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(EXTENDED ABSTRACT)

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2024

*"Communication & Digitisation
in Madani Society"*

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FACULTY OF LEADERSHIP AND MANAGEMENT

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PREFACE

The 4th International Conference on Islam, Media, and Communication (ICIMaC2024) is a scholarly event organized by the Communication Programme of the Faculty of Leadership and Management (FKP) at Universiti Sains Islam Malaysia (USIM). The conference aims to provide a platform for scholars, researchers, practitioners, and stakeholders to engage in discussions, share insights, and present their latest research findings related to Islam, media, and communication. By bringing together experts and scholars from diverse backgrounds and disciplines, ICIMaC2024 aims to facilitate interdisciplinary dialogue and promote innovative approaches to addressing contemporary issues at the intersection of Islam, media, and communication.

The debates and perspectives from various branches of knowledge in this e-proceedings aim to provide insightful reflections about our lives in this disruptive era. The scholarly works featured in the e-proceedings also aim to contribute to the advancement of knowledge as well as filling in the gaps surrounding current debates in media and communication field.

The editorial committee congratulates all contributors and hopes that the e-proceedings meet the conference's aims. May Allah SWT shower everyone of us with His blessings.

Thank you.

ICIMaC2024 Publication Committee

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Adeni Adeni

UNDERSTANDING INTERPERSONAL COMMUNICATION AND PERCEIVED STRESS IN EARLY ADULthood

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Abstract: The objective of this study was to examine the correlation between interpersonal communication abilities and the perception of stress during the early stages of adulthood. The study encompassed a sample of 114 young adults, specifically individuals between the ages of 18 and 23, who were selected from a university located in Jakarta. The participants' communication skills and stress levels were evaluated using the Interpersonal Communication Scale (DeVito, 1997) and the Perceived Stress Scale (Cohen et al., 1983), respectively. The result found that good interpersonal communication skills are linked to lower levels of stress in early adulthood ($r = -0.290$, $p < .001$). Other findings including gender differences and regression analysis are described in this study. This study have important implications for the development of interventions aimed at reducing perceived stress in early adulthood.

Keywords: interpersonal communication skills, perceived stress, early adulthood

INTRODUCTION

The transition to early adulthood has numerous challenges and opportunities for personal growth (Arnett, 2000). Young adults may encounter various stressors especially in their social relationships that impact on their perceived stress (Schulenberg & Zarrett, 2006). Moreover, effective communication plays an essential role in mitigating conflicts and promoting social support, both of which are crucial in reducing stress levels (Walczak & Absolon, 2001).

Perceived stress refers to an individual's subjective evaluation of their life events (Lazarus & Folkman, 1984). As young adults navigate the complexities of multiple life

domains, their perception of stress may be influenced by their communication competencies, as effective communication can foster a sense of control and understanding in challenging situations (Lepore & Revenson, 2007).

Early adulthood may experience a challenging situation known as a pre-adulthood crisis (Arnett, 2000; Robinson et al., 2020). Robinson and Wright (2013) found that common crisis, including relationship dissolution, conflict with parents, emotions of being trapped in unsatisfying jobs, unemployment, and work stress. Robinson et al., (2020) explained that the crisis resulting in anxiety, low self-esteem, workplace conflict, and stress.

Stress as a consequence of a crisis (Barlett et al., 2018; Habibie et al., 2019) is characterized by a variety of physical and psychological symptoms, such as anxiety, frustration, decreased work ability and skills, muscle tension, dizziness and headaches, nausea and digestive disorders, and sleep disorder (Sukadiyanto, 2010). When early adults can communicate effectively with others, they can overcome their crisis situations.

DeVito (2022) stated that interpersonal communication is the interaction between two or more people who are connected to each other and influence on the basis of the message delivered. There are five common qualities that are considered in interpersonal communication: openness, empathy, a supportive attitude, a positive attitude, and equality. Good interpersonal communication is related to good developmental tasks (Tillman, 2000). Likewise, the significance of interpersonal communication is (a) to help human development from intellectual to social;

(b) to shape one's identity or self; (c) to help one make social comparisons to comprehend the realities of the social environment; and (d) to influence a person's mental health condition (Johnson in Roem & Sarmiati, 2019). Low interpersonal communication skills in individuals will have a negative impact such as aggressive behavior (Selly & Atrizka, 2020), dissatisfaction and stress (Rakhmat in Ririn et al., 2013).

