style, perspective, and ideological insights, and explores the role of teachers' digital literacy—defined by China's Teacher Digital Literacy standard (2022) in five



dimensions: digital awareness, digital knowledge and skills, digital application, digital social responsibility, and professional development—in promoting media literacy education. Finally, the study concludes that China's media literacy education has gradually moved from the "double-base" (basic knowledge and basic skills) phase (Education 1.0) and the "three-dimensional goals" phase (Education 2.0) to the "core literacy-oriented" phase (Education 3.0) under the guidance of OECD educational concepts. It has formed a development path that combines international vision with local characteristics, which not only responds to the global demands for key competencies but also adapts to China's national conditions of economic and technological development. This path provides a reference for the global development of media literacy education, especially for developing countries seeking to balance international advanced concepts and local practice.

Keywords: The OECD Learning Compass 2030; Media Literacy Education; Film and Television Education; Core Competencies; Digital Literacy; Interdisciplinary Education; Artificial Intelligence in Education; China's Educational Policy

Advertising Copywriting on The Persuasive Message of Unika Soegijapranata on Instagram @unika.soegijapranata

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Abstract: Advertising as a tool for corporate marketing to promote its products changes in the digital age. Soegijapranata Catholic University (Unika Soegijapranata) also used it to market its educational services. Today, advertising copywriting is becoming a need in the age of digital marketing. Copywriting in social media cannot be separated from this change. Proper and varied advertising copywriting use is needed to create persuasive and creative messages. The type of the research is qualitative with case study approach. Data collection techniques through observation, documentation, and interview. Observation, documenting from the 87 contents that were uploaded on the Instagram account @unika.soegijapranata from September to December 2024 and file studies. Interview with the head of the promotion and student recruitment unit and the head of the digital marketing division. Based on observation and documentation of the Instagram account @unika.soegijapranata and interviews, it can be concluded that @unika.soegijapranata's persuasive messages have used advertising copywriting such as elements and types of advertising copywriting. It was already combining existing elements such as headlines, sub-headlines, slogans, body copy, and taglines. A combination of copywriting elements was found to create a more creative message and add value to the copywriting component. Many types of advertising copywriting are used by @unika.soegijapranata; it has varied by using 8 of 13 types and has observed the target audiences. The most widely used type of copywriting found was factual copy; it is used by 50 contents. In Factual copy data is presented in information, facts by field, and reality; for example, an upload containing a student's accomplishments in a competition. The second is the you and me copy used by 28 contents; this copy is used to draw closer to its audience targets: high school students and students' parents. This type of copywriting required writing ads and promotions as if they were only for one person. This approach aims to make the target audience feel more special and understood, as it uses more intimate language. On the upload there is no use for the type of straightforward copy, news copy page, competitive copy, visual copy, and poetic copy. The use of advertising copywriting in the message planning process by the student promotion and recruitment team in the @unika.soegijapranata is expected to pay attention to each advantage, thus being able to draw attention, create interest (interest), desire, and create confidence (action) of readers and consumers.

Keywords: Persuasive Messages, Advertising Copywriting, Instagram.



Digital Diasimosocracy: Visual Political Communication of Dedi Mulyadi and the Challenge of Democratic Cohesion in Indonesia

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Abstract: Douglas Giles (2025), describes a political configuration in which authority emerges less from institutional deliberation and more from visibility, affect, and performative presence. In this model, legitimacy is cultivated through celebrity-like popularity, dramatized self-presentation, and emotional resonance on social media platforms. Through the case of West Java Governor Dedi Mulyadi, whose online persona is constructed through a blend of theatricality, cultural symbolism, and populist affect, this research explores how visual narratives shape perceptions of leadership, trust, and belonging in ways that both connect and fragment communities. The study adopts a qualitative case study grounded in critical media analysis. Three highly circulated clusters of visual narratives posted by Dedi Mulyadi on Instagram, TikTok, and YouTube between March and May 2025 were examined: first, the demolition of illegal tourist structures in Puncak, framed as a performance of environmental stewardship and moral restoration; second, his act of entering a polluted river to collect plastic waste, symbolizing civic virtue and ecological responsibility; and third, emotional celebrations of Persib Bandung's football victory, which foreground symbolic intimacy and shared cultural pride. Analytical attention was given to symbolic cues, visual aesthetics, affective appeals, platform affordances, and audience circulation patterns in order to understand how political meaning is produced and mediated within algorithmically shaped publics. Findings show that Dedi Mulyadi's digital persona functions simultaneously as communicator, performer, and symbolic figure. His contents operate as affective political discourses that merge cultural sentiment, moral messaging, and populist aesthetics. These performances generate a sense of proximity and shared identification, enabling followers to experience emotional participation in political life even in the absence of institutional engagement. Legitimacy in this framework is sustained through attention, virality, and affective intensity rather than through deliberation or transparent governance. Digital diasimosocracy, therefore, marks a broader transformation within contemporary democracy: a shift from policy-centered discourse to spectacle, from institutional authority to personal narrative, and from rational public reasoning to affective consumption. The study contributes theoretically by extending the diasimosocracy framework into an empirical Global South context, showing how celebrity-driven political communication intersects with platform algorithms and socio-cultural identities. Practically, the research underscores the need for communication strategies that recognize the dual capacity of affective digital performances to both bridge and divide communities. While such narratives can foster collective belonging through shared affect and cultural reference, they can also deepen reliance on charismatic visibility and weaken deliberative norms essential for democratic cohesion. Strengthening critical media literacy, fostering reflective dialogue, and developing inclusive communication strategies are crucial for addressing the evolving challenges of political communication in mediatized societies. Understanding these dynamics provides important insights for scholars, practitioners, and policymakers seeking to protect democratic cohesion in the era of digital visibility.

Keywords: Digital Diasimosocracy; Visual Political Communication; Affective Publics; Social Cohesion; Indonesia; Populist Aesthetics.

Communication Counseling Interaction Preferences of Teenagers with Chat GPT Artificial Intelligence Chatbot in Communication Psychology Perspectives

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Abstract: The phenomenon of choosing Chatbot ChatGPT as the great listeners and problem solvers for teenagers is being rapid today. Even they followed all the suggestion as the solution for their problem such as suicide and bombing their own school. This study aimed to investigate teenagers' communication preferences when dealing in counseling communication with the Artificial Intelligence (AI) chatbot ChatGPT. By using the field of Communication Psychology perspectives. The research digs how the messages processed; perceived credibility yet emotional safety and relational meaning create teenagers' willingness to use AI for their psychological support. It also cruises to pursue the causes of interaction for social cohesion in progressively digital societies. It employed qualitative method approach. In-depth interviews were undertaken to analyze the pattern of communication, expression of communication and the process of interpreting the message. It involved 10 teenagers as key informants and 10 lecturers of communication psychology as academical informants. All teenage informants founded feeling safer, no shame and not afraid of being judge when they counseled to ChatGPT, whether sometimes they cannot feel the humanity when they counseled with it. This showed of perceived evaluation apprehension and bad social presence. Based on communication psychology, AI valuable as a space of emotional ventilation for the teenagers who doubt to find human counseling yet function a bridge to formal human counseling. The interpreting process limited when depend on the AI response and didn't support deep interpretative communication because it doesn't catch the nonverbal communication message. Still, AI cannot replace the empathic rings and nonverbal sensitivity inherent in human counselling interactions. Practically the potential of AI taken communication tools to support teenagers counseling services with limited mental health resources. While for the further research can analyze the way of processing and relating message orientation in human and AI interaction that emerges literature on digital social cohesion.

Keywords: Counselling communication, Teenagers, AI, Social Cohesion.



Can New Media Literacy Promote Political Participation Among Rural Youth?—Field Research in 15 Administrative Villages of M Town, Southern Henan

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Abstract: Rural youth toward orderly and effective political participation is crucial for maintaining grassroots political stability and invigorating rural self-governance. Based on a questionnaire survey of 438 rural youth and in-depth interviews with 30 rural youth, this study examines the impact of new media literacy on rural youth's political participation, as well as the mediating roles of political participation attitudes, perceived risks of expression, and political efficacy. Findings reveal that new media literacy is a necessary condition for achieving orderly political participation among rural youth but not for achieving deep political participation. Enhanced new media literacy does not necessarily translate to increased frequency of political participation. Furthermore, internal political efficacy does not mediate this relationship, indicating the presence of the Dunning effect within the political cognition domain. By focusing on the unique political psychology of rural youth, this study clarifies the intrinsic logic linking new media literacy and political participation, while highlighting the limitations of internal political efficacy as a key indicator of individual political participation capacity.

Keywords: New media literacy; political participation; social cognitive theory; theory of planned behavior.

The transgenerational communication in Indonesia Catholic family in politics education

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Abstract: The political engagement of young people determines the future of the nation and state. Unfortunately, some studies shows that young Indonesians are only involved in the presidential election by voting, without being based on adequate political knowledge and attitudes. Their political choices have become insufficiently qualified, because they are only driven by political narratives found on social media. On the other hand, low digital literacy makes them vulnerable to false political narratives in various modes of communication. Young people need to improve the political engagement. It is not only about political participation in a political election, but also political knowledge, attitude, and behavior. Politics should be understood in the broader context. They need political education. It is not only about formal education. The political education ecosystem has a responsibility to improve youth's political engagement. It can be society, government, religious organizations, education institution, media and family. Even though family does not frequently mention as an important element in education, but education from early age considered the most effective. In this context, family play a crucial role. This article explains the role of parents in increasing children's political engagement through trans generational family educational communication. The subjects of this study are six Catholic families domiciled in Yogyakarta and Central Java. The research method is phenomenology which emphasized on the important of live experience. Data was gathered by interview and focus group discussion. The research shows that in general, families are not intensive enough to communicate about politics. Politics is not a topic choice in their daily conversations. Only at certain moments such as elections is there communication about politics. At that time, fathers had an important and dominant role in respecting the political decisions made by mothers and children. The father is being a reference people. Families that are open to political discussion are found in families that have been active in organization and leadership in various contexts. This takes place in a transgenerational communication.

Keywords: Catholic Family, Indonesia, Parent, Politics, Transgenerational Communication



‘Trilogy Literacy’, a Framework for Balancing Gaps in the Digital Ecosystem of the Local Business Enterprises Sector

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Abstract: The transition to digitalization in Indonesia’s micro, small, and medium-sized enterprises (MSMEs) system has resonated with various subsystems. It is also creating complexities for local business enterprise (LBE) actors. Each subsystem operates based on its own concerns and authority. Ideally, to solve a problem, the system uses an arbitrary approach rather than a partial one. The condition of the MSME system requires appropriate solutions to ensure the system’s dynamics and the optimal achievement of its goals. This paper examines how development communication facilitates rapid transformation in the local business sector, where societies undergo significant changes, promotes social equality, and enhances the well-being of societies. Additionally, it can examine ways to improve the sustainability of LBE actors. The communication-for-social-change perspective serves as the basis for the research analysis. The study employed a qualitative inquiry within a social constructivist paradigm. The research focused on specific issues and the social complexities of the local business community system. Important to this issue, a case study method was used, with units of analysis identified by operating system code, including business types, the evolution of communication channels, and responses to digital transformation. The research was conducted in the Special Region of Yogyakarta, using data sources from MSMEs actors. Data were collected through Focus Group Discussions (FGDs) and documentation related to the designated unit analysis. Three insights from this research consist of (a) The diverse complexities experienced by local enterprises, including financial aspects, collaboration, and the ability to use digital technology; (b) The evolution of digitalization in the LBE sector began with internet-based services through beringharjo.go.id in 2014; and (c) The ‘Trilogy Literacy’ as a solution to address the complexities in the LBE ecosystem in Yogyakarta. The study provides evidence that the development communication perspective, through the framework, can enhance the global competitiveness and cohesion of local businesses by fostering innovation across communication, financial, and technological aspects. It is hoped that this study helps develop policies to enhance communication in the LBE sector and provides a framework for systematically identifying and simplifying issues to realize a sustainable digital ecosystem for LBEs.

Keywords: Development Communication; Digital Ecosystem; Local Business Enterprise; Trilogy Literacy.

Privacy Management of Online Dating Application Users in Semarang to Address Privacy Threats

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Abstract: The family constitutes the most fundamental unit of social cohesion. In this digital era, many individuals use online dating applications to identify potential partners with whom they may eventually establish a family. However, online dating apps also entail numerous risks that may compromise users' privacy. This qualitative multiple-case study examines privacy management strategies of female users of online dating applications in Semarang, Indonesia, a region marked by increasing online dating related crimes. The purpose of this study is to understand the privacy management process of online dating app users. This research is expected to provide a reference for online dating app users regarding the dangers of these apps and how to manage their privacy safely. Using Communication Privacy Management (CPM) theory, the research analyzes processes of privacy ownership, privacy control, and privacy turbulence among women aged 18–24 and 25–34. The findings indicate that the privacy management process carried out by five female online dating app users in Semarang is relevant to three key characteristics of Communication Privacy Management theory, namely privacy ownership, privacy control, and privacy turbulence. In the privacy ownership component, participants perceived information such as photographs, home addresses, and names as private and in need of protection. These data are included in demographic (Level 1) and personal identification (Level 2) information based on personal information taxonomies. In terms of privacy control component, the five female online dating app users in Semarang made rules based on cultural factors, motivation, context, and the risk-benefit ratio. Gender was the only factor that was not considered by the them in making rules. Despite the presence of such privacy regulations, privacy turbulence remained unavoidable. The privacy turbulence experienced by the informants includes stalking, photo misuse, data theft, and unique local threats such as mystical attacks (“Semar Mesem”). In response to these disruptions, participants either reinforced stricter privacy boundaries or terminated relationships, illustrating CPM's mechanisms of rule adjustment. This study also found no significant variation between age groups in their privacy strategies. This study contributes to the limited body of Indonesian privacy research by highlighting localized risks and self-regulatory practices in online dating environments.

Keywords: Online Dating Apps, Private Information, Privacy Control, Privacy Management, Privacy Turbulence.



The Characteristics of Online Gambling Spam Messages in YouTube Shorts Comments

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Abstract: This study is motivated by the growing online gambling emergency in Indonesia, which disproportionately affects young people. As of November 2024, approximately 8.8 million individuals were involved in online gambling activities, with a significant proportion being youth; notably, 11 percent were aged between 10 and 20 years. This situation has led to material losses and criminal acts such as theft and the case of a junior high school student in Kulon Progo who owed Rp 4 million to online gambling and online loans. Such developments pose a serious threat to social cohesion in Indonesia. Although the government has taken serious steps, promotional content for online gambling platforms remains widespread across digital media. One online gambling advertisement that is still frequently found is in the YouTube comment section. This study aims to identify the characteristics of online gambling comment spam on YouTube Shorts. A notable gap in the existing literature is that prior research on spam identification has been dominated by informatics-based approaches focused on developing automated detection systems that tend to be familiar only to those with IT literacy. However, these technical tools are not yet 100% capable of handling the spread of spam, resulting in spam often slipping through and becoming a threat to less media-savvy communities. Addressing this limitation, the present study adopts a communication science perspective, emphasizing message characteristics that can be easily recognized by the general public. This study uses a descriptive qualitative approach with qualitative content analysis and big data processing (text mining). Data collection will be conducted during November 2025, focusing on Indonesian-language comments on YouTube Shorts. Data was collected using "Instant Data Scrapping" tool, then a wordcloud analysis process was carried out using Voyant Tools. The findings reveal that several online gambling site names appeared prominently in the word cloud dataset, including VISI4D, Alexis17, and KYT4D, all of which advertise online slot gambling services. The wordcloud analysis also shows that there are words that are very identical to online gambling advertisements, including: (1) Jepe/JP/jackpot, (2) WD/withdraw, (3) Scatter, and (4) RTP/Return to Player. Then, visual identification of the comments studied also shows several characteristics. First, advertised site names were frequently displayed using distinctive fonts that differ from the default YouTube comment font. Second, site names typically employ special code combinations, such as '4D' which is associated with slot gambling sites, and '88' which is associated with lottery (togel) gambling sites. Some of these codes are displayed using emojis. Third, online gambling advertisements often employed emojis, particularly fire, lightning, and heart emojis. This study also shows that the majority of online gambling comments appear in comedy content, although it is undeniable that they also appear in educational and culinary content. The findings of this study offer practical value by enabling the public to more easily identify online gambling spam. Ultimately, by equipping users with greater awareness and critical skills, this research contributes to efforts to preserve social cohesion, which is increasingly threatened by the proliferation of online gambling content in digital spaces.

Keywords: Comments, Online Gambling, Spam Messages, Text Mining, Youtube Shorts.

The Role of Data Storytelling in Alternative News Media

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Abstract: This study examines events at COP 30, where Indonesia received The Fossil of the Day award. Unfortunately most people in our society disbelieve that the climate crisis is caused by human activities. This disbelief is not necessarily the result of low public literacy, but rather of the limited availability of climate crisis news that is both accessible and easy to understand. The lack of comprehensive and “grounded” climate crisis coverage produced by Indonesia’s mainstream mass media serves as the primary impetus for this research. As a result, alternative news media focusing on climate issues play an important role, as they have greater flexibility in determining both the issues they cover and the duration of the news production process. This study focuses on various reporting series produced by Project Multatuli that involve indigenous women and marginalized communities across Indonesia in efforts to understand and mitigate the climate crisis. Data were collected through in-depth interviews with Project Multatuli’s editor in chief, project manager, journalists, and contributors of Project Multatuli. The findings reveal that comprehensive information presented in the form of data storytelling has a highly significant impact. However, the integrity of such data storytelling can only be achieved through slow journalism practices, because data storytelling is not storytelling with data but also incorporates the lived experiences of the communities most affected by the climate crisis. At the same time, the slow production process indirectly results in higher production costs. These findings demonstrate that mass media play an important role in building collective awareness of the climate crisis. However, the limited availability of comprehensive climate information in mainstream media encourages audiences to turn to alternative news media. Therefore, collective efforts are also required to sustain the ecosystem of alternative news media, such as Project Multatuli.

Keywords: Alternative Media, Climate Crisis, Data Storytelling, News, Media Ecosystem.



Subtheme 5: Communication for Conflict Resolution and Social Movement

City Resilience in the Age of the Visual: Youth Photovoice as Participatory Communication in a Networked Urban Context

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Abstract: This research examines how youth generated visual narratives articulate everyday spatial experiences and contribute to alternative imaginaries of the city. It focuses on how participatory communication practices, through photovoice, enable young people in Kediri, a middle sized Indonesian city, to express their lived realities and aspirations for more inclusive urban future within a networked media environment. The study employs a Participatory Communication Research approach using Photovoice method. It involves 24 participants aged 15-19 and three focus groups with 11 participants aged 20-24. Through workshops, photography assignments and group discussion during November 2022 - December 2023, the research combines thematic analysis with Lefebvre 's theory of the production of space (perceived-conceived-lived space) and Castells' concept of the network society, highlighting the interplay between localized experiences and mediated urban narratives. The main findings reveal three key insights: (1) Youth and space production. The photographs and narratives demonstrate how young people make sense of their everyday environment and contest dominant urban imaginaries, creating alternatives spatial narratives; (2) Visual media as Cultural Practice. Photovoice has been operated as cultural practices that challenges dominant representations, particularly in relation to public space and spatial justice; (3) Networked Circulation of Youth Voices. Sharing images on social media extends these local discourse broader conversations, positioning youth visuals within the city's networked flows of meaning. The study emphasizes youth agency as cultural producers in urban contexts and demonstrates how visual participations intersects with spatial theory. By bridging Lefebvre's and Castells' framework, this research provides insight into how mediated practices reflects and reconfigure urban imaginaries in networked societies.

Keywords: Photovoice, youth, participatory communication, visual narratives, Kediri



Losing Face, Losing Trust: Communication Breakdowns in the Letpadaung Copper Mine Conflict

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Abstract: Problem Background: Myanmar, a Southeast Asian country, is rich in natural resources; however, it remains one of the least developed countries in the world. It attracts foreign investors with its natural resources, and China is one of the top investors in Myanmar, including mining, hydro power, and other development projects. Chinese investments in Myanmar often encounter conflicts with local communities due to accusations of a lack of transparency, communication, and environmental damage (Hu, 2025). The Letpadaung copper mine conflict is a long-standing and complex dispute surrounding a large-scale mining project. This qualitative case study uses Face-Negotiation Theory (FNT) to analyse the communication strategies employed by stakeholders in the Letpadaung Copper Mine conflict in Myanmar. This study explores face concerns among key stakeholders, including local communities, the Myanmar government, and foreign investors, to understand stakeholder engagement and communication failures in a politically sensitive, intercultural conflict. Most research on development projects in Myanmar focuses on the political economy aspects, such as land, resources, and globalization (Bjarnegård, 2020; Ji et al., 2022; Zerrouk, 2015). This study is important because it highlights the often-overlooked role of communication and face concerns in shaping the success or failure of sustainable development projects in Myanmar. This study utilized a qualitative case study design, grounded in in-depth document analysis. The data sources included information from human rights reports, government statements, findings of parliamentary investigation commissions, and local and international news articles. Overall, the findings indicate that the absence of open and respectful communication strategies widened the gap among stakeholders and led to mistrust. The local communities suffered a “loss of face” through land seizures and perceived injustice, prompting their collective and direct protests to defend their group identity and dignity. The Myanmar government employed dominating and avoiding communication styles, including violent crackdowns, as a way of “face defense” to maintain national and international authority and legitimacy, which caused a loss of face for the communities. The government assigned Aung San Suu Kyi to mediate this conflict; however, her efforts at facilitating “mutual face-saving” were criticized by local communities as a betrayal of their interests. Additionally, Myanmar Wanbao, a Chinese company, used an avoidance communication approach shaped by its close alignment with the state, which contributed to trust issues and heightened perceptions of injustice.

