Ongoing Asia:
A Challenge to Communications

Editor: Muzayin Nazaruddin
Cover painting: Ali Minanto
Typeset and cover design: Zarkoni

Penerbit:
Program Studi Ilmu Komunikasi UII
Jl. Kaliurang Km.14,5 , Besi, Sleman Yogyakarta 55584
Telp./Faks: 0274-898444 ext 3267
e-mail: komunikasi@uui.ac.id

First published October 2016
Printed in Yogyakarta, Indonesia
vi+ 171; 21 X 29,7 Cm
ISBN: 978-602-71722-1-0
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 3rd 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
CONTENTS

PREFACE

CONTENTS

Watching Preman Pension: Ethnography Study on Retired Bodyguards
as Preman Pension Soap Opera Viewer
Yul Rochmawati

From Barren Land into Tourist Destination
(Study of Local Community-Based Tourism in Bleberan village, Playen, Gunungkidul)
Suy Azeharie

Traveling in Communication Perspective
Sinta Paramita

Fashion, Celebrity, and Entertainment:
Attention Economy and the Rise of Indonesian Middle-Class Muslims
Abhirama S. D. Perdana

Integrated Marketing Communication of Local Government
Sidoarjo in Developing Marine Ecotourism
Ainur Rochmaniah

Commodification of Religious Tradition
(Critical Study on Tourism of Islamic Tradition Haul at Pasar Kliwon, Surakarta)
Muhammad Ferri Setiawan

Convergence of Agenda Setting in Multimedia Era
(Case Study on Suara Merdeka Group)
Sri Syamsiyah LS. & Prof Pawito

Constructed Virtual Identity of Muslim Women in Social Media
Dian Syariati

Civic empowerment movement through new media
(Case study of cyber kampong Yogyakarta)
Wulen Purnama Sari
The Use of Social Media by Bandung City Government in Increasing Public Participation
*Hera Ryanto Budiana, Diah Fatma Sjoraidia, Dede Marian & Centurion Chandratama Prystanus*  

Adolescents, Korean Dramas, and Local Wisdom Values
*Ade Muana Husniati & Maryam*  

Social Media: Democracy in the Shadow of Fanaticism
*Sulih Indra Dewi & Akhirul Aminullah*  

PRFM Radio: dynamism in mainstream media and public engagement
*Nunik Maharani Hartoyo, Efi Fadilah & Pandan Yudhapramesti*  

*Naniek N. Setjadi*  

BPN2TKI Website Utilization in Improving Services and Protections of Indonesian Workers in Asia Pacific Region (*Case Study on BP3TKI in West Java*)
*Nuryah Asri Sjafrah & Ika Merdeka Suhartini*  

Intimate Communication in the Urban Gay Circle in Indonesia (*Phenomenon Study on the Usage of Grindr as the Medium of Communication*)
*Rutua Nuraini Tampubolon*  

Re-Interaction on Online Media in Indonesia
*Fitri Yulianti Permata*  

The Synthesis of the Previous Research on Peace and Conflict Communication Related to the Southernmost Thailand
*Phirakan Kai-nunna*  

The Communication Pattern of Female Headed Household in the Empowerment Program of Serikat Pekka in Kecamatan Gerung, Kabupaten Lombok Barat, NTB
*Chairiawaty & Kiki Zuhak*  

The Religious Pluralism Model of Communication in Interfidei Yogyakarta
*Chatia Hastasari*
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cultural Pluralism and Ethnic Identity Negotiation in Jakarta</td>
<td>151</td>
</tr>
<tr>
<td>(Studies in the Phenomenology of Indian Communities in Sunter, North</td>
<td></td>
</tr>
<tr>
<td>Jakarta)</td>
<td></td>
</tr>
<tr>
<td>Ramita Hapsari &amp; Widyo Nugroho</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Children of the Pyre:</td>
<td>159</td>
</tr>
<tr>
<td>Rajesh S. Jala’s Documenting of India’s Caste System</td>
<td></td>
</tr>
<tr>
<td>Robert Cross</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Babystagram Phenomenon Among Indonesia Celebrities Instagram Accounts:</td>
<td>163</td>
</tr>
<tr>
<td>Semiotic Analysis on Photographs at Babystagram Account</td>
<td></td>
</tr>
<tr>
<td>Lidya Novitasari Saragi Turnip, Roro Retno Wulan &amp; Ruth Mei Utina</td>
<td></td>
</tr>
<tr>
<td>Malau</td>
<td></td>
</tr>
</tbody>
</table>
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 describes 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-depth 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 become 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) Where the communication process occurred in the routine activity of the empowerment program done in Serikat Pekka where all the female headed household had become 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

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