Several studies have investigated the relationship between interpersonal communication skills and perceived stress in early adulthood (Li et al., 2022; Segrin et al., 2007; Yunita & Purba, 2020; Wahyuningsih, 2016). Understanding how communication patterns influence stress levels during early adulthood can inform the development of targeted interventions to enhance coping mechanisms and improve overall well-being (Mazerolle et al., 2007). This study aims to explore the relationship between interpersonal communication skills and perceived stress in early adulthood.

METHODS

Eligibility for participation was based on the following criteria: aged 18 to 23 years; men and women; recruited from a university in Jakarta; and consented to participate in the study. Participants receive questionnaires based on pre-defined criteria, specifically the Interpersonal Communication Scale (ICS) and Perceived Stress Scale (PSS) questionnaires, as part of the data collection process.

The interpersonal communication skills were measured using the Interpersonal Communication Scale (ICS; DeVito, 1997) that consists of 60 items with five aspects: openness, empathy, supporting attitude, positive attitude, and equality. Participants rated each item on a 5-point Likert scale with Cronbach's Alpha = 0.816. While perceived stress was measured using the Perceived Stress Scale (PSS; Cohen et al., 1983) that consist of 10-item and rated on a 4-point Likert scale with Cronbach's alpha = 0.765. Data collection is conducted both online and offline at a private university in Jakarta. The data were analysed using SPSS version 27. The analysis includes descriptive statistics,

One Way ANOVA tests, Pearson correlation coefficients and regression analysis.

RESULTS AND DISCUSSION

The participants' ages ranged from 18 to 23 years old ($M = 18.7$; $SD = 1.00$); they were mostly women ($N = 87$; 76.3%); of Moslem religious background ($N = 41$; 41.23%); and had finished high school or below ($N = 109$; 95.61%). Likewise, participants in this study mostly had moderate levels of stress ($N = 80$; 70%) and moderate communication skills ($N = 65$; 57%).

The result based on Pearson correlation analysis shows that there was a significant negative correlation between interpersonal communication skills and perceived stress ($r = -0.290$, $p < 0.001$). Moreover, the analysis based on the aspect of interpersonal communication skills and the perceived stress of young adulthood found that a supportive attitude was the most significant correlate with perceived stress, with $r = -0.430$ and $p < 0.01$ (Table 1).

Table 1: Correlations Aspect of Interpersonal Communications Scale and Perceived Stress Scale

	M	SD					
Variable			(1)	(2)	(3)	(4)	(5)
(1) Perceived Stress	20.79	5.65	1				
(2) Openness	42.58	5.64	-.247**	1			
(3) Empathy	3.18	0.99	-.218*	.423**	1		
(4) Supporting attitude	6.83	1.92	-.430**	.375**	.221*	1	
(5) Positive attitude	12.54	1.98	-0.069	.530**	.376**	0.144	1

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

The result of One-way ANOVA analysis found that men had higher interpersonal communication skill scores than women ($F = 0.308$, $p > 0.05$), while women reported higher levels of perceived stress than men ($F = 6.828$, $p < 0.05$). Moreover, there were no significant differences of ICS ($F = 0.84$, $P > 0.05$) and PSS ($F = 1.07$, $P > 0.05$) based on religions. In more detail, the analysis based on aspect of interpersonal communication skills found that men more having supporting attitude than women ($F = 7.870$, $P < 0.05$).

A regression-linear analysis was conducted to examine the unique contributions of interpersonal communication skills and gender in predicting perceived stress. The result found that interpersonal communication skills significantly affect perceived stress in early adulthood by 8.4%.

In discussion, the present study aims to explore the relationship between interpersonal communication skills and perceived stress in early adulthood. The first finding revealed a significant negative association between interpersonal communication skills and perceived stress levels in early adulthood. This result is consistent with previous research (Segrin & Flora, 2000; Chao, 2012).