Keywords: Communication, Sustainable Development, Trust, Face, Myanmar

Trust as a Mechanism of Complexity Reduction in Agency–Client Relations: A Systems Theory Perspective

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Abstract: This study examines trust as a communicative function that reduces social complexity within the relationship between advertising agencies and their clients. Instead of framing advertising as a business practice, this research situates it as a communicative system that continually reproduces meaning through recursive interactions among creative, strategic, and managerial actors. Trust, as a communicative operation, serves as the third dimension of complexity reduction by stabilizing meaning amid uncertainty, negotiation, and conflicting expectations of economic rationality and creative freedom. Grounded in Niklas Luhmann's Social Systems Theory, the study interprets trust not as a psychological attitude but as a self-referential communication that safeguards future interactions from uncertainty. The research aims to explain how trust functions as a medium of communication that stabilizes expectations between two functionally differentiated and structurally coupled systems—the economy and advertising. Employing a qualitative interpretive approach under the constructivist paradigm, data were collected through in-depth interviews with ten professionals from a Jakarta-based creative agency, including an Executive Creative Director, Brand Strategist, Account Executive, Project Manager, Copywriter, Art Director, and Social Media Specialist. Thematic analysis focused on communicative patterns that establish, maintain, and restore trust during intersystemic engagement. Luhmann's key concepts—autopoiesis, functional differentiation, and structural coupling—served as the analytical framework to explain trust as an emergent property of recursive communication. Findings indicate that trust operates as a communicative medium of stabilization within agency–client relations. Three interrelated forms emerged: (1) structural trust, embedded in contracts and timelines that define communicative boundaries; (2) interactive trust, arising through transparency, responsiveness, and negotiated revisions; and (3) reflexive trust, formed through repeated collaborations that minimize verification needs. Across all forms, trust enables communication to continue under temporal and cognitive pressure. Theoretically, this study extends Luhmann's *Vertrauen* (1968) and *Social Systems* (1995) into communication studies, demonstrating that trust is not about believing, but about communicating trust—a recursive operation that maintains communication under risk. For communication scholars, this provides a framework to examine organizational and inter-systemic relations beyond linear sender–receiver models, emphasizing how communication sustains itself through trust within the contemporary creative system.

Keywords: Trust; Communication Systems; Advertising Agency; Structural Coupling; Niklas Luhmann



Social Cohesion and Stakeholder Silence: Interrogating the Public Relations Motives Behind Australia's Social Media Ban for Children

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Abstract: In early 2025, the Australian government introduced a ban preventing children under 16 from accessing major social media platforms. Framed as a protective measure against online harm, the policy was positioned within broader concerns about misinformation, mental health, and platform accountability. This paper interrogates the public relations motives behind the ban, applying stakeholder theory to examine whose interests were prioritised and how the policy aligns—or conflicts—with the goal of fostering social cohesion. The study employs critical discourse analysis of government statements, media coverage, and public commentary surrounding the ban. It applies stakeholder theory to assess which groups were considered legitimate participants in the policy process and which were excluded, with a focus on the representation (or absence) of children's voices. The analysis reveals that the ban was strategically positioned to signal responsiveness to (adult) public concern and assert the image of control over tech platforms. However, children—despite being the primary subjects of the policy—were largely excluded from the discourse and decision-making process. Their absence suggests a stakeholder hierarchy in which political power and visibility determine legitimacy. The ban thus reflects a tension between the rhetoric of social cohesion and the reality of selective stakeholder engagement. This study highlights the need for more inclusive stakeholder frameworks in public communication, particularly in policies affecting young people's digital lives. It challenges practitioners and theorists to consider how public relations strategies can either support or undermine social cohesion, depending on whose voices are amplified or silenced. The paper calls for ethical, intergenerational approaches to digital governance that recognise children as active digital citizens.

Keywords: Social cohesion; stakeholder theory; public relations; children; social media

Fostering Hybrid Identity to Conquer Intercultural Miscommunication

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Abstract: The digital globalization has been revealing greater diversities worldwide, yet people are still lacking adequate Intercultural Communication Competence (ICC). This obstacle hinders them from establishing knowledge and communication norms. Eventually, the intended messages' meanings fail to be delivered, creating an issue called intercultural miscommunication. It arises when people cannot achieve mutual understanding, often triggered by tendency to overgeneralize where a particular experience treated as a universal rule across other contexts (Yang et al., 2025; Bibi & Hamida, 2024; TED Talks, 2023; Lin & Zhang 2021; Le Bail et al., 2020). Intercultural miscommunication seems to be a trivial matter. However, if this issue keeps being neglected, it will certainly escalate into prejudice, a hatred towards particular groups related to ethnocentrism. Ethnocentrism is a crisis that frequently sparks conflicts in multicultural countries such as Indonesia. People judge others based on their own cultural standards, causing a long-term urgency that must be resolved immediately in which this research takes it as a basis of the groundwork (Bibi & Hamida, 2024; Xixi & Habil, 2023; Hamdani, 2022). This study uses a qualitative method, typically online observation through a case study in the Hello Talk application and supported by Communication Accommodation Theory. The case study mainly focuses on the strategies Chinese users adopt when experiencing and navigating intercultural miscommunication with international peers in Hello Talk Voiceroom. The purpose is to identify adaptive solution that can be applied in Indonesia, a country with an abundance of races, ethnicities, religions, norms and cultures. Findings are built upon previous research, highlighting the importance of enhancing individuals' ICC to overcome intercultural miscommunication. This can be executed by fostering a hybrid identity, a state where individuals can integrate into new social environments while maintaining connections with their cultural roots. Hybrid identity can be developed through grounding, a process of achieving mutual understanding by establishing joint problem spaces (Dang, 2024; Le Bail et al., 2020). Realizing the strategies of grounding remain underexplored, this research aims to fill the gap as a contribution for better and meaningful global interaction.

Keywords: Digital Communication, Grounding Strategies, Hello Talk, Intercultural Communication, Miscommunication



Manufacturing Legitimacy for State Cohesion? How Charities Become PR Tools for Capitalism and the Depoliticisation of Corporate Harm

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Abstract: We investigate the claim that Social Aspects Public Relations Organisations (SAPROs) are industry PR tools masquerading as public health organisations (Babor, 2009; Miller et al., 2011). Grounded in Ralph Miliband's (1969) theory of ideological legitimation, and situated within the context of neoliberalism and depoliticisation (Flinders & Wood, 2015), the study examines how SAPROs reproduce state-capitalist hegemony through strategic, whole-of-industry, policy-influencing public relations. Focusing on the alcohol industry-funded UK charity Drinkaware, it explores how such organisations function as proxy PR mechanisms that perform ideological labour under the rhetorical guise of public health communication. In doing so, the paper questions dominant narratives that position public relations as a socially cohesive force in networked societies, instead highlighting how corporate-aligned communication can obscure structural inequality, suppress democratic discourse, and reinforce ideological conformity. A qualitative content and discourse analysis was conducted on (n =144) media releases issued by Drinkaware between 2012 and 2019. Guided by a Marxist-informed critical realist framework, the analysis employed deductive coding based on Ralph Miliband's (1969) theory of ideological legitimation, identifying recurring symbolic associations such as integrity, reliability, security, parental love, sociability, and depoliticisation. NVivo software was used to manage the data and support thematic analysis. The findings support critical PR perspectives that PR is often institutionalised propaganda used to manufacture public consent and protect elite power (Demetrious, 2013, 2022; Moloney, 2006) and that CSR and PR are two sides of the same coin (Ihlen, 2011). They reveal that Drinkaware's public communications frame alcohol harm as a matter of individual behaviour and responsibility, deflecting attention from systemic and corporate drivers. This discourse performs legitimacy for both the alcohol industry and the neoliberal state by neutralising critique, individualising harm, and presenting voluntary self-regulation as a viable alternative to public policy. Although primarily serving corporate interests, Drinkaware's messaging may also contribute to soft forms of social cohesion (Fonseca et al., 2018) by reinforcing shared behavioural norms and promoting collective responsibility through accessible health communication. By showing how public relations discourse functions as ideological work, the study challenges dominant PR paradigms that distinguish between ethical communication and propaganda. Importantly, it highlights the inadequacy of current propaganda definitions to address the complexity of strategic messaging in the techno-public sphere, and the need for new means for assessing and characterising corporate propaganda/PR and social marketing (McKie & Toledano, 2008; Polonsky, 2017) as a potential positive force for social cohesion. This paper contributes to critical public relations and political communication scholarship (Cronin, 2018; Cronin & Edwards, 2022; Weaver, 2016) by empirically demonstrating how SAPROs reproduce dominant ideology through seemingly benign health communication. It calls for renewed theoretical attention to the role of public relations in shaping public consensus and reproducing state-corporate legitimacy, especially

within networked, media-saturated societies. For practitioners, it raises ethical questions about the role of proxy organisation communication in public health and the limits of transparency, accountability, and democratic dialogue in contemporary PR.

Keywords: Critical Public Relations; SAPROs; Neoliberalism; Social Cohesion; Public Health; Propaganda; Proxy Organisations



Interpretation of the Use of Slobog Batik Motif as a Form of Social Criticism

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Abstract: Communication is a process of conveying messages from a communicator to a communicant through a certain medium with the aim of producing specific effects. One common form of message that frequently appears in communication is criticism, which can be delivered either directly through words or indirectly through symbols and nonverbal actions. In the context of Indonesian culture, nonverbal communication plays a significant role, as many values, norms, and social messages are expressed through rich cultural symbols. One of the most compelling forms of nonverbal communication symbols is batik, which not only functions as a textile art form but also embodies philosophical meanings, values, and social messages that reflect the worldview of its makers and wearers. This study originates from a symbolic action by a public figure, Gustika, who wore a Slobog batik motif during the Independence Day celebration on August 17. Traditionally, the Slobog motif symbolizes mourning and final respect, yet its use in a state celebration full of festivity creates a new layer of symbolic interpretation. The act represents a form of silent protest, subtly expressing criticism toward political conditions in a refined yet meaningful way. This phenomenon demonstrates how traditional cultural artifacts such as batik can transform into a medium of political communication relevant to contemporary social contexts. The research employs a qualitative method with an ethnographic approach, allowing for an in-depth exploration of the symbolic meaning of batik motifs from the perspective of the wearer, the social context, and public interpretation. Data were collected through visual observation of the motifs and colors, analysis of the ceremonial context, and examination of public responses on social media. The analysis is grounded in Symbolic Interactionism Theory developed by George Herbert Mead and Herbert Blumer, to understand how meanings are constructed through social interaction and shared interpretation. Additionally, the concept of protest dressing supports the argument that clothing can serve as a form of nonverbal communication expressing criticism, solidarity, and political statements. The findings reveal that batik functions as an effective medium of symbolic communication in delivering social and political criticism without verbal confrontation. The selection of motifs, colors, and contexts of use constitutes a meaningful communication strategy that can be widely interpreted by the public. This study concludes that cultural symbols such as batik not only serve as aesthetic identity markers but also operate as a form of nonverbal language capable of expressing social aspirations and resistance in a subtle yet powerful manner.

Keywords: nonverbal communication, batik slobog, social criticism, ethnography, protest dressing

Exploring Corporate Diplomacy Elements in Indonesian Public Relations Practice

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Abstract: In Indonesian organizational settings, public relations (PR) increasingly plays a strategic role in facilitating communication between corporations and diverse stakeholders. While reputation and image management remain central to PR practice, the complex social and institutional environments in which organizations operate have encouraged the adoption of approaches that resemble diplomatic communication. Accordingly, rather than suggesting that PR has completely shifted away from its traditional functions, this study examines how elements of corporate diplomacy are selectively incorporated into PR strategies to negotiate interests, build collaborative relationships, and sustain organizational legitimacy. In this context, corporate diplomacy refers to communicative efforts aimed at aligning business objectives with societal expectations through dialogue, partnership formation, conflict mediation, and the co-development of shared social value. This research adopts a qualitative multiple-case study encompassing six organizations representing different sectors and institutional arrangements: PT Bank Central Asia Tbk, PT Pupuk Indonesia (Persero), Djarum Foundation, Telkomsel, PT Samudera Indonesia, and Kitabisa.com. Data were collected through in-depth interviews with six communication department leaders and media content analysis of 1,933 online news articles published by Kompas.com, Detik.com, and Tribunnews.com (BCA = 287; Djarum Foundation = 108; Telkomsel = 589; Pupuk Indonesia = 610; Samudera Indonesia = 132; Kitabisa.com = 207). Thematic coding and cross-case comparison were conducted to identify recurring communication patterns and interpret how these are linked to corporate diplomacy practices. The findings indicate that stakeholder engagement, when integrated with CSR programs, structured communication planning, and sustained organizational commitment, promotes participatory dialogue, alignment of diverse interests, collaborative problem-solving, and the co-creation of shared value. These processes contribute to strengthening public support and legitimacy, which in turn help secure the continuity of business operations, often conceptualized as a social or business license to operate. The study contributes conceptually by demonstrating how PR can function as an intermediary sphere where corporate objectives and societal needs are continuously negotiated. Practically, it provides insights into how communication strategies can be optimized to manage stakeholder relations, mitigate conflicts, and enhance organizational legitimacy in emerging economies such as Indonesia.

Keywords: Business Licence; Corporate Diplomacy; Legitimacy; Public Relations; Stakeholder Engagement



From Stigma to Pride: How Communication Practices Shape Youth Perceptions of Farming in an Indonesian Urban Context

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Abstract: The crisis of farmer regeneration in Indonesia represents one of the most pressing socio-cultural challenges amid modernity and rapid urban transformation. Over recent decades, agricultural work, once considered a respected and vital occupation, has been increasingly devalued in the eyes of younger generations. The allure of urban lifestyles, the dominance of digital and service-sector economies, and enduring stereotypes portraying farmers as poor and uneducated have contributed to the erosion of farming's social prestige. This decline not only threatens the continuity of rural livelihoods but also undermines food sovereignty and environmental sustainability in Indonesia's rapidly urbanizing regions. This study aims to examine how the social meanings of farming are reconstructed among urban youth through communicative processes within community-based agricultural movements. Drawing on Niklas Luhmann's autopoietic social systems theory, communication is conceptualized as a self-referential process that continuously generates and reproduces meaning within social systems. Rather than focusing on individual actors or institutional power, this perspective emphasizes communication itself, through interaction, discourse, and symbolic differentiation, as the core mechanism that shapes collective understanding about farming, modernity, and sustainability. A qualitative research design was employed, combining in-depth interviews, participatory observation, and social media documentation of the Saka Tarunabumi community in Semarang, Central Java. As a youth-oriented agricultural education initiative supported by the Ministry of Agriculture, Saka Tarunabumi provides an exemplary setting to observe how urban youth engage with farming not only as a profession but as an identity project, ecological movement, and cultural narrative. Data were analyzed using thematic and discourse analysis to trace how communication systems produce and circulate new meanings surrounding agriculture. Findings reveal a transformation in the communicative construction of farming—from a stigmatized, low-status occupation to a meaningful identity centered on ecological stewardship, creativity, and social contribution. Through continuous communication, urban farming communities develop new semantic codes such as “smart farming,” “green lifestyle,” and “eco-solidarity,” which reframe agriculture as part of modern urban living. The process operates autopoietically, where meaning evolves within the communication system itself, independent of external intervention, thus sustaining its own discursive reproduction.

In conclusion, the regeneration of young farmers in Indonesia should not be understood merely as an economic or policy-driven effort but as a communicative evolution within a complex social system. The findings indicate that sustainable regeneration depends on the system's capacity to produce new narratives aligning agriculture with contemporary urban values of innovation, environmentalism, and local pride. This study contributes to anthropological discussions on modernity, youth identity, and sustainable development by demonstrating how communicative systems in urban contexts can reconfigure traditional meanings and open new pathways for agricultural revitalization.

Keywords: autopoiesis communication, farmer regeneration, youth, urban farming, social systems

Narratives of Peace and Digital Activism: Identity Recognition and Youth-Led Reconciliation In Post-Conflict Ambon, Indonesia

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Abstract: The focus of this research is on young people, especially Gen Z, in Ambon, Indonesia. How they used digital technology to build peace after the communal conflict of 1999 – 2004. Although they were not born at that time, with the legacy of conflict memories received from their parents, they were able to create a peaceful narrative through social media. The results of this study show that grassroots movements led by children in Ambon use digital activism to color the meaning of traditional reconciliation rites such as Panas Pela and Pela Gandong. These practices, which are based on the concept of Katong Samua Basudara ("We are all family"), are innovatively articulated through Instagram, TikTok, YouTube, and other social media platforms to promote social cohesion and collective memory. This study uses the hermeneutic phenomenology of Paul Ricoeur, using comprehensive interview methods and participatory observation involving young activists, community leaders, cultural figures, and young musicians. Preliminary results through the stages of Mimesis 1, Mimesis 2, and Mimesis 3 from Paul Ricoeur revealed that Ambon teenagers faced stories of conflict inherited by their parents, by playing music, dancing, creating interfaith collaborative dances, photography activities, and carrying out various initiatives to protect the environment. These forms of digital expression help them to come to terms with their differences and rebuild their identities, which reinforces their responsibilities as guardians of memory and peacemakers. This study adds to the knowledge and understanding of the wider community about peace communication and digital activism by combining peace practices, traditional customs, with new media ecology. This research also found novelty in the form of an unprecedented model of peace communication, both nationally and globally. The model that resembles the roof of this typical Maluku house is named Hahesi–Luhukay. Hahesi, which means a strong and sturdy bond, reminds the young generation in Maluku to always be agents of change who maintain peace in the land of Maluku

Keywords: Identity recognition, Generation Z Ambon, post-conflict, digital media, Hahesi – Luhukay Peace Communication Model.



Subtheme 6: Public Relations and Crisis Communication for Social Cohesion

Pentahelix Communication Strategy: University's role to Accelerate Tsunami Ready Cohesion collaborate with GMLS in South Lebak

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Abstract: The Indonesian coastal region, particularly in Bayah, Lebak Selatan, faces immense risk from the megathrust earthquake threat, yet often struggles with low disaster literacy and fragmented preparedness efforts. Achieving the internationally recognized Tsunami Ready status given by UNESCO, requires not only technical infrastructure but also unified community cohesion and shared action, a task often complicated by socio-cultural divisions and information gaps within local populations. This abstract examines a successful application of the Pentahelix communication strategy—involving academia, community, and government—to overcome these divisions and accelerate disaster readiness. The case study focuses on the strategic collaboration between Universitas Multimedia Nusantara (UMN) and the local grassroots organization, Gugus Mitigasi Lebak Selatan (GMLS). UMN's role specifically through the Humanity Project program initiated by the Strategic Communication Study Program centered on becoming the neutral hub for knowledge transfer. Since 2022, UMN already collaborated with GMLS and produced 6 batches of students that undertook internships and engaged directly with the communities in Panggarangan, Nagajaya, and Situregen Village. These field activities were complemented by the development of various final projects, designed to be practical and applicable, with the aim of supporting the needs of both GMLS and the local communities. GMLS through its deep community ties, utilized local storytelling and key opinion leaders to seamlessly integrate scientific protocols with existing local wisdom. This communication approach served as a powerful bridging mechanism. By grounding scientific facts in familiar cultural narratives, the project successfully addressed skepticism and localized misinformation, bringing different community groups together through a shared understanding of safety. The resulting synergy accelerated the community's organizational maturity, transforming passive residents into active participants in monitoring and evacuation drills. The findings expected that the Pentahelix model, anchored by the Strategic Communication Study Program and GMLS's operational agility, is essential for effective disaster risk reduction in geographically and socially challenging areas. Through effective and localized communication plays a key role in accelerating and maintaining Tsunami Ready status by uniting divided communities and promoting collective preparedness.

