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# *Ongoing Asia:* A Challenge to Communications

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Universitas Islam Indonesia

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# **Ongoing Asia:**

A Challenge to Communications

*Conference on Communication, Culture, and Media Studies  
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## Ongoing Asia: A Challenge to Communications

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## **PREFACE**

The 3rd CCCMS  
Conference on Communication, Culture and Media Studies 2016

Ongoing Asia: A Challenge to Communications

Looking at Asia as a social and cultural entity has been fascinating for scholars, academics, professionals, and other social workers in many decades. In recent years there is a significant alteration in terms of understanding Asia not only as object of studies, but more importantly as an entry point towards new perspective and, probably, even new epistemology.

This tendency has also happened in concurrent with the rise of communication technology and medium, especially in the last decade. The so-called new communication era is also another important indicative of the ongoing yet challenging development in current Asian society. Exploring the intertwined ideas on any aspects of new communication era in Asian contexts would be beneficial to understand the dynamic of Asia now.

Following the successful inaugural Conference on Communication, Culture, and Media Studies (CCCMS) in 2014 and the second one in 2015, this year we invite academics and others interested in discussing Asia especially in relation to the context of new communication era.

The 3<sup>rd</sup> CCCMS 2016 aims to create an open forum for scholars, postgraduate students, communication and media professionals, and any other relevant parties to disseminate and share their ideas, research, and/or experiences. We welcome both individual and panel abstract from various disciplines or even interdisciplinary works, ranging from communications, strategic communication, creative arts and media, history and memory studies, anthropology, sociology, international relations and political science, cognitive and social psychology, cultural studies, and many more.

Yogyakarta, Oktober, 2016

Muzayin Nazaruddin  
Editor



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## The Communication Pattern of Female Headed Household in the Empowerment Program of Serikat Pekka in Kecamatan Gerung, Kabupaten Lombok Barat, NTB

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### Abstract

In the interaction of empowerment program for female headed household, these women have of course the communication process. The observation conducted by the researcher describe that the communication process carried out by the female headed household occurred in the time of personal interaction or in group. The research aims to show the communication process going on in the empowerment program in Serikat Pekka Kecamatan Gerung, Kabupaten Lombok Barat, NTB. The researcher used the in dept interview and participant observation to collect the data. From the observation done, it was found out that the communication process in the empowerment program happened in (1) the initiation process when the woman having the status of female headed household firstly joint in the program, (2) the process when the women became the members of Serikat Pekka and participated in the programs offered, and took part regularly, and (3) the communication process when they interacted with the community out of Pekka. Based on the interpretation of data obtained, it can be figured out about the communication pattern of the female headed household in the empowerment program In Serikat Pekka, as follows; (a) The initiation process of Pekka group forming created a model of communication process that can be called Interactive Persuasive Model. (b) Whereas the communication process occurred in the routine activity of the empowerment program done in Serikat Pekka where all the female headed household had became the members and had participated in all the programs can be named All Channel Pattern (Star Model Communication). (3) Finally, the communication process occurred in the process of interaction with the community out of Pekka created the Communication Partnership Model.

*Keywords: interaction, communication process, participation, communication model*

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### 1. Introduction

Badudu-Zein in the Dictionary of The Indonesian Language state that a pattern is meant as an example, way, result or a process. In this research a pattern is defined as a continuously repeated process. The process itself is a continuous change or action, and likewise the communication process. The communication process done by the Female Headed household is of course an action carried out by the female headed household in communication the messages in the empowerment program in Serikat Pekka, West Lombok that is continuously done.

In the communication process, a human being creates meaning to one another. The verbal or non-verbal behaviour is not merely the neutral expression of the thought, yet it implies values and judgments, which means how we express ourselves will influence on how we and others feel what we communicate, therefore we can say that

communication is a symbolic activity implicating that communication needs reflection and that meaning is more constructive and variative, rather than inherent within the symbol itself. In the interaction in the empowerment program of female headed household in Serikat Pekka Kecamatan Gerung, these women conduct the communication process. The observation conducted by the researcher describes that the communication process conducted by those female headed household occurred in the time of both their personal and grouped interaction.

In this research, the researcher observed the communication process in the empowerment program for the female headed household in Kabupaten Lombok Barat, that is when they interact among themselves in the activities given by Serikat Pekka. To see the communication process happened in the empowerment program in Serikat Pekka, the researcher used the in-depth interview and participant observation. From the interview and observation conducted, it was found that the