The second outcome of this study found that young adults who exhibited a supportive attitude in their interpersonal interactions reported lower levels of perceived stress. The findings align with previous studies by Ariyani and Hadiani (2019), who highlighted the positive impact of supportive attitudes on reducing stress and fostering emotional well-being in various age groups.

The third result on gender differences in interpersonal communication skills is in line with previous research by Ariyani and Hadiani (2019). Ariyani and Hadiani (2019) found that men scored slightly higher in interpersonal communication than women. In terms of the key factors of effective interpersonal communication, it was discovered that there are disparities in the dominant component of interpersonal communication between men and women. Women led in the area of equality, showing that they have a more dominant ability to position themselves as equal to their communication partners in order to generate comfortable dialogue. Men dominated the areas of openness, empathy, supportiveness, and a positive attitude, demonstrating that they had a more dominant ability to exhibit a readiness to communicate honestly and with full comprehension, allowing them to provide support and positive thought.

The fourth result indicates that interpersonal communication skills were

found to significantly affect perceived stress levels in early adulthood, accounting for 8.4% of the overall variance. This result aligns with previous investigations by Segrin et al. (2007) and Stensrud et al. (2014), who explored the impact of communication skills on various mental health outcomes, indicating the crucial role communication plays in shaping individuals' stress experiences.

Fifth, the study identified a significant gender difference in perceived stress levels, with women reporting higher perceived stress levels compared to men. This finding corroborates research from Costa et al. (2021) who reported that women tend to seek and provide more emotional support in interpersonal interactions, potentially influencing their perceived stress levels. Although men scored slightly higher on interpersonal communication skills than women, the mean difference was not statistically significant. Moreover, men demonstrated a more supportive attitude than women.

Sixth, interestingly, no significant differences were found in interpersonal communication skills or perceived stress based on religious background. This outcome aligns with previous studies by Bahum et al. (2021), who suggesting that other social and cultural factors may play a more substantial role in shaping these outcomes.

CONCLUSIONS

The study emphasizes the crucial role of interpersonal communication skills and supportive attitudes in influencing perceived stress levels among young adults in early adulthood. The results reinforce existing knowledge in the field while providing new insights into gender disparities in perceived stress and the limited influence of religious background on stress experiences. These findings have important implications for the development of interventions aimed at reducing perceived stress in early adulthood. Specifically, interventions that focus on improving interpersonal communication skills may be effective in reducing stress levels in

this population. Such interventions could include skills training in areas such as active listening, assertiveness, conflict resolution, and empathy.

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MANAGEMENT OF INSTAGRAM SOCIAL MEDIA BY THE YAYASAN PEDULI NYERI INDONESIA TO ENHANCE PUBLIC AWARENESS ABOUT PAIN CONDITIONS

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Abstract:

Physical health plays a crucial role in enhancing human performance. In the era of demographic bonuses, maintaining health becomes crucial to support a madani society. Unfortunately, society often overlooks physical health, such as pain conditions that are considered merely a result of fatigue. Amidst the rapid development of internet technology, Yayasan Peduli Nyeri Indonesia or Indonesia Pain Care Foundation utilizes social media, particularly Instagram, as an effective platform to provide education and raise public awareness regarding pain-related issues. The research investigates the management practices of Yayasan Peduli Nyeri Indonesia on Instagram aimed at increasing public awareness regarding pain-related issues. A qualitative descriptive methodology was employed, incorporating interviews and documentation. Data collection utilized purposive sampling. The study, guided by Junaedi's framework on social media management functions, identifies four key stages of management. Planning entails detailed activity planning for the organization's four accounts. While organizing is characterized by systematic approaches, especially within the media division. Actuating emphasizes content production using Instagram features. And controlling encompasses a comprehensive review of achievements.

Keywords: Management, Communication, Instagram Social Media, Public Awareness

INTRODUCTION

Physical health is a crucial factor that can enhance human performance in carrying out activities. In the working world, the safety and health of employees should be one of the concerns of companies aiming to achieve high work productivity (Kurniawidjaja, 2012). Furthermore, it turns out that physical health also has an impact on an individual's mental health. Conversely, in everyday life, we often observe that individuals who are unwell or diagnosed with a disease generally experience sadness, anxiety, and various other negative emotions (Rafi, 2022).