Keywords: South Lebak, Divided Communities, Pentahelix, UMN, Communication Strategies



Narrating the Pandemic: Power, Culture, and Communication in Indonesian Presidential Discourse

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Abstract: This paper examines COVID-19 communication in Indonesia a nation whose experience offers vital insights into the role of power and culture in pandemic communication. It draws from a textual analysis of official government communications: a selection of Indonesian President Joko Widodo's public addresses, press conferences, and media interviews from January 2020, the start of the pandemic, to December 2022, when mobility and distancing restrictions for all regions of the country were lifted. Forty-four key communication artifacts were selected and analysed from an archive of 929 items. Four central themes were identified: (1) positioning Indonesia in a global context via international comparisons and appeals to global solidarity; (2) promoting national unity through repeated calls for collective effort; (3) negotiating the tensions between economic survival and public health imperatives; and (4) invoking spiritual and religious sentiments to encourage public cooperation and resilience. Indonesia's experience of COVID-19 offers a unique context in which to examine the symbolic and strategic functions of power and culture in pandemic communication National responses to, and strategies for controlling, COVID-19 in Indonesia were shaped by specific cultural contexts, with factors such as ideology, language, societal norms, and values playing a crucial role in influencing communal understanding and behaviour. One insight from this study is that, rather than addressing shortcomings in pandemic management, the President leaned on nationalist sentiment and moralistic language to maintain legitimacy. In relation to power, another key insight from the study is that Indonesia's pandemic response was marked by attempts to suppress dissent and obscure the scale of the outbreak. The President justified any perceived delays, variations, or limitations in Indonesia's pandemic response by pointing to the logistical and infrastructural challenges unique to an archipelagic country. In this regard, he positioned himself as both knowledgeable about Indonesia's distinctive context and authoritative in guiding the national pandemic response. This strategy created a uniquely opaque and tightly controlled information environment that limited transparency, restricted independent scrutiny, deflected accountability, and undermined public trust. This paper argues that while the pandemic was in some respects a shared global event, national responses (and impacts) were deeply rooted in local cultural frameworks and political contexts. It also highlights the value of Global South communication scholarship in making sense of global uncertainty and declining public trust in authorities and governments. COVID-19 occurred without regard to geographical borders with impacts shared by countries around the world. However, there is limited empirical research on pandemic communication that takes into serious consideration the value placed upon communal functions as well as notions of social control from Asian perspectives. By examining how government officials interpreted health directives, this paper contributes not only to a critical understanding of pandemic communication but also to the development of more effective and ethically grounded public messaging in times of prolonged public health and social challenges.

Keywords: Pandemic Communication, National Narratives, Indonesia

Integrating Local Wisdom through Public Relations Activities in Coastal Tourism Management: A Case Study of Gunungkidul

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Abstract: This study investigates the Public Relations (PR) activities undertaken by coastal tourism managers in Gunungkidul Regency, with a particular focus on De Rocka Sadranan Beach, in integrating local wisdom into community-based tourism management. The integration of local wisdom is conceptualized as a strategic communication approach that aligns economic development with the preservation of cultural identity, environmental stewardship, and community participation. Within this framework, PR serves not only as an image-building instrument but as a participatory mechanism that mediates dialogue, trust, and collaboration between tourism stakeholders (Black & Wintour, 2020). The study adopts a qualitative descriptive approach to explore how PR functions as a communication bridge between local communities, tourists, and tourism operators. Data were collected through in-depth interviews with tourism managers and community leaders, participant observation of PR-related activities, and documentation of program archives and media content. The analysis follows Miles, Huberman, and Saldaña's (2014) interactive model, which includes data condensation, display, and conclusion drawing. This approach allows for a deeper understanding of PR as a dialogical, adaptive, and value-oriented process embedded in the socio-cultural context of coastal communities. The findings reveal four key PR strategies that demonstrate how local wisdom can be systematically integrated into tourism communication. First, cultural empowerment, through the revitalization of the sedekah laut ritual as a cultural tourism event that maintains spiritual authenticity while fostering intergenerational transmission of local traditions. Second, environmental empowerment, implemented through the Bersih Pantai (Beach Clean-up) program that mobilizes residents, visitors, and youth organizations in preserving the coastal ecosystem. Third, economic empowerment, achieved through collaboration with local farmers, fishers, and micro, small, and medium enterprises (MSMEs) to strengthen local supply chains for culinary and souvenir products. Fourth, community capacity building, realized through guide training programs that emphasize storytelling based on local wisdom, ecological awareness, and hospitality values. Theoretically, this research contributes to the expansion of the two-way symmetrical PR model (Grunig & Hunt, 1984) within the paradigm of participatory and community-based communication. It illustrates how PR can operate as a social and cultural intermediary, promoting sustainable relationships among stakeholders and reinforcing local resilience. Practically, the findings offer insights for tourism practitioners and policymakers to develop PR strategies grounded in local wisdom, ensuring a balance between economic interests, cultural continuity, and environmental integrity. Ultimately, PR emerges not merely as a promotional tool but as a transformative force for building inclusive, culturally grounded, and sustainable coastal tourism development in Indonesia.

Keywords: Public Relations; Local Wisdom; Social Empowerment; Participatory Communication; Sustainable Tourism.



The Image of Public Officials' Leadership in 2025 on Social Media: Sentiment Analysis and Public Perception Crisis on Twitter

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Abstract: The year 2025 marks a critical turning point in Indonesian politics, as netizens have become increasingly vocal in expressing criticism toward government policies, legislative actions, and the performance of public officials on social media. Viral hashtags such as #IndonesiaGelap, #RevisiUU2025, #BubarkanDPR, and #SetahunKepemimpinan illustrate the escalating public anger and dissatisfaction with political leadership and institutions. This study aims to analyze how the image of political leadership is constructed on Twitter/X through patterns of public sentiment and perceived attribution of responsibility, framing it as a public perception crisis from a Public Relations perspective. A mixed-methods approach was employed. First, sentiment analysis was conducted on thousands of tweets containing key hashtags (e.g., #IndonesiaGelap and #BubarkanDPR) collected over a two-month observation period to measure the proportions of negative, neutral, and positive sentiment. Second, thematic analysis was applied to identify dominant narratives within the discourse, including criticism of policy transparency, demands for legislative accountability, and perceptions of governance failure. The study adopts the Situational Crisis Communication Theory (SCCT) as its theoretical framework, which explains how publics attribute responsibility during crises and how such attributions affect leadership reputation. The findings reveal that public discourse on Twitter was predominantly negative, characterized by perceptions of weak accountability among public officials and the legislature's role in undermining democratic integrity. Themes such as "anti-people policies," "controversial legislative privileges," and "lack of transparency" strongly emerged as triggers of high responsibility attribution. Within the SCCT framework, this situation reflects a preventable crisis type, suggesting a high potential for reputational damage to political leadership. Theoretically, this study extends the application of SCCT to Indonesia's digital political communication context, emphasizing social media as a space for public sentiment expression and image formation. Practically, the study underscores the importance for public officials and government institutions to implement empathy-based, transparent, and dialogic crisis communication strategies to effectively address public anger and restore trust.

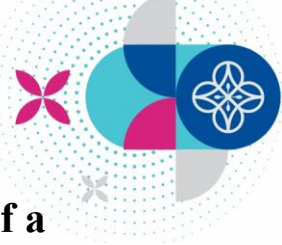
Keywords: Political Leadership Image, Sentiment Analysis, Public Perception Crisis, Twitter/X, SCCT

Analyzing the Role of Investor Relations in Enhancing Investment Value within the Batang Integrated Industrial Estate

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Abstract: Indonesia's accelerating economic growth, recorded at 5.12% in the second quarter of 2025, surpassing projections of 4.8%, demonstrates the nation's resilience and strong industrial momentum. Within this context, the Batang Integrated Industrial Estate (Kawasan Industri Terpadu Batang/KITB) has become a flagship project that drives regional transformation, job creation, and poverty reduction in Central Java. To ensure sustainable development and competitiveness, the implementation of Good Corporate Governance (GCG) and the strategic function of Investor Relations (IR) play a pivotal role in establishing transparent, accountable, and effective communication among corporations, investors, government institutions, and local stakeholders. This study aims to explore the role of Investor Relations in enhancing investment value and to analyze communication strategies as mechanisms of conflict resolution within the management of KITB. Grounded in Stakeholder Theory and Legitimacy Theory, the research employs a qualitative descriptive approach through an in-depth case study design. Data were collected through field observations, a comprehensive literature review, and semi-structured interviews with the KITB Secretariat Coordinator as the key informant. The findings reveal that strategic collaboration among the central government, the Ministry of Investment, and local stakeholders (supported by continuous communication initiatives and GCG-based governance practices) has led to notable achievements: 29 multisector tenants from 10 countries, over 7,000 jobs created, and Rp18.7 trillion in realized investment within four years. KITB's strong emphasis on transparency, accountability, and responsiveness has strengthened its legitimacy and nurtured long-term investor loyalty. Furthermore, the integration of collaborative communication, good governance, and strict tenant selection criteria has proven instrumental in maximizing investment value and sustaining industrial growth. This research contributes to the theoretical advancement of business communication and investment management, while offering practical implications for industrial estate governance in emerging economies. It underscores the critical role of Good Corporate Governance, Investor Relations, and strategic communication as the foundation for legitimate, inclusive, and sustainable industrial development.

Keywords: Batang Integrated Industrial Estate; Communication; Good Corporate Governance; Investment Value; Investor Relations.



Double-Loop Learning in Public Relations: A Case Study of a City Government in Kyoto, Japan

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Abstract: Several scholars in strategic communication—such as Betteke van Ruler, Ansgar Zerfass, and Sophia C. Volk—have advanced discussions on the relationship between public relations and organizational learning with reference to Argyris and Schön’s (1978) theory of single- and double-loop learning. However, two critical gaps remain. First, few studies explicitly analyze double-loop learning within the field of public relations. Second, empirical examinations from the Asia-Pacific region, and Japan in particular, are nearly absent. Given Japan’s unique practice of generalist public relations (Miyabe et al., 2018), the relationship between PR and organizational learning may reveal distinct implications that can offer valuable international insights. This study aims to explore the potential for double-loop learning in public relations by drawing on a case study of a municipal government in Japan. The analysis examines how reflective learning can be institutionalized even in contexts where PR practitioners lack specialized expertise. Adopting a qualitative case study approach, this research analyzes public communication activities—particularly public consultation and feedback processes—conducted by a city government in Kyoto, in which the author was directly involved. Through document analysis and participant observation, the study identifies organizational mechanisms that enable reflective learning beyond single-loop correction, generating generalizable insights into how PR practice can evolve toward a more reflexive orientation. In Japan, due to the prevalence of generalist public relations, individual practitioners often face structural limitations in developing reflective capabilities. Therefore, reflection must be institutionalized through systems and processes. In the examined case, an external advisory committee comprising experts and citizens did not merely review planned PR activities but questioned the underlying assumptions about what forms of communication were needed. Although initially designed as a temporary body, the committee was later formalized as a standing organization that annually reviews and evaluates the city’s PR activities, thereby embedding reflection into the organizational routine. The findings suggest that double-loop learning can occur in public relations when reflection is embedded at the institutional level rather than relying solely on individual expertise. Even within Japan’s generalist PR system, reflexive and adaptive communication practices can be fostered through organizational mechanisms that compel self-questioning and continuous learning.

Keywords: Double-loop learning; Reflective communication; Organizational learning; Public relations; Japan.

To Control The Crisis Affect: The Situational Rhetoric Approach by President Prabowo Subianto Amid the Demonstrations in Late August 2025

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Abstract: The sequence of demonstrations held from August 25th to September 1st, 2025, was considered one of the human-climate crises faced by Indonesia's government, caused by the increase in the representatives' allowances in the midst of economic crises faced by its people. Later on, those demonstrations affected Indonesia's security and the people's trust in the government. Furthermore, the casualties included the destruction of public facilities and the robbery of the officials' homes. Those demonstrations lasted for one week, yet the president of Indonesia, Prabowo Subianto, did not give any statements or responses towards those actions until the death of the online motorcycle taxi driver, Affan Kurniawan. This work aims to analyze the rhetorical practice used by President Prabowo Subianto to respond to those human-climate crises that arise in Indonesia by using the theoretical framework of communication crisis by Coombs (2010), which is categorized into three different phases of crises, including 1) pre-crisis, 2) crisis, and 3) post-crisis, through the phenomenon of the sequence of demonstrations held from the late of August to early September, 2025. Additionally, this paper employs a rhetorical approach as its methodology, focusing on situational rhetoric by Hunsucker & Smith (2009). Situational rhetoric is an approach to analyzing the practice of rhetoric used in crisis conditions to respond to issues that may harm institutional reputation and trust. This approach is also used to influence the audience in perceiving certain issues by the three foundations of rhetorical practices, which are 1) issue formation, 2) issue perception, and 3) issue resolution. The result indicates the failures of President Prabowo Subianto in positioning himself while understanding his people's perspective regarding the issues that caused the demonstration. It showed how President Prabowo was not wide-awake in responding to the crises, and for that reason, his speech used to be quite general without any specific action or strategy. Unfortunately, President Prabowo also slacked in responding to the alert caused by the demonstration by appearing in public more than three days later, which caused the demonstrations to last for a week. Yet, this article still lacks information and provides a limitation, particularly regarding the strategic approach and information to manage the pre-crisis and post-crisis phases, which can be developed in further research.

Keywords: Crisis Communication, Demonstration, Situational Rhetoric.



Risk Mitigation Communication for Cannabis Use and Cannabis-Infused Products among At-Risk Youth in Educational Institutions

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Abstract: With the ultimate purpose of contributing to the prevention of social problems and the reduction of harm and loss, this study sought to enhance knowledge and understanding of risk mitigation related to cannabis and cannabis-infused products (e.g., factual adverse effects and personal and peer protective guidelines) among youth groups, particularly school students and education personnel. A mixed-method research design was employed, beginning with in-depth interviews with ten participants, including medical and public health professionals, education personnel, parents, and youth to identify prevailing perceptions, misinformation patterns, and behavioral drivers including unclear labeling of active compounds, polysubstance use, and peer-driven challenge culture. This was followed by the production of a short film and music video, and subsequently, a survey study utilizing pre-test and post-test questionnaires and focus group discussions with 400 target participants. Findings from the first phase revealed that cannabis is currently medically certified for the treatment of six conditions and deemed potentially effective for an additional four conditions. Participants also noted that usage may improve quality of life, though moderation is key to preventing dependence. Furthermore, it was highlighted that a major factor contributing to addiction is the consumption of products lacking clear labeling of active compound concentrations, and Thai youth face heightened risk due to polysubstance use and a prevalent culture of challenge. The second phase provided quantitative findings demonstrating the effectiveness of the produced media in enhancing knowledge, with the mean rate of correct responses increasing by 23.33% from pre-test to post-test. The final phase produced three main findings: 1) changes in youth perceptions of cannabis, 2) evolution in information sources, and 3) feedback and recommendations. In the past, youth held negative perceptions of cannabis, focused on its physical harms and status as an illegal substance; however, these perceptions have shifted to a recognition of benefits, including medical applications, patient treatment, and culinary use, alongside an acknowledgment of risks associated with inadequate knowledge of safe consumption. Participants also noted the evolution of information sources, from previously controlled media and limited content coverage to diverse channels, particularly with social media. Feedback on the study's short film and music video praised the content as memorable, comprehensive, and age-appropriate, especially for providing clear information on addiction symptoms and initial treatments for overdose. Recommendations emphasized online dissemination, family-centered content showcasing the impact of early cannabis use, comparisons of non-addicted and addicted users, animated videos, and collaboration with KOLs to maximize youth engagement. Finally, the research offers several contributions. Theoretically, it advances knowledge of public health and risk communication, while practically, it provides an evidence-based model for effective, youth-focused intervention programs, prioritizing accurate, comprehensive, and digitally native media dissemination, as well as informing policy directions, including the need for label standardization.

Keywords: Risk Communication, Public Health Communication, Media-Based Intervention, Cannabis Use, Youth Health

Community Communication and Traditional Ecological Knowledge as Disaster Mitigation Practice

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Abstract: This study examines the role of community communication and Traditional Ecological Knowledge (TEK) as living disaster mitigation practices embedded in the culture of indigenous communities in Indonesia. Unlike approaches to disaster mitigation that tend to position risk as a technical and institutional issue, this study demonstrates that local communication practices function as everyday mechanisms for constructing, transmitting, and maintaining ecological knowledge, moral values, and collective community responsibility. The aim of this study is to understand how culturally rooted forms of communication mediate environmental knowledge and shape community responses. This study employed a qualitative, interpretive approach with fieldwork conducted in 2025 in two indigenous communities: the Baduy in Banten and Kampung Naga in West Java. Data were obtained through in-depth conversations with community members, participant observation, and exploration of cultural expressions such as oral traditions and customary prohibitions (pamali). The results indicate that disaster mitigation in these two communities is not understood as a separate or institutionalized activity. In contrast, mitigation practices are integrated into everyday communication, sustainably reproducing ecological norms, ethical obligations, and shared understandings of environmental risks. TEK serves as a medium for community communication, enabling the transmission of knowledge between generations, strengthening collective consciousness, and building preparedness based on local ecological experiences. However, this study found a gap between TEK-based communication practices and formal disaster communication frameworks. These practices remain under-recognized within technocratic and policy-oriented disaster management systems. Theoretically, this study expands the study of cultural and media communication by positioning TEK as a communicative practice and a form of community-based alternative media. Practically, these findings emphasize the importance of positioning community communication as a foundation for developing contextual, inclusive, and socially just disaster mitigation strategies, particularly in indigenous communities and in the global context.

Keywords: Community Communication; Traditional Ecological Knowledge; Cultural Communication Practices; Disaster Mitigation; Indigenous Communities



Subtheme 7: Education, Research, and the Future of Public Relations in Social Cohesion

Strengthening Social Cohesion through Dialogic Public Relations in the Case of Batik Lasem

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Abstract: This study examines the role of public relations (PR) in fostering collective pride and strengthening social cohesion through the lens of Dialogic Public Relations. This theory emphasizes five core principles: mutuality, propinquity, empathy, risk, and commitment. In this positioning the PR as a dialogic communication practice rather than merely a promotional or information management function. In the context of Indonesia's societal diversity, a dialogic approach is crucial for bridging differences, cultivating a sense of togetherness, and reinforcing collective identity. The study adopts the Indonesian World Records Museum (MURI) in Semarang as its case framework, given MURI's distinctive role in recognizing and documenting national achievements. Beyond functioning as a record-keeping institution, MURI serves as a symbol of national pride that can unify the public through appreciation of collective accomplishments. Particular attention is directed to MURI's recognition of Batik Lasem, a cultural heritage rich in historical value and social identity. Renowned for its Sino-Javanese acculturation, Batik Lasem carries symbolic significance as a representation of intercultural dialogue, making it a salient object for research on social cohesion. Methodologically, the study employs Appreciative Inquiry (AI) within a participatory qualitative approach. The research process follows the AI cycle with emphasis on the Discover and Dream stages. The Discover stage focuses on eliciting positive experiences among the Batik Lasem community and relevant publics regarding the impact of MURI's recognition on identity and collective pride. The Dream stage explores collective aspirations and imaginaries for Batik Lasem's future as a broader symbol of social cohesion, facilitated by MURI's role. Semi-structured interviews and focus group discussions will be conducted with key stakeholders, including Batik Lasem artisans, cultural communities, and MURI audiences. The study is expected to broaden understanding of how dialogic communication in PR can support cultural preservation while simultaneously strengthening cohesiohesion. Its theoretical contribution lies in integrating Dialogic PR with studies of cultural recognition, while its practical contribution offers appreciative communication strategies for MURI and similar institutions. This research provides conceptual and empirical foundations for advancing PR practices that are more dialogic, participatory, and oriented toward reinforcing Indonesia's collective identity.

Keywords: Dialogic Public Relations, MURI, Batik Lasem, Social Cohesion, Collective Pride



Applying Kotler's Seven-Stage Personal Selling Model in Property Sales: A Qualitative Study on Communication and Buyer Interaction Dynamics

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Abstract: The real estate sector is one of the most complicated and high value economic sectors in which the selling success does not rely solely on the product but also on communication competence and ability to form relationships that sales force has. Property sales are particular as they are high cost and long-term commitment decisions requiring trust, empathy and credibility from the people selling them. This paper examines the Philip Kotler's seven steps personal selling model consists of prospecting and qualifying, pre-approach, approach, presentation and demonstration handling objections closing follow up in property sale representing the communication strategies that specifically influence the buyer involvement procedures to buying. Based on a qualitative exploratory approach this study uses the case study, in-depth interview, participant observation, and document analysis to examine the experiences of property sales agents and buyers in Jakarta. Sales agents were chosen for their level of experience and success rate with the products, while buying informants added to our view about interaction quality, persuasive quality, and satisfaction. The data included live interactions on property tours, negotiations and post-sale stay-behaviour. Thematic interpretation (Braun and Clarke, 2006) of participants' communicative behaviour was conducted to illustrate a pattern of communication throughout Kotler's stages. Results indicate that good communication is the basis in all seven steps of personal selling. In prospecting and qualifying, dialogue connects sales reps with high-potential leads. Information is the focus of the pre-approach stage, allowing for individualized services based on both client need and lifestyle, as well as the relative monetary worth. During the approach stage, rapid first impressions provided by professional appearance, active listening and empathy determine whether the buyer will converse. The presentation / demonstration stage plugs in the power of storytelling, visual aids and property touring that stirs both logic analysis and emotional bonding. (When it comes to objections, (reflective)listening and transparency are your friends even if someone pushes back on pricing or wants to know more about something you've documented in a proposal. The close depends on a rep's ability to reiterate impactful value and create urgency without bullying. Finally, following up with the client builds loyalty and develops referrals through ongoing post-sale follow-up. The communication is not a technique, but the very core of selling. Tone, gesture and attitude both verbal and nonverbal also determines buyers trust on sellers as getting clearness about a good or service entails seeing for it. While the tech tools like virtual tours and digital messaging help streamline processes, they cannot replace the human touch and depth of relationship. The results confirm the continuing validity of Kotler's model in today's property markets, evidencing the importance of consultative and empathy-infused communication to build sustainable relationships between buyers and sellers. In a nutshell, the use of Kotler's seven-stage framework in ethical strategic and human centric communication leads property salespeople to trust building, high conversion rates and long-term client loyalty as well as communication serving as key driver for Professional selling effectiveness in today's real-estate setting.