Indonesia is currently experiencing a demographic bonus era, with a higher number of working-age individuals compared to those in the non-working age group. In 2022, Indonesia's dependency ratio was 44.4%, indicating that around 44 non-working-age individuals are supported by every 100 working-age people (Badan Pusat Statistik, 2022). This highlights the importance of maintaining health as a commitment to national development. Additionally, as a predominantly Muslim country, the guidance on physical health has been exemplified by Prophet Muhammad.

One type of physical ailment that can affect the health of any individual, but often overlooked, is the ailment of pain. According to the International Association for the Study of Pain (IASP) (cited in Sari & Halim, 2017), pain is

a complex condition involving unpleasant sensory and emotional experiences linked to harm. Which includes both physical and mental responses, as well as emotional well-being.

Pain is a tangible issue in our surroundings. According to an article from the Ministry of Health's Directorate General of Health Services, pain is a global health problem, with an estimated 20% of the world's population experiencing pain each year, and half of them suffering from chronic pain (Faisol, 2022). Educational and accessible pain services are essential for optimal pain management. However, in Indonesia, social media's role in pain education is currently minimal.

Based on the observations of the phenomenon, one of the foundations that cares about health issues related to pain has been established. This foundation is Yayasan Peduli Nyeri Indonesia or YPNI. YPNI is the only non-profit organization in Indonesia that dedicated to addressing pain-related diseases. It's main focus is educating the public about these diseases, with a goal to increase awareness about the importance of physical health in managing pain and empower individuals to lead healthier lives.

The author is interested in YPNI due to its unique social media management approach, particularly on Instagram, where four distinct accounts focus on various aspects of pain-related diseases. These accounts offer solutions and in-depth knowledge to increase public awareness. Careful planning and action are essential to achieve YPNI's goal. Effective social media account management is one such effort to enhance awareness about pain-related diseases. Media management can be defined as the academic discipline that focuses on studying how media management is conducted, involving principles and the overall management process (Junaedi, 2014). As we know Instagram is viewed as an effective social media platform for educating the public due to its perceived higher user activity in sharing information compared to other social media platforms. Instagram signifies ease for users to

capture and view photos that can be uploaded or shared with others (Atmoko, 2012).

Several previous studies can be used as references for the current research, which will be discussed as follows. Firstly, a study conducted by Emmanuel Vinnezea Tulandi, Maulana Rifai, and Fardiah Oktariani Lubis, which focused on the communication strategy of the UbahStigma (Tulandi et al., 2021). The second study conducted by Ahmad Junaidi and Budi Syaifurahman regarding the communication strategy using Instagram to increase public awareness of the climate crisis (Junaidi & Syaifurahman, 2022).

This research aims to describe, analyze, and explain findings related to the management conducted by YPNI through the Instagram social media platform in raising public awareness regarding pain-related issues. The theoretical framework of this study is based on the social media management functions proposed by Junaedi. The research methodology employed is qualitative descriptive with data collection techniques including interviews and documentation. The determination of data sources utilized purposive sampling. The results indicate that Yayasan Peduli Nyeri Indonesia implements four stages in the management of its Instagram social media. First is the Planning stage, which encompasses the planning of future activities, the methods of execution, involved parties, and the timing of implementation. The planning stage is deemed crucial as the Foundation manages four accounts, processes with 'media plan'. Second, the organizing stage in the management of YPNI is simple yet systematic, particularly within the media division. Third is the actuating stage involves content production on social media, utilizing various features provided by Instagram. Fourth, The controlling of the social media analysis are managed by the team for improvements in subsequent posts.

METHODS

The research method employed in this study is qualitative descriptive research with a

case study approach. According to Sugiyono (2013), qualitative research is used to investigate the natural conditions of the object, where the researcher functions as the primary instrument. This study explores the effects of a decision in both the short and long term, helping to understand the long-term impacts of policies occurring over a short period. The technique employed to determine data sources in this research is purposive sampling. The data collection techniques employed by the researcher in this study include structured interviews and documentation.

a) Structured Interviews

The interview process includes selecting respondents, planning communication strategies, and preparing questions and the interviewer for engaging with respondents (Moleong, 2010).

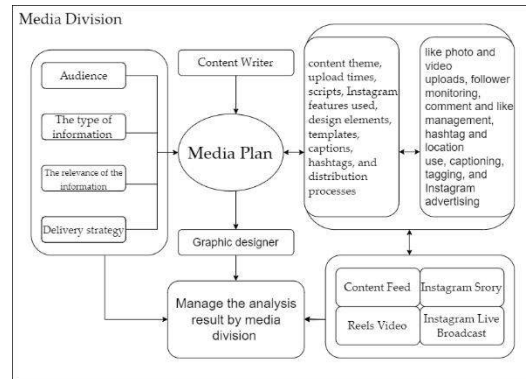
b) Documentation

The researcher employs documentation to gather data, information, or content available on the YPNI Instagram social media. The outcomes of the interviews are more convincing when supported by relevant documents.

RESULTS AND DISCUSSION

The process of managing the YPNI Instagram social media begins with planning, organizing, actuating, and controlling in accordance with the theory of media management functions (Junaedi, 2014). The following are the details of the YPNI Instagram social media management process:

Table 1
Instagram YPNI social media management flowchart



Reference: Author's processed data, 2024

1. Planning Function

The planning function at the YPNI encompasses the main focus is on how well the information can be accepted by the audience, the type of information that should be presented, the relevance of the information, and the most effective information delivery strategy. In its planning function, the YPNI uses a 'media plan' to outline the management plan for Instagram. Each YPNI Instagram account utilizes a different media plan, including the overarching content theme, content upload times, content scripts, Instagram features used, design elements, templates, captions, hashtags, and distribution processes, such as tagging individuals on the account and feedback.

Overall, the media division manages Instagram activities, covering concept development, data gathering, posting, and feedback provision. While planning is primarily conducted within the media division, occasional discussions may occur during division meetings. This implementation of the planning function aligns with the YPNI's approach, as stated by the media coordinator.

2. Organizing Function

The organizing structure of the YPNI is relatively simple due to limited resources and its relatively new status. However, as an official entity, the presence of a structured organizational framework is essential. The roles within YPNI include: Founder, Supervisor, Chairperson, Secretary,

Treasurer, Program Division, Media Division, Partnership Division, Social Division. In the media division, there are several members working as content writers responsible for creating media plans, and graphic designers tasked with executing the content of the media plans.

3. Actuating Function

During actuating, YPNI uses Instagram features like photo and video uploads, follower monitoring, comment and like management, hashtag and location use, captioning, tagging, and Instagram advertising to optimize social media management. YPNI sees these features as interconnected and essential for facilitating content processes on Instagram. Some key features that are used:

- a) Instagram Feed Content: The media creates structured Instagram feed content. After designing educational content about pain-related issues, they execute it and report the results to the media coordinator. The content is created with consideration for themes, local wisdom, and ethics.
- b) Instagram Story: The process of creating Instagram stories is similar to feed content, focusing on interaction with followers through quizzes and Q&A sessions, and used to celebrate special occasions.
- c) Reels Video: This program emphasizes creating animations and documenting YPNI's activities to educate about pain-related issues. Reels video are used to express creative ideas according to content planning guidelines and current trends, featuring content aligned with popular songs or interactive questions.
- d) Instagram Live Broadcast: A two-way management feature via Instagram, this program typically involves pain management training. Instagram is used to disseminate information about the training, guided by a moderator and expert doctors.

4. Controlling Function

The team manages the social media analysis results, which are based on insights from each account, to enhance future posts. When assessing social media management, the team evaluates the achievements across various accounts. By analyzing posts with high or low engagement rates, the media team can discern the characteristics and interests favored by the audience, facilitating the formulation of concepts for future posts. The experience, engagement, and potential virality of this audience can significantly impact the level of loyalty.