Keywords: personal selling, communication effectiveness, Kotler's model, property sales

Redefining Crisis Responsibility in Higher Education: An Autoethnographic Study of Communication Crisis in The Sriwijaya University's Student Ethical Misconduct Case

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Abstract: This study aims to analyze the practice of communication crisis in higher education through a reputational crisis case that emerged from an incident of student ethical misconduct at Universitas Sriwijaya, namely the coercion of first-year students to kiss each other's foreheads by senior students during an organizational activity on campus. This research employs an autoethnographic and ethnographic approach that utilizes an insider perspective in crisis analysis. The researcher was directly involved in the institutional communication process during the issue management, thereby enabling a thick description of the dynamics of decision-making, message delivery, and stakeholder responses. Data were obtained through reflective notes, internal communication documents, observation of stakeholder responses, and informal dialogue. This study will employ the Situational Crisis Communication Theory (SCCT) as the main analytical framework. The results show that this case does not fully correspond to the crisis classifications within SCCT (victim, accidental, preventable). Although the institution did not cause the incident, stakeholders attributed moral and institutional responsibility to ensure student protection. The rapid dissemination of information through social media releases can accelerate the spread of the issue and trigger amplification by the press as well as homeless media. However, this did not lead to meaningful changes in public perception, particularly on social media, as reflected in the large number of negative comments on postings on the institution's official accounts. Empathic communication, university leaders visibility, and space for dialogue were found to be more effective in restoring trust. The time dimension also functions as a natural mechanism that allows for de-escalation of the issue and the stabilization of public opinion. This study proposes an expansion of SCCT through the addition of the aspect of ineffectual responsibility referring to situations in which an institution that is not the cause of a crisis is still required to meet moral expectations and provide protection. Practically, higher education institutions are advised to prioritize empathic, transparent communication and leadership visibility, rather than relying solely on media releases that may reinforce polarization and public opinion.

Keywords: Crisis Communication, Autoethnography, Situational Crisis Communication Theory, Higher Education, Institutional Reputation



Subtheme 8: Ethics and Challenges in Public Relations for Social Cohesion

From Physical Practice to Consciousness Connection: Experiences and Insights from Ethnic Minority Sports and Cultural Practices in Fostering a Strong Sense of Community for Chinese Nation under the Logic of Mediology

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Abstract: Background: “Fostering a Strong Sense of Community for Chinese Nation” represents a central endeavor in China’s contemporary multi-ethnic public relations. This policy emphasizes using cultural means to construct a public relations system that fosters national identity and social harmony. Fundamentally, the connection between culture and society is a mediology (perspectives from Régis Debray) studies concern, centered on processes of “transmission” (diachronic) and “dissemination” (synchronic). Core Research Questions: This study investigates two primary questions: First, can the localized cultural practices of China’s ethnic minorities be understood as a complete media system, thereby bridging micro-level contexts and macro-level national community relations? Second, how do these groups transform the abstract concept of the national community into a tangible, stabilizing material force within multi-ethnic public relations? Methodology: To address these questions, this research employed a 14-month ethnographic fieldwork, focusing on sports and cultural activities within Bai ethnic villages in Southwest China. It systematically analyzes the mediology logic of ethnic solidarity across both diachronic (transmission) and synchronic (dissemination). Key Findings: 1. Synchronic Dissemination: Ethnic traditional sports construct a triple transmission apparatus through bodily practices, ritual spaces, and actor networks. This apparatus materializes abstract national consciousness into tangible communicative practices. Specifically: a) As material carriers, cultural projects achieve a triple narrative encoding, integrating local traditions, Chinese cultural heritage, and national discourse through embodied rituals. b) Cultural rituals function as collective order mechanisms, using structured practices and symbols to integrate dispersed emotions and cognitions into a unified field of meaning, facilitating interaction between national narratives and local knowledge. c) Through institutional co-construction, national and local actors foster a dynamic relational mechanism that inherits traditional emotional bonds while transcending geographical and ethnic boundaries via state-level support. 2. Diachronic Transmission: The cultural mediation system relies on event nodes and belief systems as dual anchors for sustaining memory and transmitting values. a) Events serve as crucial connectors, where “cultural event contexts” provide historical legitimacy, and “cultural events situated within specific contexts” drive the activation and regeneration of communal consciousness across generations through evolving practices and emotional energy. b) Faith, mediated through cultural practices, unites individuals within a shared “collective sacred” framework. Simultaneously, the value homogeneity in worldviews and ethics across different ethnic groups provides the Chinese nation with a transcendent, unifying reference point, continually reinforced through ritualistic sports. 3. Media Evolution: A closer examination of the interaction between social media and traditional cultural practise within the historical evolution of the media landscape reveals that technological empowerment has not only enhanced the visibility of ritualized performances and collective memory but also precipitated an ongoing adaptation struggle between established practices and the imperatives of digital logic. Research Originality & Implications:



This mediology studies approach to Chinese ethnic minority cultures offers a systematic new perspective for exploring the culture-national community relationship within the Chinese context. This “culture-medium” system framework can also be regarded as an effective tool for understanding, on a more macroscopic level, how cultural practices shape the concept of human community.

Keywords: Mediology, the sense of community for the Chinese nation, ethnic minority cultures.

Gendered Division of Capital Accumulation among Left-Behind Husbands in Indonesia: A Systematic Review

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Abstract: The migration of women for overseas employment has generated a complex reconfiguration of household economic relations, particularly among left-behind husbands. While remittances sent by migrant wives may serve as a source of investment and economic security, they often engender financial dependency among men who remain at home. Such dependency disrupts conventional breadwinner norms and exposes men to social stigmatization associated with perceived idleness or loss of productivity. This study critically examines the gendered dimensions of capital accumulation among left-behind husbands in Indonesia in the context of transnational labor migration. Utilizing a PRISMA-guided Systematic Literature Review (SLR) methodology, scholarly publications were systematically identified and extracted from the Scopus database covering the period 2010–2025. A total of 51 studies met the established inclusion criteria and were subjected to a comprehensive narrative synthesis. The findings of this study indicate that the unequal distribution of household labor among left-behind husbands significantly influences their wives' overseas employment experiences. In the Indonesian context, prevailing gender norms often discourage men from engaging fully in domestic tasks, as such responsibilities are socially constructed and stigmatized as feminine duties. Consequently, migrant wives are frequently perceived as neglecting their traditional familial obligations. Conversely, left-behind husbands who assume domestic responsibilities often encounter a dual burden, as they are compelled to perform tasks conventionally associated with women—such as childcare, cooking, and household management—while simultaneously maintaining their socially expected role as breadwinners. Within dominant cultural narratives, unemployed men who remain at home while their wives migrate for work are often portrayed as embodying symbolic violence, inactivity, and failure to fulfill their socially ascribed role as the family's primary provider. This form of symbolic violence manifests as shame and emotional distress. It is often imposed on men who are perceived as subordinate or inadequate husbands due to their economic dependence on their wives. These dynamics undermine traditional masculine identities rooted in patriarchal ideals that position the husband as the moral and economic pillar of the household. In light of these findings, this review recommends the implementation of targeted financial literacy and entrepreneurship programs for left-behind husbands to enhance their economic agency and mitigate dependency. Future research should further explore how remittance-driven gender reconfigurations evolve over time and how they reshape community-level notions of masculinity and family welfare.

Keywords: Capital accumulation, Entrepreneurship, Gendered division, Left-behind husbands.



Communicative Identity in Social Transformation: From Chinese-Indonesian Mystical Tradition to Religious Discourse

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Abstract: This research aims to explore how communication plays a pivotal role in the reconstruction of social identity for an individual who transformed from a Chinese-Indonesian traditional spiritual practitioner (known locally as tukang kwamia) to a Christian pastor. This transformation not only represented a shift in spiritual orientation and social role but also gave rise to new communicative patterns that embodied changes in values, meanings, and social interactions. The research focused on how identity communication and personal narratives were employed as tools for negotiating self-meaning and constructing a renewed religious identity within a changing social context. This research employed a qualitative approach using a single case study design. Data were collected through in-depth interviews and participatory observation involving the main subject and their social environment. The analysis was conducted interpretively, employing communication identity theory and Paul Ricoeur's narrative theory as conceptual frameworks. This approach enables a deeper understanding of how narrative communication served as a medium for identity transformation through the reinterpretation of symbols, rituals, and interpersonal communication practices. This research demonstrated a notable change in the resource person's social identity. Shifting from a Chinese-Indonesian traditional spiritual practitioner (known locally as tukang kwamia) to a christian pastor. The transformation underscores the importance of dialogue in reconstructing spiritual identity and credibility within the community. Employing symbolic and narrative discourse, the resource person used communicative strategies to rebuild legitimacy and belonging. The transformation not only revealed the flexible and evolving character of identity in social life but also underscores the contribution of personal narrative in enabling self reconstruction and social adaptation. The resource person revealed how identity underwent reconstruction through significant social and spiritual transition. This research enriches the study of communication and sociology by showing that identity transformation as a communicative act enabled social credibility and acceptance. Theoretically, it illustrated how narrative symbolic communication was applied to build trust and values amid social change. From a practical standpoint, the research informed the development of public communication strategies and intercultural communication practices intended to build social cohesion in multicultural societies.

Keywords: Identity communication, narrative theory, social transformation, religious.

Subtheme 9: The Role of Media in Shaping Shared Values for Equality, Equity, and Inclusivity



Constructing Ideals and Shared Values: The Korean Wave's Influence on Malaysian Youth's Perceptions of Ideal Standards

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Abstract: In an increasingly interconnected and networked society, media functions as a powerful arena for the construction, negotiation, and dissemination of social reality. It is not merely a conduit for entertainment but a key site where shared values, social norms, and ideal standards are produced and contested. Audiences are not passive consumers; they actively interpret, adopt, and re-frame the narratives they encounter, thereby influencing their own and others' understanding of the world. Within this context, global cultural flows such as the Korean Wave (Hallyu) provide a significant lens through which to examine the formation of perceptions around equality, equity, and inclusivity. The Korean Wave—encompassing dramas, films, music videos, and variety shows—has achieved unprecedented global reach, with pervasive portrayals of beauty, romance, lifestyle, and success. These media texts often present idealised and sometimes unrealistic standards of appearance, relationships, and cultural aspiration. For Malaysian youth, sustained exposure to such narratives not only informs cultural appreciation but also shapes personal and social benchmarks. This study explores how these ideals are interpreted, negotiated, and integrated into young Malaysians' social realities, and how such processes intersect with broader values of equality, equity, and inclusivity. Adopting a quantitative approach, an online survey was conducted with 223 Malaysian respondents aged 18–29. Participants reported their initial exposure to the Korean Wave through media (37.7%), friends (35%), and family (25.6%). Most had been engaged with Hallyu content for over five years (87.4%). The findings reveal high levels of cultural engagement: strong interest in Korean cuisine (mean=4.37), learning the Korean language (mean=4.35), travelling to Korea (mean=4.22), adopting Korean fashion and beauty trends (mean=4.12), and exploring traditional culture (mean=4.08). Participants also acknowledged that Korean media had influenced their image of Korea (mean=3.97). Exposure to K-dramas and films showed a moderate association with relationship satisfaction and commitment (mean=3.52). Some respondents expressed a desire for relationships mirroring those portrayed on screen (mean=3.36), and a smaller proportion viewed such portrayals as an ideal to be achieved in real life (mean=2.60). These results point to the influential role of media in setting aspirational benchmarks that, while fostering cross-cultural understanding, may also reinforce narrow and exclusionary ideals if left unexamined. From a media and communication perspective, the Korean Wave illustrates the dual capacity of global media flows: they can act as bridges that enhance social cohesion through shared cultural experiences, yet they can also propagate homogenised ideals that risk marginalising diverse identities and lived realities. Public relations perspectives shed light on how such portrayals serve as tools of cultural diplomacy, while sociological frameworks reveal how audiences—especially youth—navigate, reinterpret, and sometimes resist these ideals in ways that reflect local contexts and value systems. This study calls for critical engagement with transnational media to ensure that the values being shared and normalised contribute to inclusivity, equity, and equality. By recognising audiences as active participants and fostering more diverse and representative portrayals, media can be harnessed as a constructive force for social cohesion in a globalised, networked world.

Keywords: Korean Wave, media influence, youth culture, ideal standards, shared values

A Study on Taiwanese Youth's Spring Festival Expressions and Identity Construction via Instagram in the Context of Spatiotemporal Perspectives

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Abstract: Against the backdrop of digital media's deep integration into daily life, the Spring Festival—a traditional celebration embodying cultural memory and familial bonds—is undergoing unprecedented temporal-spatial restructuring and cultural reproduction. This study examines Taiwanese youth to explore how they mediate Spring Festival expressions and construct cultural identity through Instagram. The study seeks to address three core questions: (1) How do digital platforms reshape the temporal and spatial structure of the Spring Festival? (2) How do Taiwanese youth participate in the Spring Festival and negotiate cultural identity through digital expressive practices? (3) What mediating role do familial elements play in cross-regional cultural transmission and digital translation? The study employed a combined approach of content analysis and in-depth interviews. First, the KEYPO database was utilized to collect 500 Spring Festival-related posts from the Instagram platform between January 2024 and January 2025. Through LDA thematic analysis, word frequency analysis, SnowNLP sentiment analysis, and co-occurrence in social semantic networks, the study systematically examined the thematic structure, linguistic features, emotional orientation, and semantic relationships in Taiwanese youth's Spring Festival expressions. Second, the study was supplemented by in-depth interviews with 25 Taiwanese youth to further explore their motivations, emotional attitudes, and cultural identity logic in Spring Festival media expressions. The research framework was grounded in Lefebvre's tripartite theory of space (space of practice, space of representation, representation of space), combined with Harvey's theory of temporal-spatial compression for analysis. Research reveals that Taiwanese youth's Spring Festival expressions on Instagram exhibit three key characteristics: First, temporally, the festival narrative has shifted from the traditional “15-day cycle” to a platform-driven “48-hour traffic peak,” prompting youth to adapt their agency between “algorithmic timeliness” and “traditional rhythms.” Second, spatially, family scenes are translated through imagery into shared symbolic spaces that both sustain emotional bonds and carry intergenerational tensions, forming a digital “Spring Festival practice space.” Third, at the representational level, Instagram generates a temporary “digital Spring Festival community.” Youth reshape the festival's meaning through multimodal expressions like reunion photos, New Year's Eve dinners, and red envelope interactions, yet simultaneously expose the superficiality of festival identity and emotional heterogeneity. This study innovatively integrates “spatiotemporal theory” and the “spatial production” framework into digital Spring Festival communication research. It reveals how Taiwanese youth reorganize the temporal-spatial order of the festival through visual expression and interactive practices on Instagram, negotiating their cultural belonging amid the tension between platform logic and cultural tradition. Practically, this research offers new perspectives and pathways for strengthening cultural connections between young people on both sides of the Taiwan Strait. Specifically, it promotes the living transmission of traditional Chinese festival culture by extending the temporal sequence of



festive interactions, diversifying celebratory expressions, and facilitating cross-regional digital exchanges.

Keywords: Taiwanese youth, Spring Festival culture, Digital-spatial reconfiguration, Festival participation

From TV to IQIYI: The Remediation of Queer Gaze in Thailand Boys Love Series of Lovesick

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Abstract: Lovesick The Series (2014) became the pioneer and the first Thai Boys' Love series aired on TV. It succeeded in disrupting the heteronormative idea and spreading the queer familiarization agenda among heteronormative mainstream audiences at that time. Lovesick helped bring queer media to the mainstream within the boys' love genre, despite Thailand's heteronormative broadcasting circumstances. Gaining popularity, Lovesick, the series, was remade ten years later and aired on the digital streaming platform IQIYI. This study attempts to explore the transformation of queer gaze produced by the Lovesick series. This study sees this phenomenon as one of the remediation practices. It is because of the changing technology of media, from television to digital streaming platforms, that transforms the narrative and presentation of queer subjects in this series, with its consequences. The visual psychoanalysis framework was applied as the method of this study to examine the queer gaze forms presented and their transformation between the original and remake versions of this series. Therefore, this study also explores the correlation between the queer gaze transformation and the reason why Lovesick was remade in a new form. The result shows that there are some changes in how the Lovesick series is presented to its audience. The original form reveals a detachment from queer subjects to the audience. The camera movements treat queer subjects as the other, new, and queer towards heteromstream audiences. This camera technique is used to negotiate the broadcasting circumstances, which were influenced by heteronormative knowledge. The reproduction of heteronormativity was chosen so that this series could be aired on Thai television and comply with the government censorship regulations. Ten years later, the remake version made a different movement and adapted the inclusivity agenda of queer community in 2024. The camera movement shows the closeness of the queer subjects to their audiences, especially when the queer subjects portray queer intimacies. These transformations are also possible because the media apparatus has changed into a digital streaming platform. The digital streaming platform offers flexibility and features that are highly personalized for each user. These features enable the queer narrative in BL series such as Lovesick (2024) to be fully appreciated by its audience. This condition creates a more comprehensive viewing experience while supporting the agenda of queer familiarization among viewers, given that digital streaming platforms make these series accessible to anyone worldwide. This study finds that through the process of queer gaze remediation, the BL series Lovesick successfully popularizes queer-themed content while promoting a more inclusive understanding of queerness to its audience. It also highlights the role of media in shaping shared values toward inclusivity of the queer community through the worldwide remediation and familiarization of these series. However, a critical observation emerges that, at the same time, this inclusivity becomes an industry commodity, and the queer subjects within the BL series may risk being objects of fans' gaze rather than truly representing their existence within this popular culture.

Keywords: Boys Love, Queer Gaze, Remediation



Gender, Sexuality, and Class in Indonesian Popular Culture: The Representation of Domestic Workers in *Inem Pelayan Seksi* (1976)

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Abstract: This research examines the representation of domestic workers in the Indonesian film *Inem Pelayan Seksi* (1976), a popular cultural product from the New Order era that combines comedy with erotic undertones. The film portrays Inem, a lower-class woman working in the domestic sphere, who is simultaneously represented as an attractive and sexualized figure. Such representation highlights how popular culture constructs and reproduces social meanings of gender, sexuality, and class in Indonesia during the 1970s. The study employs a qualitative approach using media text analysis. Roland Barthes' semiotics is applied to decode the film at three levels: denotation, connotation, and myth. At the denotative level, the analysis describes literal signs such as Inem's costume, gestures, interactions, and the domestic setting. At the connotative level, these signs are interpreted in relation to cultural meanings, including humor, eroticism, and social subordination. Finally, at the myth level, the analysis explores the dominant ideologies embedded in the film, such as the positioning of women as sexual objects, domestic workers as lower-class figures, and female sexuality as a form of commodified entertainment. To enrich the reading of the text, feminist media analysis is also employed. This perspective enables a critical examination of power relations between male employers and female domestic workers, the persistence of gender stereotypes, and the problematic construction of female sexuality in Indonesian popular culture. The findings reveal that *Inem Pelayan Seksi* not only served as entertainment but also reinforced patriarchal ideologies and class hegemony characteristic of the New Order regime. This study contributes to the broader field of media, cultural, and gender studies in Indonesia by providing critical insights into how lower-class women are represented in film. It also emphasizes the importance of understanding popular culture as a site where ideologies of gender, sexuality, and class are produced, circulated, and sustained.

Keywords: Representation, Gender, Sexuality, Social Class, Roland Barthes Semiotics

Family Communication Patterns of Female Civil Servants within Bureaucratic Work Culture and Digital Transformation

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Abstract: The predominance of women in Indonesia's bureaucracy places female civil servants, particularly mothers, in a unique position as actors who must constantly negotiate dual roles: conforming to the rigid bureaucratic work culture while simultaneously fulfilling the demand for warm and nurturing communication within the family. Data from the Indonesian Civil Service Agency (BKN, 2024) further highlights this reality, recording that 57% of civil servants are women, the majority of whom are in their productive years and married. This indicates that millions of Indonesian women are managing overlapping responsibilities as state officials within hierarchical systems and as primary caregivers at home. The digital transformation of bureaucracy, especially through the widespread use of online applications, increasingly blurs the boundary between professional and domestic spheres. This situation creates new potential tensions in family communication, particularly with adolescents who demand attention, empathy, and dialogic interaction. While the Indonesian government has introduced policies such as the Flexible Work Arrangement (FWA) to address these challenges, in practice its implementation remains limited and often incompatible with the rigid bureaucratic culture. This policy-practice gap underscores the need for further investigation into how female civil servants navigate these competing demands in their daily lives. Employing a qualitative case study approach, the research engaged 15–20 female civil servants aged 35–50 with adolescent children (12–18 years) from Indonesia, selected through purposive sampling across several provinces. Data were collected through in-depth interviews, online focus group discussions (FGDs), and digital observation, then analyzed thematically using source triangulation. The findings reveal three key dynamics. First, bureaucratic culture reinforces hierarchical communication styles at home, sometimes reducing openness with adolescents. Second, digital platforms extend working hours into the domestic sphere, leading to “always-on” mothers whose family interactions are frequently interrupted by bureaucratic demands. Third, despite these pressures, many participants developed adaptive strategies—such as negotiated digital boundaries, shared household responsibilities, and ritualized family communication—to maintain intimacy and balance. Theoretically, this study advances family communication scholarship by demonstrating how bureaucratic norms and digitalization intersect to shape maternal communication strategies, extending existing models of role negotiation into state-sector contexts. It highlights the need for more integrative frameworks that account for institutional culture in family communication research. Practically, the study offers critical insights for policy design, calling for more effective implementation of FWA, digital workload regulation, and family-friendly bureaucratic reforms. By acknowledging the dual demands faced by female civil servants, governments can promote not only bureaucratic efficiency but also healthier family communication in the digital era.

Keywords: Family Communication, Bureaucratic Culture, Digital Transformation; Civil Servants



Tri Dharma Mangkunegara and Institutional Strengthening: Exploring Traditional Leadership Philosophy through Bedhaya Anglir Mendung Dance

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Abstract: This study investigates the traditional leadership philosophy embedded in the Bedhaya Anglir Mendung dance to strengthen institutions and promote social cohesion within groups. The research aims to elucidate how dance, as a potent communication medium, reflects historical leadership principles that remain applicable for fostering robust institutional frameworks today. Utilizing a historical approach, the study meticulously analyzes written sources through the systematic stages of heuristics, critical analysis, interpretation, and historiography to bridge past leadership practices with contemporary applications. The findings highlight that Bedhaya Anglir Mendung, a revered sacred dance of Pura Mangkunegaran in Surakarta, was created by Mangkunegara I. From a Communication Science perspective, the dance encapsulates the *tiji tibeh* leadership principle (if one dies, all die; if one prospers, all prosper), which guided Mangkunegara I to a significant victory against the VOC, Kasunanan Surakarta, and Kasultanan Yogyakarta in Kasatriyan, Ponorogo, in 1752. This principle evolved into the Tri Dharma Mangkunegara philosophy, comprising three core tenets: (1) *rumangsa melu handarbeni* (a sense of collective ownership), (2) *wajib melu hangrungkebi* (a duty to defend collectively), and (3) *mulat sarira hangrasawani* (courage for self-reflection). These principles cultivated cohesive unity, significantly contributing to the prosperity and stability of Praja Mangkunegaran. The Bedhaya Anglir Mendung dance artistically transforms the war's intense reality into a performative expression, preserving the *tiji tibeh* warrior spirit while embedding enduring leadership values. These values instilled a profound fighting spirit among followers, fostering resilience and collective dedication. Rooted in Indonesian local wisdom, the Tri Dharma philosophy provides a robust framework for strengthening modern development groups, such as farmers' collectives, productive economic units, or PKK groups in rural Java. The ethos of *mukti siji, mukti kabeh; mati siji, mati kabeh* inspires members to collaborate tirelessly toward shared objectives and overcome challenges effectively. It nurtures attitudes of ownership, a sense of duty to defend, and the courage for self-reflection, fostering resilient institutions that support equitable and sustainable social environments. Practically, this study offers innovative strategies for institutional strengthening by leveraging traditional dance as a culturally grounded communication medium. Theoretically, it enriches communication studies by providing a historical perspective on traditional leadership philosophy and institutional strengthening unique to Indonesia. By applying Tri Dharma principles, groups can enhance cohesion, streamline communication, harness individual potential, and promote collaborative development, ensuring institutions remain resilient and adaptable to contemporary challenges in diverse social and economic contexts.

Keywords: Tri Dharma Mangkunegara, traditional leadership philosophy, Bedhaya Anglir Mendung, institutional strengthening, social cohesion.

A Critical Discourse Analysis of False Freedom in Female Characters of Hanung Bramantyo's *Gowok*

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Abstract: This research investigates the discourse of false freedom constructed in Hanung Bramantyo's film *Gowok* (2025) by employing Sara Mills' model of Critical Discourse Analysis (CDA). The study departs from the recurring paradox in Indonesian cinema, where narratives that appear to promote gender equality simultaneously reproduce patriarchal ideologies through cinematic language and narrative structure. Previous studies utilizing Mills' framework—such as Afifulloh and Wijayanti's (2023) analysis of *Imperfect*, Hardiyanti et al.'s (2023) study on *Ipar Is Maut*, and Pujiastuti's (2024) reading of *Before, Now & Then*—reveal that female characters are frequently positioned as subjects of empowerment only within boundaries sanctioned by patriarchal norms. While these works have significantly contributed to feminist discourse in Indonesian film studies, there remains a notable gap in examining how “freedom” itself functions as an ideological construct within male-directed narratives that claim to be emancipatory. This study aims to fill that gap by analyzing how the false freedom discourse is represented through four central female characters—Ningrum, Nyai Santi, Ratri, and Djenar—in *Gowok*. Using Mills' CDA, which emphasizes the relationship between the subject (who speaks), the object (who is spoken about), and the reader/viewer position, this research reveals how the film constructs gendered power relations that appear liberating yet remain ideologically confined. Through qualitative-descriptive analysis of dialogues, scenes, and visual framing, the study demonstrates how the narrative allows women to occupy spaces of knowledge, sexuality, and agency while simultaneously situating them within moral and spiritual constraints defined by the male gaze. The findings indicate that *Gowok* performs a dual operation: it presents women as intelligent and active agents, yet continually redirects their agency toward serving male-centered narratives of enlightenment and desire. This mechanism produces what Mills terms “controlled subjectivity,” in which female autonomy exists only within the ideological boundaries established by patriarchal discourse. In doing so, the film exemplifies the subtle persistence of gendered domination in contemporary Indonesian cinema, where the rhetoric of equality conceals deeper structures of control. By integrating Mills' CDA with theories of representation and gender ideology, this research contributes to feminist media scholarship by expanding the analytical scope of Sara Mills' model to include the intersection of discourse, ideology, and visual narration. The study underscores that so-called “female liberation” in Indonesian films often functions as an aestheticized and moralized illusion—an apparatus of power that legitimizes patriarchal values under the guise of freedom.

Keywords: critical discourse analysis, gender representation, false freedom, feminist film criticism, Indonesian cinema



Gen Z Perceptions of Christian Influencer Pastors and the Commodification of Content on Social Media

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Abstract: This study examines Generation Z's perceptions of the phenomenon of Christian influencer pastors on social media, while also highlighting the issue of the commodification of faith. The urgency of this study arises from the massive penetration of social media among young people and the increasing popularity of religious figures on digital platforms, who are often involved in the commercialization of religion. This phenomenon raises crucial questions about how young people understand commodified representations of faith and their potential ethical-sociological impact on contemporary religious practice. The primary objectives of this study are: (1) to identify and quantitatively measure Generation Z's perceptions of Christian influencer pastors, both those perceived as having integrity and those with a tendency toward controversy; and (2) to qualitatively analyze, through a critical paradigm, how these perceptions reflect the practice of religious commodification on social media. This study employed two steps: a quantitative approach using an online survey to collect perceptual data from a representative sample of Generation Z, to identify dominant perceptual patterns. This survey result was followed by a qualitative approach using an in-depth interview method to obtain the answer about how Generation Z received this phenomenon and the reasons behind their perceptions, as well as how young people's experiences with influencer pastors shape their views on faith and the commodification of religion. This qualitative approach will be grounded in a critical paradigm to unravel the power structures and ideologies that may be at work behind the practice of commodifying faith. The results of this study show that the majority of Generation Z perceive the content of Christian pastors on social media as unfavourable, and the way they received the message is arguable. These findings can also form the basis for developing more critical media literacy among religious communities and encourage ethical reflection for religious leaders who utilize digital platforms.

Keywords: Generation Z, pastors, influencers, religious commodification, social media

Indonesia Women's Alternative Media: The Efforts of Raising the Issue of Women's Roles in the Development

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Abstract: There has been little progress on equality and underrepresentation of women in mainstream media companies. Various forms of violence, discrimination, sensationalism, marginalization, and stereotyping against women frequently occur in the mainstream media. If this pattern persists, dominant narratives will increasingly marginalize women's positions and identities in the news. Reforms have brought changes to the development of alternative media in Indonesia, as political and social activists contend that alternative media can serve as means by which they can carry on their fights on matters related to community development and civil society empowerment. Media outlets are needed to develop critical reporting perspectives aligned with feminist thoughts. Women's alternative media have a strong, selfless public service orientation. They are connected to civil society in the democratic communications sector. Women's alternative media are critical in their content provision, employing a participatory model that involves victims as subjects and adopts a more equal, egalitarian, and gender-sensitive editorial decision-making model. This research uses a critical paradigm with a qualitative approach and case study design. The research location was carried out from September 2024 to January 2025. The main informants were editor in chief and journalists from six women's alternative media, namely: Konde.co, Bincang Perempuan, Jurnal Perempuan, Suluh Perempuan, Srikandi Lintas Iman, and Marsinahid. Primary data collection was carried out by conducting in-depth interviews and observations. Secondary data was collected by observing the posts in Instagram platforms. In analyzing the data, researchers used NVivo 14 software. The results indicate that women's alternative media can create an inclusive work environment by forming critical media organizations, encompassing community engagement with grassroots media, and distributing alternative contents. The relationship between women's alternative media and the role of women in Indonesia is very close and mutually influential. In various aspects, from empowerment, social awareness, advocacy, innovation and creativity to education, all are interconnected in developing women's roles in Indonesia, while strengthening their position in broader society. They also contribute to raising social awareness and encouraging positive change by addressing important issues such as gender-based violence, reproductive health, and equal pay.

Keywords: Alternative, Communication, Journalist, Media, Women



Influence of Social, Political, and Communication System on French and Indonesian Media

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Abstract: The role of the media is very visible at democratic countries because the media has the freedom of the press to disseminate news or information related to policies taking place within a country. This research aims to compare the influence of political, social, and communication system between French and Indonesian media to the content and to understand ideology which influence the French and Indonesian media. To answer the research questions, I compare between two media Charlie Hebdo and Tempo Magazine. This research used qualitative method to describe the results of research using description. Descriptive qualitative research attempts to create a systematic, accurate, and factual general description of the facts, characteristics, and relationships between the phenomena being studied by interpretation and generalization. I used media observation, literature study, and documentation to collect the data. As a results, Indonesia media used Indonesian's national principles, Pancasila as national philosophy which teach the society to respect people no matter what their ethnics, tribes, regions, and religions. Tempo Media respect more the difference by developing tolerance and respect each other because those are very sensitive in Indonesia. The spirit of Pancasila as a way of life for Indonesia and the slogan of Bhineka Tunggal Ika give motivation in social life, national, and state life. Nevertheless, political system also determines policies on communication system. Meanwhile, France's media, separate religion and state is in stark. Charlie Hebdo imitates the ideology of the country where the freedom of expression becomes the main fundamental in creativity. The use of religious symbol in its covers is allowed to express of the idea. Religion or adherents of a particular religion do not escape criticism. This is inseparable from the social and political conditions of the country that adheres to secularism or laïcité. Therefore, political and social system in a country gives a huge influence of communication system and media policies.

Keywords: French Media, Indonesian Media, political system, social system, communication system

Multimodal Discourse in the Film *Kenapa Harus Bule?*, Happy Ending for Gender and Sexual Minorities?

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Abstract: This research offers analysis of a multimodal discourse on the queer context in the Indonesian film industry from the film “Kenapa Harus Bule?”. The analysis of the multimodal discourse offered by Kress and van Leeuwen (1996) shows that the queer discourse in this film obscures various binaries and stereotypes of hierarchical masculine and feminine binaries. The queer discourse in this film offers a political position for femininity to move to question the ideal standards in hierarchical gender relationships. On the other hand, the film uses the codes of the dominant discourse related to marriage, trapped in binary construction and even standards that appear in the contemporary queer community just like the binary of femme and butchy from the binary of heterosexual top and bottom, active and passive, and subject and object . It again breaks the binary construction of hierarchy between Caucasian and local hierarchies in the phenomenon of bule hunter. The hierarchical construction between macho (masculinity) and ngondek (femininity) is present not only within the mainstream society but also even within the queer community; being ngondek is associated with being bottom, which is considered inferior to the top. It is crucial to recognize that this trend often arises from the perceived contrast between "us" (seen as good, decent, and respectable) and "them" (deemed flawed, deviant, outsider, and belonging to a lower class). However, simply reversing these roles may not be enough to truly break free from the societal constructs of difference, as the symbolic aspects of their wedding procession still tie into heteronormative and patriarchal norms. Therefore, reversing these roles doesn't necessarily eliminate the influence of societal constructs, as there are still symbolic codes that perpetuate the divide between "us" and "them." As part of the industry, capitalism contributes to narrating queer discourses with happy endings. However, these are not in a particular way, thus we need to pay attention to other queer experiences, in which the queers are the main characters. Therefore, the attempt to provide a different perspective of choice on happiness, diversity, gender identity, and sexuality in the context of queer in Indonesia is undeniably pivotal.

Keywords: discourse, multimodal, film, gender, minorities



Communication Style of Content Creators with Disabilities on TikTok to Build Disability Awareness

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Abstract: TikTok as a digital media platform provides a space for creative expression for various groups in society, including people with disabilities. Several creators with disabilities use TikTok to provide inclusive education. One of them is Anggi Wahyuda, who has a physical disability but is able to share content about his mountain climbing activities. Anggi Wahyuda got a lot of attention through his amazing achievement of conquering many mountain peaks in Indonesia. This is done to eliminate the stigma that people with disabilities are not equal to non-disabled people when it comes to activities. The condition of physical limitations causes individuals with physical disabilities to feel powerless because of the social stigma attached to them. As a result, they tend to isolate themselves and limit their interactions only to other people with disabilities. Anggi Wahyuda tries to spread messages through his content using a more modern style that is easy for TikTok users to accept. Using TikTok as a social media platform, Anggi Wahyuda builds disability awareness, proving that physical limitations do not stop individuals from achieving their goals. This study aims to explore the communication style of Anggi Wahyuda as a disabled content creator who utilizes the TikTok social media platform to build disability awareness. The theories used in this study are communication styles according to Tubbs and Moss (2008) and the disability awareness concept model from Kisyono (2022). The approach used by the researcher is a descriptive qualitative approach. To obtain data sources and collect data, the researcher used primary data through interviews and observations, as well as secondary data through literature studies and documentation. This study explores how content creators with disabilities work to educate people about disability awareness. The researcher is actively involved in the process, not only observing but also interacting with the subjects. This approach helps produce richer and more diverse interpretations of the issues being studied. The results of the study show that Anggi Wahyuda, as a disabled content creator, predominantly uses the Controlling Style communication style. In addition, he can create disability awareness through his content on TikTok because he has gained more non-disabled followers and interacts with them to educate them about disability issues based on his experiences and knowledge from his activities.

Keywords: Content Creator, Disability Awareness, TikTok, Style of Communication

Representing the "Ideal Athletic Body": A Visual Analysis of HOKA's Website

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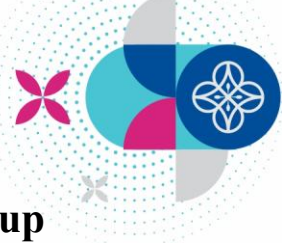
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Abstract: Representation in sports media is crucial in ensuring diversity and inclusivity in the industry, as it shows who is welcomed and belongs in the sport. Furthermore, the fast-paced technological advancement era is transforming ways of communication in the society, where we tend to rely more on visual communication than textual. One type of visual communication is photography, which represents the way a certain party sees the world and what ideology drives it. Hence, visual representation via photographs matters in sports media, especially in shaping shared values for equality, equity, and inclusivity of the athletes. This research aims to find out how HOKA, a popular sports apparel brand, constructs the image of "ideal athletic bodies" with the promotional photograph featured on their official website, and whether it is in line with their "we believe everyone is an athlete" commitment. This research uses Hall's (1997) theory of representation as its theoretical framework and applies the photography analysis tool proposed by Ledin and Machin (2018) in *Doing Visual Analysis* to examine five photographs featured on the front page of HOKA's official website as a type of new media. This research analyzes the biological categorization (the models' body types) and actions (how the models pose) concepts in Ledin and Machin (2018), as the aim is focused on the body image representation instead of settings, angles, or other technical photography concepts. The analysis reveals that HOKA constructs a dominant representation of "ideal athletic bodies" by showing pictures of lean, muscular, and able-bodied people/models in their official website. Interpreted through Hall's representation theory, HOKA's visual representation that shows a dominant image of an athletic body contradicts their commitment to believing that "everyone is an athlete". Therefore, in terms of representing body types, HOKA still holds onto the dominant representation of ideal athletic bodies, which challenge their inclusivity commitment. Theoretically, this research contributes to enriching literature on athletic body image representation in sports media, offering a visual analysis approach. Practically, these findings urge sports brands to reevaluate their visual communication and media representation strategies, making sure that it aligns with the company's value and contributes in shaping shared values for equality, equity, and inclusivity of the athletes.

Keywords: Sports media, Body representation, Representation, Visual analysis, Inclusivity



Representation of female farmers in Women Farmers' Group meetings in Gunung Kidul, D.I Yogyakarta (Discursive Analysis Approach: Ruth Wodak's Critical Discourse Analysis)

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Abstract: The gender movement in agriculture aligns with government policies promoting gender equality and sustainable development through inclusive policies and empowerment programs (Carter, 2020; Chatterjee, Roy, Kumari, & Mondal, 2022). Therefore, gender mainstreaming in agriculture is crucial to ensure that women and men can equally influence, participate in, and benefit from development processes (Chatterjee et al., 2022). This article will discuss a discursive analysis of word and sentence choices in women's farmer group meetings, which will significantly determine the productivity of the KWT in each region. The meetings were attended by local leaders, women's farmer group members, male farmers, and agricultural extension workers in each group. This analysis is part of Ruth Wodak's (2021) critical discourse analysis method, which can reveal implicit meanings in the dynamics of spoken and written language. The researcher will connect the text with the prevailing social context as part of a socio-diagnostic critique of the conversational dynamics that are the subject of the research to uncover the meaning of the conversation. This method will operationalize linguistic categories in terms of social actors, metaphors used, and their topology, along with the units of analysis and contexts of spoken language that emerge. The result of this analysis stage is the identification of power relations and ideology that can be interpreted as a critical discourse analysis step of Wodak. There are three (3) women's farmer groups (KWT) in Gunung Kidul, namely KWT Plembutan, KWT Semin, and KWT Songbanyu. From the results of the discursive analysis of the KWT meetings, the implicit meaning will be revealed in each discussion, especially regarding the representation and role of women farmers in the dynamics of KWT in each region, which greatly determines agricultural productivity. The aim is to highlight the significant role of women in increasing food security, improving family nutrition, and alleviating poverty. More specifically, this study highlights the role of KWT by emphasizing the representation of women's farmer groups in power relations with local community leaders and the relational practices of each KWT.

Keywords: Discursive analysis, discourse, meeting, representation, Farmer Female Group

When Virtual Learning Communities Become Social Spaces: Learner Experience and Community Cohesion in Online Learning Environments

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Abstract: The rapid growth of online learning has changed not only how people access knowledge but also how they connect, share, and experience belonging. Yet, most research still treats virtual learning communities (VLCs) merely as pedagogical platforms, overlooking their potential as social spaces where affective ties and a sense of community are built. This study re-examines empirical data from an Indonesian VLC to explore how social cohesion and affective engagement emerge within online learning spaces. Using a qualitative thematic re-analysis of interview transcripts ($n = 9$) supported by descriptive data from a learner experience survey ($n = 365$), the study identifies three intersecting dynamics that transform a learning network into a social space. First, the community as a home of belonging which described by the participants as a place of refuge and shared purpose, where motivation grows from companionship rather than obligation. Second, affective engagement as social glue, where empathy, encouragement, and mutual care sustain participation beyond structured learning activities. Third, rituals and symbolic practices, in which regular online meetups, shared language, and informal chats cultivate a sense of identity, continuity, and mutual recognition among members. These interactions nurture a form of digital social cohesion that bridges both professional and personal spheres of participants' lives. The findings reveal that learner experience in VLCs extends beyond cognitive achievement; it is deeply relational and affective. By reframing virtual communities as social spaces, this study highlights the emotional infrastructure that underpins engagement and persistence in online learning. The analysis also suggests that designing online courses with space for ritual, empathy, and peer-led interaction can help strengthen inclusion and resilience among learners. In the broader context of communication and digital sociology, this research contributes to the understanding of how online learning environments function as microcosms of social cohesion in networked societies.

Keywords: virtual learning community, social cohesion, e-learning learner experience, affective engagement, online learning design



Victim Blaming in the Digital World: An Analysis of Moral Narratives and Stigma Against Woman on Social Media in Indonesia

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Abstract: Social media plays an important role in shaping public opinion and social values in Indonesian society, including issues of equality, justice, and inclusivity. Social media platforms such as TikTok, Instagram, and X are not only spaces for sharing information and entertainment but also digital spaces that play a significant role in discussing social issues, including the issue of premarital pregnancy. Premarital pregnancy refers to a condition in which a woman conceives a child without a legal or religiously recognized marriage. Women who experience premarital pregnancy often receive negative stigma, hate speech, and victim blaming. The phenomenon of victim blaming toward women on social media represents a form of symbolic violence. One example that reflects this can be seen in the public discussion about Indonesian influencer Erika Carlina on TikTok, who received criticism after her premarital pregnancy was revealed. Public responses to this case show a tendency to normalize judgement and stigma against women by linking them to their clothing choices and lifestyles that are considered too free or inconsistent with Indonesian social norms. This narrative emphasizes that women's bodies and moralities are still controlled by patriarchal views, where such systems create injustice and position women as the source of blame for the events they experience. This phenomenon is not merely a moral debate on social media but also a reflection of the social structure symbolically represented through language and public opinion. This study aims to analyze how victim blaming in the case of Erika Carlina's premarital pregnancy is normalized by society and to identify the factors that reinforce it, such as patriarchy, sexism, and the lack of empathy in digital communication. This study uses a qualitative research method with Sara Mills' critical discourse analysis approach, focusing on the subject-object position within the text and how women are represented in media narratives. The findings are expected to provide insights into how digital media reproduces gendered moral narratives and sustains patriarchal ideologies. Moreover, this research contributes to the broader academic discussion in the fields of media, gender, and digital communication studies, emphasizing the importance of building a more empathetic, equitable, and inclusive online environment that supports social cohesion in networked societies.