CONCLUSIONS

Yayasan Peduli Nyeri Indonesia in the context to educated about pain, Instagram can be considered a potentially powerful platform for delivering relevant information. Therefore, optimization in account management is required to ensure that messages can be conveyed smoothly and effectively. One way is by implementing the four functions of good media management, namely planning, organizing, actuating, and controlling. With its strong visual appeal and interactive features, Instagram can effectively facilitate the spread of knowledge about pain diseases to the public. Indirectly, good social media management regarding the dissemination of education on pain-related diseases will support a madani society.

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HJ YUNIARNI PUSTOKO WENI'S POLITICAL MARKETING COMMUNICATION IN THE 2019 TANJUNGPINANG CITY LEGISLATIVE ELECTION

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Abstract: This research explains the political marketing strategy implemented by Yuniarni Pustoko Weni in winning the Legislative Election as Chair of the Regional People's Representative Council held in 2019. This article is motivated by previous research, which states that women's participation in politics only fulfils the obligation number of 30 %. Previous research states that the role of women in leading political membership is still difficult due to the stigma and social demands placed on women. Researchers in this article examine the strategies used by Yuniarni Pustoko Weni in her success in occupying the position as the first woman to serve as Chair of the Tanjungpinang City Regional People's Representative Council. Researchers used qualitative methods with a case study approach in collecting answers through interviews and systematic observation. Apart from that, researchers used political marketing theory to get answers to the strategies used. As a result, researchers found that the stages of implementing the political marketing strategy used by Weni in the 2019 legislative election started with segmentation, targeting and positioning that were right on target using a total market coverage pattern. Weni positioned herself with the spotlight issues at that time, namely the representation of women's voices, welfare and prosperity. by narrowing down the use of campaign strategies used by the subjects studied, namely 3P (Push Marketing, Pull Marketing, and Pass Marketing). The limitation of this research is the limited scope of in-depth research regarding the role of the subject in influencing the increase in women's involvement in politics.

Keywords: Political Marketing, Women in politics, Political Communication.

INTRODUCTION

The 2019 election in Indonesia was the first year for Indonesia to hold one election for two different categories, namely the Presidential Election and the Legislative Election. In the same year, Law Number 10 Article 8 of 2008, which contains the General Election of members of the People's Representative Council, Regional Representative Council and Regional People's Representative Council requires that political parties that join can take part in the selection if they include at least 30% of women's representation, in the management of political parties at the central level. Women's participation in politics has its challenges for women.

According to research conducted by the State of the World's Girls Report (SOTWG) published through Plan International in 2022 with the results of a survey of 29,000 women aged 15-24 from 29 countries, it was found that women recognize and believe that participation in politics is essential. However, the woman admitted that many obstacles were still encountered in the participation process. Women who admit that participation in politics is essential feel that other politicians will not take the issues they are trying to raise seriously (Cordova, 2022). This is also confirmed through research by Susilo & Nisa (2019) that dominant male politicians consider themselves superior and more competent than women, and this is

one of the factors in the low representation rate of women, which is still relatively low.

Based on the results of the recapitulation of valid votes for members of the Tanjungpinang City DPRD for 2019-2024, it can be seen that the vote achieved by Hj. Yuniarni Pustoko Weni in the Tanjungpinang City electoral district 2 area is 1,596, which makes her a successful candidate for the seat of chairman of the Tanjungpinang City DPRD. The success of political activity in getting people's votes depends on each political candidate's design of a good plan. Political marketing and the strategies used to win an election are exciting topics to discuss. Current political communication activities are increasing in line with curiosity about existing political developments, indicating that this discussion will never fade (W. Kustiawan et al., 2022).

Several previous research results were why the researcher chose Yuniarni Pustoko Weni, who succeeded in occupying the position of the first woman as Chair of the Regional People's Representative Council of Tanjungpinang City, as the research subject. Examining the political marketing campaign strategy methods used also supports breaking social stigma regarding the demands of women's roles and the difficulty of women in representing women's voices vocally in the ranks of other politicians. The position of a woman who applies Segmentation, Targeting, and Positioning, as well as appropriate and even campaign strategies to win votes, is highlighted in this research.