Keywords: critical discourse analysis, gender stigma, patriarchy, social media, victim blaming.

Challenging Ageism through Social Media Representation: A Critical Semiotic Analysis of Uma Oma Café's Instagram Account

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Abstract: In an increasingly networked society, digital media plays a significant role in shaping public perceptions of aging and inclusivity. While ageism remains pervasive in contemporary media—often depicting elderly individuals as dependent, passive, or socially irrelevant—certain local initiatives offer counter-narratives that challenge these stereotypes. This study explores how Uma Oma Café, a restaurant in Jakarta that employs elderly individuals as waitstaff and affectionately refers to its customers as “Oma’s grandchildren,” constructs alternative meanings of aging, work, and empowerment through its Instagram representation. Drawing from Roland Barthes’s semiotic framework, which examines denotation, connotation, and myth, as well as Stuart Hall’s theory of representation and ideology, this research applies a critical semiotic approach to analyze how meaning and ideology are produced and circulated through visual and textual signs. Twelve posts from Uma Oma Café’s official Instagram account were purposively selected, focusing on portrayals of elderly employees and aging narratives. The analysis covers both image composition—such as color, gesture, and spatial arrangement—and captions, including language style, hashtags, and tone, to reveal the ideological processes that shape representations of age. The findings reveal that Uma Oma Café’s digital discourse functions as a counter-hegemonic narrative that redefines old age as active, caring, and socially valuable. Through the affectionate use of familial language that calls the elderly “Oma” and the customers “grandchildren,” accompanied by warm-toned imagery and joyful portrayals of elderly workers, the café cultivates a symbolic and emotional space that celebrates intergenerational connection. This representation subverts the dominant myth of the elderly as fragile and unproductive, instead framing aging as a meaningful, participatory, and respected stage of life. The study argues that Uma Oma Café’s social media presence serves not merely as brand communication but as a subtle cultural intervention against ageist ideology. By normalizing images of active and joyful aging, the café fosters intergenerational empathy and inclusivity in digital culture. These findings contribute to critical semiotic studies of digital representation and offer practical insight into how inclusive storytelling can strengthen social cohesion in a networked society.

Keywords: ageism, semiotics, instagram, inclusivity



Connectivity, Symbiosis and Resistance: A Study of Media-Mediated Mutual Support Spaces for Parents of Children with Special Needs—A Case Study of the 'A-Child Parents' Alliance'

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Abstract: Parents of children with special needs constitute a group navigating uncertainty beyond mainstream parenting narratives. Isolated and unsupported within physical offline spaces, they increasingly turn to media-mediated spaces for assistance. For parents of children with special needs (or suspected ones), self-organized online communities serve as vital platforms for mutual support. This study focuses on parents of children with ADHD (attention deficit hyperactivity disorder)—a representative group within special needs parenting—by examining their self-initiated WeChat group, the 'A-Child Parents' Alliance'. It investigates the community's fundamental characteristics, core issues, and roles in parental mutual-aid practices. The study finds that the community is characterized by three core features: a 'semi-real name system,' a female-dominated membership, and activity rhythms synchronized with the children's academic and daily schedules. The community focuses on five key issues, such as academic management and educational adaptation. In terms of its functional roles, it serves as an emotional tree hole, a resource hub, a comparative lens, a demand-responsive platform, and a bastion of resistance. It provides parents with emotional support, resource integration, and a mediating space for coping with and alleviating difficulties. The existence of such online mutual-aid spaces underscores the empowering role of digital platforms for these parents. However, limitations include limited support effectiveness and inconsistent information quality.

Keywords: Parents of children with special needs, Parents of children with ADHD, Parenting media mutual support, Online health communities, Media space

Subtheme 10: Affectivity and Social Cohesion



Skill Matches in the Workplace of Thai Workers in Different Generations, 2024

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Abstract: This article aims to examine skill matches in the workplace of Thai workers in different generations and factors associated with skill matches in the workplace of Thai workers in different generations. The sample group consisted of Thai workers from various generations (aged 16-78 years at the time of the survey), including Baby Boomer, Generation X, Generation Y, and Generation Z workers who were employed seven days prior to being interviewed. The study utilized microdata from the Labour Force Survey Project obtained by National Statistical Office of Thailand in 2024. The data was collected during October-December 2024. Descriptive statistics and Chi-square test were applied to analyze factors associated with skill matches in the workplace of Thai workers in different generations. The research results found that most of the Thai workers were Generation Y (40.0 percent), with more males than females across all generations of workers. Most Baby Boomer and Generation X workers were married, while Generation Z workers were single. Furthermore, Baby Boomer and Generation X workers graduated from the highest level of primary education, and Generation Y and Generation Z workers graduated from the highest level of upper secondary education. It was also found that all generations workers in urban areas worked at skill level 2 in the service sector, and their working hours were in accordance with the labour law of Thailand. However, most Baby Boomer workers earned less than 265USD per month, while other generations earned between 266-443USD per month. When considering skill matches in the workplace, most Baby Boomer workers worked in skill mismatches (low education, high skill), which could be attributed to their extensive work experience. In contrast, a large majority of other generations workers worked in skill matches. Generation Y and Generation Z workers tend to be working in skill mismatches (high education, low skill), which could be attributed to their status as first jobbers in the labour market. However, most of the workers who graduated from lower secondary education and upper secondary education worked in skill matches, particularly those in urban areas. While workers who graduated with a diploma and bachelor's degree or higher worked in skill mismatches (high education, low skill), especially Generation Y and Generation Z workers, they could still earn more than 443USD. In addition, Baby Boomer and Generation X workers who worked not in accordance with the labour law of Thailand mostly worked in skill mismatches (low education, high skill), largely because of the increased responsibilities of their positions. The result also showed that gender, marital status, education level, residential location, skill level, working sectors, working hours, and monthly income were the factors associated with the skill matches in the workplace of Thai workers in different generations with statistical significance at the 0.05 level.

Keywords: Thai workers, Skill level, Skill matches, Work, Generation

The Internal Migration Pathways of Youth migrants in Thailand

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Abstract: This article aims to study the internal migration pathways of youth migrants in Thailand. The study employed a quantitative research methodology, with the unit of analysis being the individual. The sample group consisted of 1,917 youth migrants aged 15-24 years, drawn from microdata collected by the National Statistical Office of Thailand in the Population Migration Survey Project from October to December 2023. The independent variables were divided into two groups: the characteristics of youth migrants and the socioeconomic characteristics of youth migrants. The dependent variable was the internal migration pathway of youth migrants, categorized as intra-regional migration to major cities, intra-regional migration to secondary cities, inter-regional migration to major cities, and inter-regional migration to secondary cities. The data were analyzed using descriptive statistics and cross-tabulation. The research findings revealed that the majority of youth migrants relocated to secondary cities within the region, with the proportion of females being slightly higher than that of males. About one-fifth of youth migrants who were widowed, divorced, separated, or single migrated intra-regionally to major cities. Notably, more than two-thirds of youth migrants with an upper secondary education and those with a bachelor's degree or higher migrated intra-regionally to a secondary city. Similarly, the majority of youth migrants, whether they were employed or unemployed, migrated intra-regionally to a secondary city. About one-fifth of those employed in the industrial and service sectors migrated intra-regionally to a major city. Youth migrants residing in their destination for less than 1 year and 1 year had the highest proportion of intra-regional migration to a secondary city. Furthermore, it was found that the majority of youth migrants from the North and Northeast regions migrated intra-regionally to a secondary city, at 74.5 and 74.3 percent, respectively. For those who migrated inter-regionally to a major city, their key destinations were Bangkok and its vicinity and the Central region. This may be due to economic reasons, as the migration was undertaken for the purpose of seeking employment and better economic opportunities.

Keywords: Migration, Migration Pathways, Youth Migration, Migration Pathways of Youth Migrants.



Unpacking the Controversy of "Anjing" in Youth Communication in Bandung

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Abstract: This study looks into how the term anjing ('dog') is linguistically employed by youths aged 14-22 in Bandung, Indonesia. Though it refers to an animal, the term has gone through a shift of meaning. It is now popularly taken as a swear word or an informal expletive. This implies that most youths within this culture shall probably accept the word as his/her own. Canines are really animals, and therefore their very names should not appear in such a senseless manner in chats. One does not find it fit to use such a word "dog" in greetings or conversation. This condition has compelled the researchers to really study how the word "dog" is popularly used in the daily interactions of Bandung teenagers. The study was conducted on 383 respondents from whom quantitative data were taken, while five adolescents participated in a focus group discussion (FGD) to elucidate the qualitative aspects. The study findings show that the word "anjing" has gained grounds in the vernacular of the adolescent youth. In fact, it was mentioned by 95.3% of the respondents that they frequently use it in their language during daily interaction among peers. Further, 58.7% of the respondents admitted using it in casual swearing, showing it has been accepted and part of their social interactions. From the Focus Group Discussion, it shows that this term is phonemic variations in pronunciation, i.e. anying, nying or meaning that pronunciation tends to be speaker-dependent and affected by the context. It discusses the use of term anjing; regarding this purpose especially in close relationships and hence informal-emotive communication can be related to such kinds of meanings. Such linguistic behaviour signals dynamic changes meaning; there are localized linguistic patterns suggesting that words may deviate from their literal meanings and move towards social coded expressions. Therefore, the present study is a means of shedding light on the manner in which urban adolescents in Bandung employ language in establishing bonds, expressing emotions, and delineating identities within their peer group. This research as the context is the component of a much wider discourse about language, culture, and identity among the Indonesian youth. This also emphasizes the significance of understanding the local linguistic norms and how they affect social interaction, especially in big cities where informal communication usually predominates as the main mode of daily interaction.

Keywords: Anjing, Youth language, Informal communication, Urban identity.

Secrecy, Power, and Solidarity: A Phenomenological Inquiry into Prison Code Language in Tangerang Correctional Facility, Indonesia

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Abstract: Prison environments represent microcosms of society where communication functions as both a means of control and a foundation of cohesion. Within Indonesia's Tangerang correctional facility, inmates have developed coded forms of communication that extend beyond concealment, operating as strategies for secrecy, autonomy, and mutual trust. This study explores how such communicative practices embody the processes of social cohesion in marginalized and constrained social systems. It argues that even under surveillance and institutional control, inmates construct solidarity networks through shared language, reaffirming that cohesion and belonging can emerge from communicative creativity within adversity. Anchored in phenomenology, this research investigates the lived experiences and meanings embedded in prison code language. Using in-depth interviews with inmates and correctional officers, complemented by document analysis and contextual observation (October–November 2025), the study interprets how coded communication enables inmates to negotiate power, maintain secrecy, and foster solidarity. Drawing upon Merleau-Ponty's theory of embodiment and Foucault's discourse on carceral power, the analysis positions language as an embodied practice that both reflects and reshapes social relations within the prison's communicative order. By situating prison discourse within the broader framework of communication and social cohesion, this study examines how language operates as a bridge across social divides within highly regulated environments. The prison is conceptualized as a "networked micro-society" where individuals, despite confinement, construct shared meanings, relational norms, and emotional bonds that reflect broader dynamics of inclusion, exclusion, and resistance. Within this context, coded language emerges as a communicative strategy that transforms isolation into connection and institutional control into collective identity, revealing the resilience of human interaction as a foundation of cohesion even under constraint. The anticipated findings will reveal how communicative practices in carceral spaces illustrate the dual nature of language as both a mechanism of institutional discipline and a medium of solidarity and care. Theoretically, this study extends communication research by demonstrating how meaning-making under constraint functions as a form of social cohesion, linking interpersonal communication with broader sociological theories of power and solidarity. Practically, the insights may inform correctional communication strategies and rehabilitation programs that recognize the role of language and trust in fostering safer, more cohesive institutional environments. Ultimately, the study underscores that communication, whether through open discourse or encoded signs, remains the essential "glue" of social relationships and the foundation of cohesion in even the most divided settings.

Keywords: Coded communication, power, prison language, social cohesion, solidarity.



The Strategy of Islamic Boarding Schools in East Java to Preserve the Sustainability of Pencak Dor Performing Arts as a Communication Medium in Building Social Cohesion

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Abstract: Performing arts are often used not only for entertainment but also to convey messages. One such tradition, preserved by Islamic boarding schools in East Java, is Pencak Dor. Pencak Dor is a performing art that combines artistic elements and martial arts, grounded in Islamic religious values, to foster brotherhood and promote peace. Until now, many studies on Pencak Dor have focused solely on the performance elements and have not yet been linked to efforts to preserve this art as a medium for uniting Islamic boarding schools in East Java. This research was conducted to emphasize the integration between martial arts involving physical violence with Islamic values based on peace taught by Islamic boarding schools in East Java. Therefore, this study aims to analyze the strategies employed by Islamic boarding schools in East Java to preserve the sustainability of Pencak Dor performing arts as a communication medium in building social cohesion. The approach used in this study was qualitative with ethnographic research methods. Data collection was conducted using both primary and secondary data sources, including interviews, non-participant observation, literature studies, and documentation. Interviews were conducted with parties involved in the Pencak Dor performance, such as the general chairman, trainers, and members of the GASMI martial arts school, as well as the head of the Pagar Nusa martial arts school. The research results show that the Islamic religion taught in Islamic boarding schools serves as a foundation for building cohesion through the Pencak Dor art form. Furthermore, this martial arts performance can also be used as a medium for conveying social messages. Therefore, Pencak Dor is still preserved because of its important role in building bonds between Islamic boarding schools in East Java.

Keywords: Pencak Dor, Martial Arts, Cultural Communication, Social Cohesiveness.

Pesantren as an Autopoietic Religious System: Between Self-Reference and Other-Reference in a Network Society

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Abstract: This research aims to understand how pesantren in Indonesia operate as an autopoietic religious system that continuously reproduces its communication structures amidst the pressures of modernity and digital openness. Using Niklas Luhmann's Social Systems Theory, particularly the concepts of self-reference and other-reference, this study analyzes how pesantren maintain their communicative autonomy amidst public criticism, media scrutiny, and demands for transparency in a functionally differentiated society. Within this framework, pesantren are not understood solely as Islamic educational institutions, but as a system of religious communication that defines its reality thru the sacred/profane binary code, while maintaining its internal logic and responding to external irritations. In the contemporary social context, pesantren face increasingly complex environmental pressures. The public demands transparency, accountability, and modernization of governance, while on the other hand, Islamic boarding schools strive to maintain the spiritual values, scholarly traditions, and religious authority that have been passed down thru generations. The tension between these two demands places pesantren in a unique position: on the one hand, it must maintain operational closure to protect the continuity of its communication, but on the other hand, it needs to open itself up to external irritations to remain relevant in an all-open network society. This research uses an interpretive qualitative approach with systemic analysis as its conceptual framework. The primary data was obtained thru in-depth interviews with pesantren administrators across various regions of Indonesia and from different Islamic groups. The interviews focused on exploring how pesantren observe themselves (self-observation) and how they observe their external environment (other-observation)—particularly in responding to public issues, social media dynamics, and changing societal expectations. The analysis was then directed toward identifying communication patterns that indicate a tendency toward self-referential closure or other-referential openness as a form of systemic adaptation. The findings indicate that pesantren still tend to operate within a strong framework of self-reference, affirming their internal identity, sacred authority, and interpretive autonomy. However, external irritation emerging thru digital media and public discourse began to trigger semantic evolution, characterized by self-reflection, the re-actualization of traditions, and the formation of more adaptive public communication mechanisms. Theoretically, this research extends the application of Luhmannian sociology of communication in the context of Southeast Asian Islam, demonstrating how religious systems manage complexity and maintain social cohesion amidst functional differentiation. Practically, the results of this research provide insights for pesantren in developing a public communication strategy that balances autopoiesis and openness, thus maintaining their autonomy without losing social relevance in the digital panopticon era.

Keywords: Niklas Luhmann, religion system, religion communication, Functional differentiation, autopoiesis.



Illness Blogging as Conduits to Foster Social Cohesion: The role of Affectivity, Self-Disclosure, and Virtual Communities

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Abstract: Online illness narratives have garnered significant scholarly attention for their role in health communication, holistic patient treatment, and provision of social support. Illness blogging does not only serve as a personal catharsis for bloggers but plays an important role in fostering social cohesion. To create shared experiences with their readers and generate social support, bloggers engage in four sequential steps, namely, ‘blogging, relating, exchanging support and benefiting’ (Tsai et al., 2018, p. 5). While cancer blogging has been widely studied, there is limited research on how autographical and biographical accounts of illnesses influence social cohesion. Informed by the social cohesion framework proposed by Fonseca et al. (2019), our paper examines how online illness narratives are conduits for building social cohesion. Our case study is a public Facebook page created by the parents of a terminally ill (now deceased) child with cancer. We conducted digital ethnography, following the ethical research guidelines by Franzke et al. (2020), and qualitative content analysis of 726 posts published over four years (2016 to 2020). We conceived the Facebook page as a ‘social space generated in communicative action’ (Habermas, 1996, p. 360, emphasis in original) and a virtual illness community where the parents and their blog readers are media makers and participants (see Jenkins et al., 2009). Our analysis revealed three types of posts in the parent-mediated illness narrative: intimacy-building (n=560), accountability (n=75), and entrepreneurial (n=88), with the type and frequency of posts shifting in each phase of the child’s illness. The parents also used personal branding techniques to turn their child into a ‘brand’ (Abidin, 2015; Archer, 2019) and promotional and transmedia storytelling approaches (e.g., a television drama, a book, radio interviews, and Facebook ‘Live’) to construct and disseminate their illness narrative. As Fonseca et al. (2019) note, social cohesion is an “ongoing process of developing well-being, sense of belonging, and voluntary social participation of the members of society, while developing communities that tolerate and promote a multiplicity of values and cultures, and granting at the same time equal rights and opportunities in society” (p. 246). In our study, illness blogging was effective at building social cohesion at individual and community levels—and to some extent, institutional level vis-à-vis civil society—through the interplay of affectivity and the parents’ narrative (re)construction of their illness experience. The highly visual and emotive accounts of illness experiences were key to connecting with and mobilising the virtual community (see Tembeck, 2016), as were the entrepreneurial qualities of the parents’ illness blog, which “focused on producing social value beyond the local horizon of the bloggers themselves” (Stage, 2015, p. 168). Drawing on case study, we also present learning points and caution regarding the ethics of parental blogging and self-disclosure when the child-patient is underaged and the aspects of social cohesion that may become compromised when entrepreneurial activities are used in the search for meaning and positive personal growth during and after a life-altering event (see Zeligman et al., 2018).

Keywords: Illness Narratives, Cancer Blogging, Social Media, Entrepreneurial Blogs; Social Cohesion.

Optimizing The Role of Guidance and Counseling at State Senior High School 16 Medan in Bullying Cases

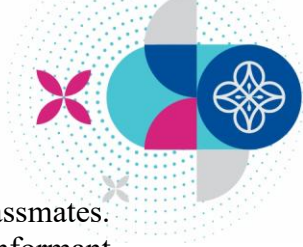
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Abstract: Bullying occurs across generations and is so deep-rooted that it is not uncommon for verbal bullying to be ignored, trivialized, and considered a natural process of child growth and development. This study aims to determine the role of BK in optimizing bullying cases at Medan State Senior High School 16. This research approach is descriptive qualitative with an interpretative paradigm using the phenomenological method. According to the Regulation of the Minister of Health of the Republic of Indonesia Number 25 of 2014 concerning Child Health Efforts, adolescents are defined as those aged 10 to 18 years. Guidance and counseling services are assistance provided to students to address their problems. Guidance and counseling teachers play a role in preventing bullying behavior among students. The leadership of the Medan City DPRD, together with the Mayor of Medan, approved and signed the Draft Regional Regulation (Ranperda) of Medan City concerning the Implementation of Child Protection in the plenary meeting of the Medan City DPRD on Tuesday, November 21, 2023. The Medan City Government, together with the Medan City DPRD, has approved the Draft Regional Regulation on the Implementation of Child Protection in Medan City. The Chairman of the Medan City DPRD, Hasyim, S.E., stated that this Draft Regional Regulation functions as a legal umbrella or shield to protect children in Medan City from all forms of violence, including physical, mental, and sexual violence, as well as from bullying, deviant behavior, and child exploitation. Children are the trust and future of the nation. Coping, in the view of is all forms of behavior and thoughts (negative or positive) that can reduce the burden or condition of an individual so as not to cause stress. Compromise is changing the situation carefully by asking for help from close family and peers or working with them. The results of the interview, initially, the informant was good friends with all his friends in class X. Two weeks later, there was a group formed a "gang" and invited him to dance in front of the class. The informant refused to dance, and after refusing, the classmates began to label the informant "pretending to be pious" and "pretending to maintain an image". The informant became the target of ridicule and received unpleasant treatment. The informant has a health condition: a lump in the armpit that keeps it wet. The informant emits an unpleasant odor from his body so that his friends avoid him. The informant has tried and tried to treat the lump, but the informant's condition did not improved. The informant's bullying peaked when he was in grade 10. The informant was involved in a fight on the field, initially arguing with a classmate on the field because he wanted to defend his friend, who was the victim of bullying. The argument escalated to almost a physical fight. The informant contacted his parents, and the victim's mother and aunt came to school so that the bullying report could be processed by the Guidance and Counseling Department. The informant's bullying was handled collaboratively. The informant sought outside help (family, counseling) and received a responsive and intensive response in dealing with the bullying experienced by the informant. The BK's handling and resolution were committed through increased supervision of the victim, providing counseling in the form of education related to bullying, transferring the victim to a new class, and recovery and adaptation. After the bullying, the informant moved to a new class with a new atmosphere,



which was a big step because in the new class, the informant met more supportive classmates. The informant began to open up and dared to explain the physical condition that the informant had previously kept hidden. The supportive response from the informant's friends helped rebuild self-confidence.

Keywords: Role of Guidance and Counseling, Bullying, Coping, High School, Social Sciences

Compensating for Lost Dreams? Can "CEO Romance" Short Dramas Serve as Emotional Compensatory Media for the Elderly in China?

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Abstract: In the current era of accelerating aging, the large elderly population is gradually achieving the goal of “having a secure old age,” yet their emotional and spiritual needs for “enjoying their old age” remain largely overlooked by mainstream media. With the democratization of digital access, “silver-haired short dramas” targeting older audiences have emerged, particularly those featuring the “domineering CEO” narrative that resonates deeply with elderly viewers. This study aims to investigate how such dramas fulfill the emotional and psychological needs of older adults, exploring how they construct emotional compensation spaces, influence subjective well-being, and reflect the suppressed emotional desires of this demographic in the digital era. The research adopts a mixed-method approach combining textual analysis, in-depth interviews, and questionnaire surveys. Ten representative “silver-haired short dramas” were selected from the DataEye short drama ranking list as the primary corpus for textual analysis, focusing on classic dialogue, visual symbols, and narrative motifs. Semi-structured interviews were conducted with 15–25 elderly participants of different genders, education levels, and geographic backgrounds, recruited through community senior activity centers and online fan groups. Interview questions explored motivations for watching, emotional responses, and perceptions of the gap between dramatized and real life. A supplementary questionnaire was distributed to further examine intrinsic motivations behind audience immersion and to interpret the dual effects of emotional compensation on real-life social interaction and well-being. Findings reveal that elderly audiences are primarily drawn to these dramas by emotional needs such as companionship, nostalgia, and a desire to reaffirm their self-worth. Through archetypal characters, familiar narrative patterns, and symbolic audiovisual language, the dramas create an emotionally accessible “safe space” that bridges fantasy with real psychological experience. This emotional compensation mechanism provides immediate comfort and fulfillment, addressing emotional voids in daily life. However, prolonged dependence on these dramatized emotional experiences may also pose risks—such as increased emotional isolation and reduced satisfaction with ordinary real-life interactions. Theoretically, this study extends attachment theory and emotional compensation theory into the domain of elderly digital media consumption, offering new insights into affective engagement in later life. Practically, it underscores the importance of recognizing the emotional dimension of aging within digital culture. Understanding the cultural resonance of “silver-haired short dramas” can inform families, communities, and media practitioners in developing inclusive content and initiatives that promote both emotional well-being and social connection among older adults.

Keywords: Aging and Communication, Silver-haired Short Drama, Affective Compensation, Attachment Theory, Overbearing CEO Narrative



Understanding Short-Form Video Addiction in Later Life: An I-PACE Model Examination of Attachment Mechanisms among Older Chinese Adults

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Abstract: Within this digital transformation, short-form video platforms have become particularly prominent among older adults due to their ease of use, entertainment value, and strong algorithmic personalization. While these platforms offer social and emotional benefits, concerns over excessive or addictive use among older users are growing. Existing research, however, has predominantly centered on younger populations, leaving limited understanding of how psychological traits, emotional bonds, platform perceptions, and family-level factors jointly shape short video addiction in later life. To address this gap, this study draws upon the I-PACE model as the overarching theoretical framework and examines a sample of 395 Chinese adults aged 60 and above to explore the mechanisms underlying short-form video addiction in older adulthood. The study focuses on how loneliness and boredom proneness influence emotional attachment to short video content, how perceived usefulness and ease of use drive place attachment to short video platforms, and how these two forms of attachment contribute to addictive usage patterns. Furthermore, the study incorporates family resilience as a key moderating factor to assess how family dynamics protect or reinforce the addictive pathways. Empirical analysis reveals that all proposed hypotheses are significantly supported. Loneliness and boredom proneness both exert positive effects on emotional attachment, indicating that emotional vulnerabilities heighten older adults' affective responses to short video content. Perceived usefulness and perceived ease of use significantly enhance place attachment, underscoring that platform-related perceptions play a critical role in shaping older adults' habitual engagement with short video environments. Both emotional attachment and place attachment significantly predict short-form video addiction, confirming that affective bonds and platform affinity serve as central mechanisms driving excessive use. Additionally, family resilience demonstrates a dual moderating effect: it weakens the influence of emotional attachment on addiction while amplifying the effect of place attachment, suggesting that supportive family environments can mitigate emotion-driven dependency but may inadvertently reinforce platform-based habitual engagement. Overall, this study contributes a comprehensive model for understanding short video addiction among older adults by integrating psychological predispositions, affective and spatial attachment processes, platform perceptions, and family-level resilience. The findings enrich the literature on aging and digital behavior, offering both theoretical insights and practical implications. They highlight the importance of differentiating between emotional and place-based attachment mechanisms, recognizing the nuanced role of family resilience, and guiding policymakers and platform designers in creating healthier, age-friendly digital environments for rapidly aging societies.

Keywords: Short-form video addiction, Older adults, I-PACE model, China, Chinese.

Affectivity, Social Cohesion, and Communicative Foundations of Economic Solidarity in the DuAnyam Social Enterprise

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Abstract: Sustainable development agendas, particularly Sustainable Development Goal 8 on Decent Work and Economic Growth, often emphasize economic productivity, market access, and institutional regulation. Yet, the social and emotional foundations that enable decent work to be sustained meaningfully can remain insufficiently theorized in communication and community relations scholarship. This paper advances an affectivity-based perspective on social cohesion by examining Du Anyam, an Indonesian social enterprise working with women weavers in Eastern Indonesia, as a critical empirical site for understanding how emotional connection and relational communication underpin decent work practices based on in-depth interviews and observation at Du Anyam offices in Jakarta, Larantuka and Solor; and partners in the production sites, as well as beneficiaries. Using an anthropology and communication lens, this study argues that decent work in community-based production systems is not sustained solely by wages, skills, or contracts, but by affective ties of trust, care, and mutual recognition. In the Du Anyam context, social cohesion is produced through non-technological, face-to-face communicative practices: oral instruction, peer learning, shared labor, collective problem-solving, and long-term interpersonal engagement between coordinators, weavers, families, and organizational actors. These everyday interactions cultivate emotional security, a sense of belonging, and shared responsibility, transforming work from a transactional activity into a socially embedded and dignified practice. From an engagement perspective, Du Anyam exemplifies a form of relational and community-centred relations, where legitimacy and trust emerge through ethical presence rather than mediated visibility. Organizational communication operates as a social link between urban markets and rural producers, not through publicity campaigns, but through continuous, empathic engagement that stabilizes collaboration across geographic, cultural, and economic divides. This relational model strengthens social cohesion by aligning organizational goals with community well-being and gender-inclusive labor practices. This research introduces the concept of Affective Decent Work, defined as a condition in which emotional trust, empathy, and social recognition function as essential infrastructures for sustainable productivity and economic participation. In this framework, affectivity is not peripheral to development—it is central to the endurance of decent work and inclusive growth. By foregrounding affectivity and social cohesion as foundational to SDG 8, this study contributes to communication, anthropology, and community relations by repositioning decent work as a communicatively constructed and emotionally sustained social process, rather than a purely economic or regulatory outcome. It further demonstrates how social enterprises such as Du Anyam serves as living learning environment where emotional communication and sustainable economic practice converge.

Keywords: Affective, Community Relations, Decent Work, Inclusive Growth, Social Cohesion



Charting Path to Be Seen in History: Conceptualizing Queer Affective In/Visibilities

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Abstract: Charting Path to be Seen in History is a response to Michelle Caswell (2014)'s Seeing Yourself in History where she discusses the notion of building queer community archive as well as resisting what she calls symbolic annihilation—the erasure of certain community narratives from official records that leads to the further loss of/in queer history. While recognizing the importance of navigating through this space of archival/historical regime (and the alternative infrastructure like community archives), this research is interested to further relate these omissions as part of community-led historical narrative making over time. In doing so, this research will discuss how queer community-led initiatives attempted to reclaim their in/visibility by responding to ongoing erasure in the mass media and its potential contribution in discussing queer archival practices. As an archivist working with and for a queer community archives, I've encountered many mass media-based archival materials—within/outside institutional framework—that helped shape my understanding of queer past in Indonesia. Reflecting from my previous interaction with these materials, this project will work with three main themes: 1) series of letter to editors written by Dede Oetomo and his attempt to build Lambda Indonesia—the first gay organization in Indonesia—in late 1970s-early 1980s; 2) the declaration of wadam and waria—both terms refer to different identifications used by Indonesia's transwomen communities in the late 60s to (partially) today—organizations in mass media in the 1960s to late 1990s; 3) queer women narratives in the 80s. Employing an affect-informed discourse analysis, this project aims to discuss what it means to navigate through queer in/visibility. This research will discuss topics like queering media gaze, private and public as temporal and spatial dimension of in/visibility, politic of affect in everyday life as well as the affective labor to conceptualize a framework of queer affective in/visibility in the intersection between archival and media studies.

Keywords: Affective In/Visibility, Queer Studies, Affective Labor, Queer-led Media Intervention

Moral Economy in a Post-Disaster: Collective Economic Practices in Dusun Petung after the 2010 Mount Merapi Eruption

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Abstract: This study focuses on the way residents of Dusun Petung practice moral economy in their economic activities and in the management of their tourism village. Dusun Petung is a hamlet located in Kepuharjo Village, Cangkringan Subdistrict, Sleman, Yogyakarta. The residents of this hamlet experienced relocation after the eruption of Mount Merapi in 2010. They had to rebuild their lives in permanent housing that is currently located about three kilometers south of their former settlement. This study uses qualitative methods to understand the logic, reasons, and values that underlie the economic actions of the community. The researcher team conducted data collection from October to December 2025. First, the researcher team collected data through observation of the spatial layout of the hamlet area, observation of locations of community activities, and observation of various tourist destinations around the hamlet area. Second, the researcher team collected data through documentation using photography and video recording of the locations of residents' economic activities. Third, the research team conducted interviews with residents, including farmers, livestock breeders, coffee entrepreneurs, as well as managers of the tourism village. The study uses James C. Scott's concept of moral economy as its analytical framework, which views community economic practices as part of collective values, solidarity, and shared ethics. The research results show that the residents of Dusun Petung practice various examples of collective economic activities that strongly reflect the principles of moral economy. The first example is the collective management of cattle in communally owned sheds. The second example is the opening of opportunities for ownership of shares in several tourism businesses located in and around Dusun Petung. The third example is the opening of job opportunities for Dusun Petung residents who wish to work at Kopi Merapi, a local coffee business owned by a resident of Dusun Petung. The fourth example is the sharing of turns in receiving tourists to visit resident-owned coffee plantations and resident-owned land for grass-foraging. From the interviews, the informants explain that these examples of collective economic activities are driven by the desire to empower and help fellow residents of Dusun Petung, as well as by the shared experiences among the residents of the relocation and rebuilding process after the 2010 Mount Merapi eruption. These findings indicate that the economic activities in Dusun Petung are not driven solely by profit motives but also by values of togetherness and collective ethics that form the moral foundation of the community's economic life.

Keywords: Moral Economy, Collective Economics Practices, Social Solidarity



The Viral Expression of Popular Culture in the Digital Era

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Abstract: Now in the digital era, everything is spreading quickly and without limits. Internet access eliminates any barriers and makes it more fluid but remains rooted. In the digital era state shifting involves more than just cultural interaction. K-Pop was booming in the Asia region include Indonesian. Likewise, Indonesian culture, such as Aura Farming from Riau, has gone viral in various countries. Something that happens in one country goes viral and is followed by other countries. Film, music, football, and other sports are inherently more egalitarian. This interconnectedness allows for a rich exchange of ideas and practices, fostering a global community that celebrates diversity. As trends continue to spread across borders, they not only promote cultural appreciation but also challenge traditional norms and inspire innovation. The recent surge in global trends like Aura Farming from Riau exemplifies the power of cultural appreciation in today's interconnected world. The aim of this research is to understand how various forms of popular cultural expression on social (digital) media create a dynamic space for cultural exchange that enriches our collective experience. Data was collected via social media channels that broadcast Aura Farming content and those who replied. Content analysis and narrative descriptive analysis were both used in the analysis. The findings of this study show dynamic interaction not only promotes a greater understanding and respect for diverse traditions but also challenges established norms, paving the way for innovative ideas and practices. As we engage with these trends, we find ourselves not just as passive consumers but as active participants in a global dialogue that celebrates creativity and fosters inclusivity across cultures.

Keywords: Expression, Popular Culture, Viral, Digital Era

Yogyakarta, Indonesia, 9-10 February 2026.

Subtheme 11: Environmental Communication



Communication Strategies of Environmental Campaigns for Social Cohesion in Local Wisdom-Based Waste Management in Bandung City

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Abstract: Bandung City, Indonesia, is facing an urgent waste management crisis caused by growing urbanization, high population density, and limited disposal capacity. The city's dependency on the Sarimukti landfill has emphasised the critical need for sustainable waste management solutions, prompting the local government to develop environmental campaigns based on both technical waste management approaches and cultural values. Within this context, KangPisMan (Reduce, Separate, Reuse) has emerged as a signature program, targeting waste reduction behavior while also expressing local wisdom through ideas such as sabilulungan (collective solidarity) and gotong royong (mutual collaboration). Complementary initiatives—such as the Zero Waste Area (Kawasan Bebas Sampah), the “Bandung Resik” campaign, the Zero Waste Cities Initiative, Bandung Waste-Free Champion Forum (BJBS), Waste Bank, community composting, biodigester adoption, and urban farming projects like Buruan SAE—all contribute to the city's collective vision of being waste-resilient. This study aims to analyze how environmental campaigns in Bandung employ communication strategies to promote social cohesion and sustainable behavioural change in different urban communities. It focusses on how campaigns incorporate cultural identity, encourage participatory behaviours, and foster trust between the public and local governments. The research uses a qualitative case study method, including in-depth interviews with government officials, community leaders, and environmental activists; content analysis of campaign media including social media platforms; and direct observations of community waste management methods. The analysis is based on three theoretical frameworks: the Theory of Planned Behavior (Ajzen, 1991) to examine behavioral intentions and determinants; Framing Theory (Entman, 1993) to investigate how campaign messages are constructed to resonate with cultural norms; and Participatory Communication Theory (Freire, 1970; Servaes, 1999) to comprehend the role of dialogue and empowerment in mobilising collective action. The findings show that campaigns based on local wisdom increase their credibility and relevance, boosting inclusion and collaboration. By incorporating traditional values into environmental message, campaigns not only encourage waste reduction practices but also strengthen social bonds and civic responsibility. Furthermore, participatory approaches—such as community forums, grassroots initiatives, and social media dialogues—are beneficial in closing policy-practice gaps, elevating voices across socioeconomic groups, and nurturing a sense of shared ownership in waste solutions. The study concludes that communication strategies that link technical waste management goals with cultural identity are critical for fostering social cohesion in urban contexts. The Bandung instance indicates that culturally grounded communication that fosters trust, involvement, and solidarity is required for sustainable urban growth, in addition to infrastructure. This integration of local wisdom and participatory communication provides a replicable model for other cities facing similar environmental challenges.

Keywords: Environmental Campaigns, Communication Strategies, Social Cohesion, Local Wisdom, Waste Management.

Digital Activism for Environmental Change: The Impact of Pandawara Group's Social Media Campaigns on Youth Engagement in Coastal Clean-Up Actions

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Abstract: Indonesia is currently facing an intensifying environmental crisis, especially in coastal regions affected by the accumulation of plastic waste that threatens marine ecosystems, sustainable tourism, and the livelihoods of coastal communities. Mobilizing young people as active environmental agents is therefore essential. This study investigates how the Pandawara Group's social media campaigns influence youth engagement in coastal clean-up activities through digital activism. Using a quantitative explanatory approach, data were collected via an online survey of 400 respondents aged 18–30 years who actively follow the Pandawara Group on TikTok and Instagram. The analysis employed Structural Equation Modeling–Partial Least Squares (SEM–PLS) to test the measurement (outer) and structural (inner) models comprehensively. Results from the outer model demonstrated that all constructs met the reliability and validity requirements. Factor loadings mostly exceeded 0.70, except one item ($X_4 = 0.627$) which was retained for theoretical consistency. Cronbach's Alpha ranged from 0.843 to 0.899, Composite Reliability between 0.889 and 0.919, and Average Variance Extracted (AVE) between 0.561 and 0.616, all indicating strong internal consistency and convergent validity. The HTMT ratio (<0.90) confirmed discriminant validity, and VIF values (<3.0) indicated the absence of multicollinearity. The inner model analysis showed that the model had strong explanatory power, with R^2 values of 0.685 for Digital Activism and 0.708 for Youth Engagement, indicating moderate to high predictive accuracy. The f^2 effect size analysis also supported that Social Media Campaigns and Content Exposure had meaningful contributions to both constructs. The hypothesis testing results revealed that Social Media Campaigns significantly influence Digital Activism ($\beta = 0.356$; $p < 0.001$) and Youth Engagement ($\beta = 0.424$; $p < 0.001$), while Digital Activism also positively affects Youth Engagement ($\beta = 0.391$; $p < 0.001$). Moreover, Content Exposure significantly influences Digital Activism ($\beta = 0.589$; $p < 0.001$). However, the moderating effects of Content Exposure and Digital Activism interactions were not statistically significant ($p > 0.05$). These findings indicate that emotional narratives, strong visual contrasts, and collective call-to-action messages in Pandawara Group's content effectively drive youth's digital activism and, consequently, their real-world participation in environmental clean-ups. The study enriches environmental communication and digital activism literature by mapping the pathway from online exposure to offline engagement. Practically, it provides insights for local governments, NGOs, and social media practitioners in designing impactful, youth-driven digital communication strategies aligned with Sustainable Development Goals (SDGs) 13 and 14.

Keywords: Digital activism, social media campaign, youth engagement, environmental communication, coastal conservation.



Communication Pathways for Disaster Resilience: Multi-Layered Actor Interactions in the Jabar Resilience Culture Province

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Abstract: Disaster risk governance in Indonesia has increasingly attracted scholarly and policy attention, particularly in relation to the growing recognition that resilience cannot be achieved by government agencies alone. The 2007 Disaster Management Law and subsequent provincial initiatives such as the Jabar Resilience Culture Province (JRCP) reflect attempts to embed disaster resilience within broader development agendas. However, empirical studies have shown that policy effectiveness is often hindered by fragmented actor coordination, uneven distribution of resources, and varying levels of public trust in formal institutions. This background highlights the urgency of examining not only which actors are involved in disaster governance but also how they are situated and interact within layered social, political, and cultural contexts. The purpose of this study is to identify and map the constellation of multi-layered actors engaged in the JRCP program in West Java, particularly in communities situated along the Lembang Fault. By clarifying the roles of actors across different layers, the research seeks to provide a nuanced understanding of how disaster resilience is structured and contested in practice. The study adopts a qualitative research design. Data were generated through 7 in-depth interviews, focus group discussions, and document reviews conducted in three villages with distinct seismic risk levels: Lembang (high), Gudangkahuripan (moderate), and Jayagiri (low). Analytical attention was directed toward four layers derived from the multi-layered actor framework (Pribadi et al., 2021): (1) the environment layer, which includes geophysical risks and regulatory structures; (2) the stakeholder layer, which encompasses government agencies, academics, civil society, media, and the private sector; (3) the software layer, referring to knowledge, information systems, and digital platforms; and (4) the immediate layer, where community organizations, social networks, and cultural practices operate. The findings indicate that actor configurations differ substantially depending on risk exposure. In high-risk zones such as Lembang, governmental agencies and disaster volunteer groups dominate resilience-building practices, supported by formal training and simulation exercises. In moderate-risk areas like Gudangkahuripan, resilience emerges through hybrid arrangements, blending top-down planning with grassroots mobilization. In low-risk contexts such as Jayagiri, resilience communication relies primarily on local leaders, kinship networks, and culturally embedded practices, with limited integration into provincial-level initiatives. Across sites, the research shows that interdependencies, the circulation of information, and levels of trust are decisive factors shaping the sustainability of resilience governance. The study concludes that identifying and mapping multi-layered actors is not a merely descriptive task but a crucial analytical step in understanding why disaster governance succeeds in some contexts and falters in others. Theoretically, the research extends the application of the multi-layered actor framework by embedding empirical evidence from an Indonesian context, while also drawing connections with rational choice and risk society perspectives. Practically, the findings underscore the need for differentiated disaster governance strategies that account for local variations in actor configurations, communication practices, and cultural resources. Such insights are vital for

policymakers who aim to institutionalize resilience programs that are not only technically sound but also socially grounded and context-sensitive.

Keywords: multi-layered actor, disaster communication, governance, resilience, JRCP, West Java



Environmental Communication and Sustainable Fashion: How Urban Women Construct Ecological Meanings in Everyday Life

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Abstract: Environmental communication has become an essential framework for understanding how people interpret and respond to sustainability issues in everyday life. Moving beyond its early focus on rhetorical discourse about conservation (Oravec, 1980), the field now emphasizes how communication builds meaning, identity, and collective engagement around environmental concerns (Cox, 2013). In the context of sustainability, it often overlaps with science communication, since both attempt to connect knowledge and action. Yet while science communication tends to focus on facts and literacy, environmental communication pays closer attention to values, emotions, and public participation (Davis et al., 2018). This study takes that intersection as a starting point to explore how urban women in Indonesia construct ecological meanings through their participation in sustainable fashion practices, particularly clothing swap activities. The purpose of this study is to understand how environmental messages about waste reduction, circular economy, and responsible consumption are interpreted and practiced in social contexts. Rather than focusing only on message dissemination, it looks at communication as a process of meaning-making, how individuals make sense of environmental ideas and turn them into everyday actions. Using a qualitative approach, in-depth interviews were conducted with women who actively participate in clothing swap events in Jakarta. The discussions explored what sustainability means to them, how they first encountered environmental messages (often through social media), and how they share or adapt those ideas within their communities, families, or peer groups. Thematic analysis was used to identify recurring patterns of meaning and communication. Findings indicate that for these women, clothing swap activities are not merely about saving money or following a trend, but a way of expressing care for the environment and connecting with others who share similar values. Many participants describe feelings of pride and belonging, seeing sustainability as something personal and relational rather than distant or technical. Social interaction within clothing swap communities helps transform ideas about fashion waste reduction into shared moral and emotional commitment. The study suggests that environmental communication can play a crucial role in linking scientific messages to people's lived realities. Effective communication about sustainability should not rely solely on information or data but should evoke emotion, empathy, and a sense of collective purpose. Theoretically, this research highlights environmental communication as a bridge between scientific understanding and cultural meaning, showing how everyday conversations and community practices can nurture deeper ecological awareness and responsibility.

Keywords: environmental communication, sustainable fashion, clothing swap, urban women, ecological meaning

Environmental Communication in Local Cultural Tradition “Merti Desa” Kalurahan Purwodadi, Gunungkidul, Yogyakarta

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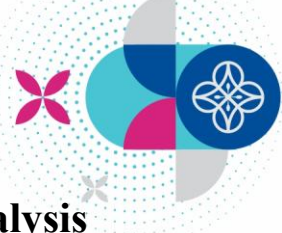
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Abstract: This study critically examines the environmental communication embedded within Merti Desa, an annual ritual tradition practiced by the residents of Purwodadi Village, Tepus Subdistrict, Gunungkidul, Yogyakarta. Framed as a symbolic expression of gratitude for agricultural abundance, Merti Desa operates within the socio-ecological landscape of the Gunung Sewu Geopark, where ritual performances and communal acts serve as vehicles for articulating ecological values and concerns. Employing a descriptive qualitative methodology, data were collected through ethnographic observation, in-depth interviews, and documentation and analyzed using Robert Cox’s environmental communication theory—particularly his concept of symbolic action, which encompasses both pragmatic and constitutive communicative functions. The analysis reveals that rituals such as Ngalangi, the gunungan procession, and Tayub performances function as culturally embedded communicative acts that both reflect and construct environmental meaning. These practices not only facilitate sustainable behaviors—such as seed redistribution and marine resource stewardship—but also encode ecological anxieties and aspirations within ritualized narratives and spiritual expressions. Merti Desa is analyzed in three distinct layers: a rhetorical area, a constitutive communication practice, and a means of articulation. In the context of the rhetorical area, the revitalization of the erstwhile nomenclature of the village constitutes a deliberate endeavor aimed at safeguarding the Merti Desa ritual. Constitutive communication practice involves the establishment of relationships with nature that are in harmony with it. For instance, the principle “Nandur sing dipangan, mangan sing ditandur,” which means “Plant what you eat, eat what you plant.” The Tayuban ritual as a social practice is becoming a medium for local people as a “solution” for a changing environment by praying with nazar. Merti Desa functions as a conduit for residents to articulate their concerns regarding environmental issues through various symbols. As a form of environmental discourse, Merti Desa exemplifies how localized cultural traditions can operate as symbolic strategies for ecological advocacy, reinforcing community identity, environmental ethics, and social cohesion. This research contributes to the broader discourse on environmental communication by demonstrating the role of ritual-based, indigenous practices in shaping resilient, place-based ecological consciousness.

Keywords: environmental communication, Gunungkidul, local traditions, ritual bersih desa



Threat of Deforestation on Sipora Island: Entman Model Analysis in Collaborative Investigation of Six Media in Mentawai

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Abstract: Pulau Sipora in the Mentawai Islands, West Sumatra, is facing an escalating ecological crisis marked by intensive forest degradation, the weakening of customary land rights, and the growing risk of environmental collapse. Collaborative investigative reports produced by the Depati Project involved six media, national and local media, reveal the potential emergence of ecocide, expressed through large-scale deforestation and extractive concessions granted within a geographically small yet highly vulnerable island ecosystem. Articles demonstrate how media coverage constructs public understanding of the crisis, especially relating to power dynamics between corporations, the state, and Indigenous Mentawai communities. This research aims to analyze how the Depati Project frames the issue of environmental destruction in Sipora through Robert M. Entman's framing framework, which includes: (1) problem definition, (2) causal attribution, (3) moral evaluation, and (4) treatment recommendation. The study adopts a constructivist paradigm with a qualitative approach, positioning media texts as socially constructed interpretations of reality. The research employs qualitative framing analysis as its primary method. Data were collected through documentation of two collaborative investigative articles and analyzed through textual interpretation and thematic coding. The Entman framing model was used to identify how narratives are constructed to highlight ecological vulnerabilities, contested land governance, and the political responsibilities of various actors. Triangulation and contextual validation were conducted to ensure analytical rigor, particularly regarding the socio-environmental setting of Pulau Sipora. The findings show that in the six media frame Pulau Sipora the environment and local communities are portrayed as disproportionately affected by extractive industries. The problem is defined through narratives of a "disappearing island" and "a small island carrying a massive ecological burden." Causal attribution emphasizes human-driven factors such as logging concessions, weak environmental governance, and the marginalization of Indigenous land rights. Moral evaluations explicitly critique institutions of power while positioning local communities as defenders of ecological integrity. Treatment recommendations advocate strengthened forest and watershed protection, recognition of Indigenous customary territories, and reconsideration of the existing concession policies. The study concludes that the Depati Project's collaborative investigative storytelling plays a significant role in shaping public cognition and potentially influencing environmental policy toward Pulau Sipora. By making structural and political drivers of environmental harm more visible, the coverage promotes accountability and raises the urgency of equitable ecological governance. The research recommends that environmental journalism continue to reinforce inclusive narratives, amplify vulnerable voices, and utilize collaborative investigation as an agenda-setting tool in broader climate and ecological justice discourse

Keywords: Investigative, Deforestation, Environment, Depati Project, Local Community

Mapping the Media Agenda on Elephants in Indonesia: A Computational Content Analysis of Online News (2020–2025)

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Abstract: This study aims to map the diversity and distribution of news coverage related to elephants in Indonesian online media within 2020–2025. Despite the increasing visibility of environmental and wildlife issues in digital journalism, the representation of elephants, especially within the context of human-elephant conflict—remains understudied. This study seeks to identify dominant topics, spatial patterns, and temporal dynamics of elephant-related reporting across various types of media outlets. This study employs computational content analysis, specifically topic modelling, using the Non-Negative Matrix Factorization (NMF) algorithm via Python. The corpus consists of 2,059 online news articles collected from ten national-level media outlets, including one government-affiliated outlet (ANTARA News), one outlet specialized in environmental and wildlife issues (Mongabay Indonesia), two business-oriented outlets (Bisnis and CNBC Indonesia), and six general national outlets (one of them is Kompas, one of the largest online media in Indonesia). The topic modeling method generates ten distinct topics, which are subsequently interpreted and categorized according to thematic focus, geographical mentions, and publication year. Three of these topics are strongly associated with human-elephant conflicts, particularly in Lampung (216 articles), Aceh (205 articles), and Riau (199 articles). Coverage of such conflicts peaked in 2024 with 136 articles. Other topics include the educational aspect about elephant in countries other than Indonesia; conservation and habitat protection; illegal ivory trade; the birth of baby elephants in captivity; and the discoveries of ancient elephant fossils. Overall, the findings indicate that Indonesian media narratives about elephants are largely problem-oriented, emphasizing death, conflict, and human-wildlife confrontation rather than ecological balance or conservation success. This study contributes to the broader field of environmental communication and media agenda setting by providing empirical evidence of how wildlife issues—especially those involving elephants—are framed within Indonesian journalism landscape. The findings highlight a persistent imbalance in issue salience, with conflict narratives overshadowing more constructive environmental agendas. This imbalance may shape public perceptions of elephants primarily as threats rather than as species that need to be preserved and protected.

Keywords: Elephants, Media Agenda, Environmental Communication, Topic Modeling, Indonesia



Diffusion of Innovations in Jumbo Biopore Adoption for Urban Waste Management in Yogyakarta

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Abstract: Community-level strategies for organic waste management remain a challenge in densely populated cities such as Yogyakarta, especially in neighborhood associations (RW) with limited land and dependence on waste transportation services. This qualitative study examines the diffusion of the Jumbo Biopore Hole (JBH) communal innovation in RW 05 Kampung Mangkuyudan, Yogyakarta City, using Rogers' Diffusion of Innovations theory. This research examines how leadership, previous practices, and perceptions of innovation attributes influence the adoption process among residents and local environmental organizations. This approach is important because it can formulate contextual mechanisms that enable or hinder adoption so that community-based scaling guidelines can be developed. In this context, innovation diffusion is key because technical solutions alone will not be achieved without a social process that enables residents to understand, evaluate, try, and ultimately decide to adopt new practices. Data was obtained through in-depth interviews with three stakeholders selected to represent different categories of adopters: first, the head of neighborhood association (RW) as the gateway to innovation as well as the agenda setter and guardian of social system practices. Second, early innovators with agricultural expertise who act as champions. Third, a resident who went from being unaware to now being an active adopter and manager of one of the communal JBHs in RW 05. The findings show that the RW head plays a role in legitimizing innovation and organizing resources, including assigning volunteer-based maintenance tasks. The RW head continuously exemplifies household waste sorting so that the innovation is perceived as being in line with the values of mutual cooperation and environmental cleanliness. Early innovators, namely residents with experience in agricultural services, capitalize on their previous work, such as vegetable alleys, to demonstrate the benefits of JBH. These benefits include compost production and odor reduction. Early innovators consistently trained fellow residents, thereby increasing perceptions of the ease of utilizing the JBH. Resident adopters described learning through practice, moving from uncertainty about sorting and the use of additional materials to routine maintenance and educating other residents, which confirms that simple daily practices and evidence of results in the field reduce perceptions of complexity and shift social norms. The innovation was also reinforced by the RW 05 WhatsApp group as a form of regular meetings and informal interaction, while initial skepticism and concerns about odor and hassle were offset by the tangible harvest of compost, integration with urban farming activities, and the absence of resident fees for daily household waste management.

Keywords: diffusion of innovations, waste, urban

How Greenpeace Indonesia Promotes Sustainable Development Goals through Instagram @greenpeaceindonesia in the Prabowo Subianto Era

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Abstract: Indonesia is facing an ecological crisis, starting from deforestation, climate change, air pollution, and waste management issues. According to the World Population Review, Indonesia ranked second in terms of deforestation. In this crisis, which is threatening the world, unfortunately, the government of Indonesia, under President Prabowo, issued some programs that are seen as a threat to the environment. One of those programs is plan to open 20.6 million hectares of land for food projects, and it could be a serious threat to ecological sustainability. If these kinds of programs will be executed, it's not impossible if Indonesia will be failed to reach the Sustainable Development Goals (SDGs) in the year 2030. Non-Government Organizations (NGO) is one part which responsible in the sustainable development besides government and business. One of these environmental NGOs is Greenpeace Indonesia, which is part of Greenpeace globally. This research aims to explain how Greenpeace Indonesia emphasizes 17 the sustainability goals through Instagram in the 100 first days of new President of Indonesia. This research uses quantitative content analysis. The data collected by the researchers are from 20 October 2024 to 31 December 2024, as they were in the time of 100 first days of new President Prabowo Subianto lead Indonesia. Unit of analyses in this research are 100 captions and text in carousels of @greenpeaceid with indicators of 17 Sustainable Development Goals (SDGs) issues. The results show that Greenpeace Indonesia is more focused on the climate action issue. Futhermore, Greenpeace Indonesia also focused on civil society as the actor that has power and who needs to be supported in this situation. The contribution of this research is to evaluate Greenpeace Indonesia, as a watchdog in environment issue in Indonesia to combat environmental damage in the era of new President of Indonesia, Prabowo Subianto. Moreover, this research wants to see how Greenpeace Indonesia emphasizes the 17 SDGs and how it views the actors involved.

Keywords: Greenpace Indonesia, SDGs, Environment, Climate Change



From Fast Fashion to Thrifting: Environmental Communication and Generation Z in Popular Culture

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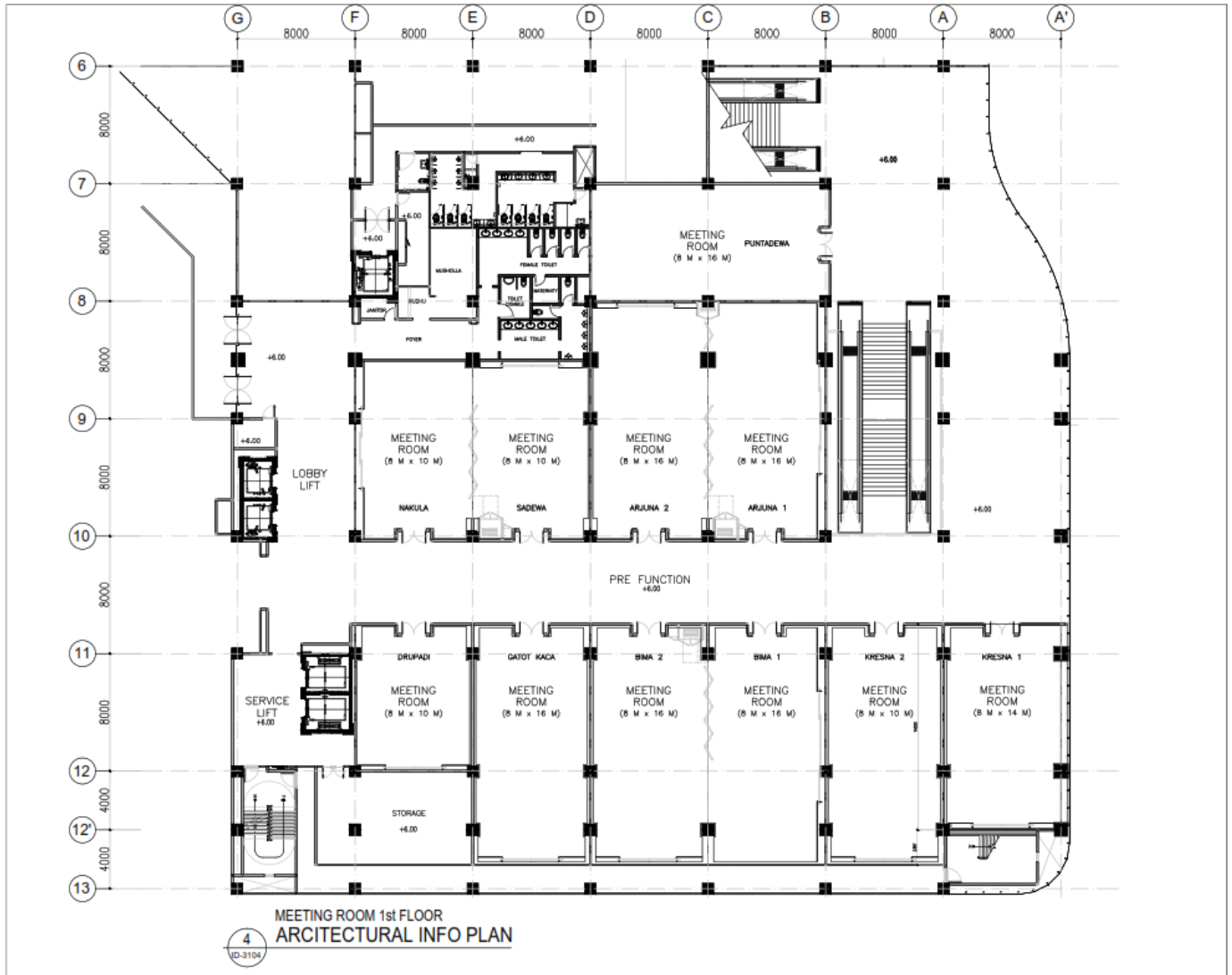
Abstract: This study highlights the issue of fast fashion, which is increasingly prevalent today. With the aggressive promotion of e-commerce, fashion trends on social media, and seasonal fashion developments, fast fashion production has accelerated rapidly. In response to this problem, the fashion industry in Indonesia and worldwide follows public demand by producing clothing quickly and massively, further supported by the fact that clothing prices are now more affordable for the general population. This behavior of frequently buying new clothes has resulted in high levels of clothing waste in Indonesia, which is not easily biodegradable. Based on this problem, one solution is to raise public awareness to be more mindful in purchasing clothing and to implement slow fashion. Some ways to achieve this include extending the life of clothing by purchasing second-hand items (thrifting). The slow fashion campaign has also become a popular culture trend among Generation Z and is promoted by Zero Waste through the #TukarBaju campaign. This study aims to examine how the value attached to the word “new” becomes part of environmental messaging, viewed from environmental communication psychology and interpreted by Generation Z. The analysis in this study will cover the meaning of messages in the thrifting trend and their impact from economic, political, and communication perspectives. The purpose of this research is to understand the impact of the #TukarBaju campaign on Generation Z’s perception and behavior in interpreting “new” clothing as a form of environmental awareness. The selection of informants is related to the thrifting trend and the #TukarBaju campaign, viewed from various perspectives. Data collection is conducted through interviews divided into two parts: the first from the perspective of buyers and sellers of thrifted clothing, and the second from the initiators of the #TukarBaju campaign at Zero Waste Indonesia, as well as government representatives from the Environmental Agency regarding the impact of clothing waste on the environment and government policies. A Focus Group Discussion (FGD) is also conducted with informants who follow the thrifting trend and those who have never participated in the trend to examine shifts in the meaning of “new clothes” and the word “new” in this popular culture context.

Keywords: Environmental Communication, Popular Culture, Thrifting

Map of Sahid Raya Yogyakarta Hotel & Convention Yogyakarta

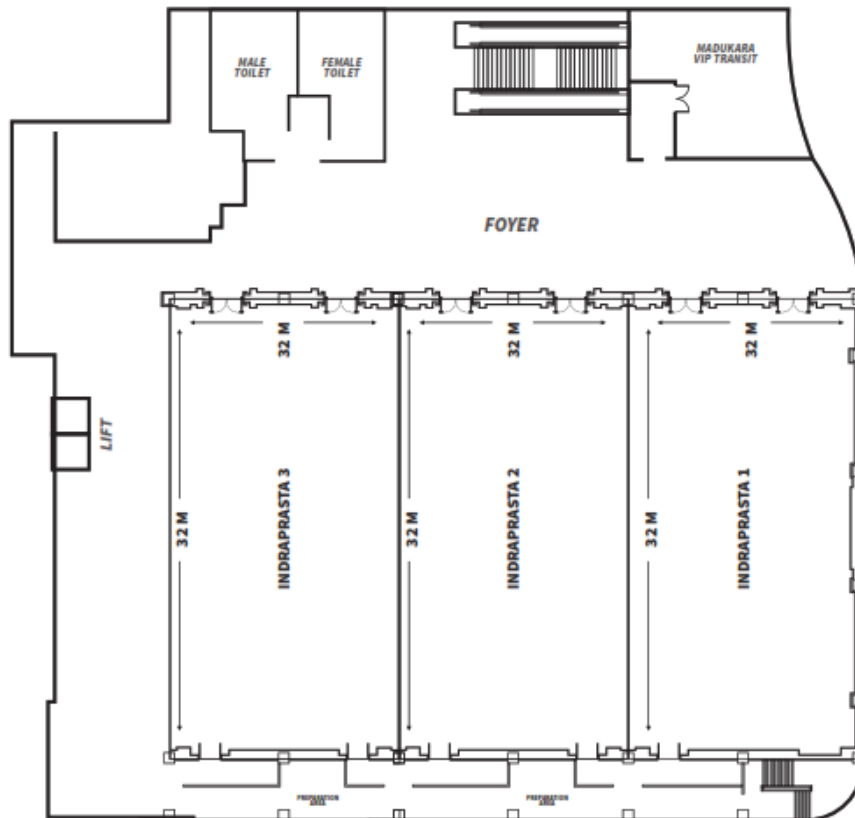


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