METHODS

The research method used in this article is qualitative with a case study approach. Meanwhile, qualitative research has the final result of descriptive data containing written and spoken words from the observed subject (Bogdan & Taylor, 2017). Researchers used participant observation methods, in-depth interviews, and documentation simultaneously to collect data from different sources. This research takes a case study approach, namely the influence of the female figure in this research, Yuniarni Pustoko Weni, as the first woman to

occupy the position of Chair of the Tanjungpinang City DPRD. The data analysis technique used is interactive data analysis by Miles and Huberman, which includes three things, namely, data reduction, data presentation and verification. (Abdul, 2020).

In this research, the author used data triangulation to obtain complete and in-depth information from the results of checking data from interviews, archives, and official and valid online and offline documents.

Table 1. Explanation of variables and indicators

No.	Variable	Indicator
1.	Segmentation	Geographical, Demographic, Psychographic, Behavioural, Socio-Cultural.
2.	Targeting	Targeting Organizations and Community Groups
3.	Positioning	Political Products and Images.
4.	Political Marketing Campaign Strategy	Person, Push Political Marketing, Pull Political Marketing, Pass Political Marketing

Reference: Author, 2023.

RESULTS AND DISCUSSION

Segmentation



Figure 1. Electoral Districts of Tanjungpinang City Parliament

Yuniarni Pustoko Weni formed several political segmentations as a reference for the strategy she will use, namely Regional Segmentation (Electoral Support Map), Women's Segmentation (Women Entrepreneurs Association groups and other Women's Organizations), Islamic Community Segmentation (Majlis Taklim), Educational level segmentation (Secondary down).

Yuniarni Pustoko Weni's superiority with the area that will be represented is based on Figure 1, which shows that the area that dominates is the East Tanjungpinang area, which is Yuniarni Pustoko Weni's chosen area.

Table 2. Fixed Voter List of Tanjungpinang City Parliament

Territory	Number of TPS	Male / Female
Bestari Hill	118	55.960
West Tanjung Pinang	95	47.990
Tanjung Pinang City	44	20.431

East Tanjung Pinang	187	83.552
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Reference : Processed from KPU RI, 2019.

The exact number of parliamentary voters in Tanjungpinang, based on Table 2, shows that the East Tanjungpinang region has a much higher number of 83,552 compared to other regions.

Targeting

Yuniarni Pustoko Weni has compiled several target segments that she wants to focus on using the Full Market Coverage pattern. In this case, Yuniarni Pustoko Weni acts as a facilitator and mediator to realize the needs and desires of the community through the segmentation divisions that have been formed. The realization of the Full Market Coverage pattern by Yuniarni Pustoko Weni can be seen through the activities she has carried out during the campaign period. The activities included his role in carrying out social actions with the community, organizing competition events for each targeted organization, making souvenirs, and donating to every activity that organizations or community groups will carry out to support the realization of activities that the community wants and needs.

Positioning

The role and position that Yuniarni Pustoko Weni chose during the campaign period was as a political product and image to be attached to society, namely through her presence and voice in representing specific issues that exist in society by using figures and institutional strategies. Yuniarni Pustoko Weni implemented this strategy by approaching the predetermined segmentation of society to create an image for herself as a political hero. Implementing this strategy creates a new image from the public's perspective by depicting Yuniarni Pustoko Weni as a political figure with the qualities of skill in leading, wisdom in thinking, honesty in speaking, and simplicity in mingling. Implementing this strategy also shows that how

female political figures, in this case Yuniarni Pustoko Weni, communicate with the public is very influential in gaining votes. Because people look at who is conveying it rather than what they want to convey. Yuniarni Pustoko Weni's position selection and use of character strategies play an essential role in political communication.

Political Marketing Campaign Strategy

- Push Political Marketing

Yuniarni Pustoko Weni carried out this strategy by actively conducting face-to-face campaigns with the community. This is done so that there is direct interaction between Weni and the people who are the targets of her campaign. Based on the results of the interview, Weni said that he was actively involved in various social action activities, and he was also a facilitator. This figure held events for community needs. Of course, the activities carried out vary depending on the segmentation of the target community.

- Pull Political Marketing

This campaign strategy is carried out by introducing political products and images through advertising through mass and conventional media such as newspapers, social media (Facebook et al.), billboards, banners and local TV broadcasts. Maximizing the use of social media is also an effort to build a political image and more flexible communication. Strengthening figures and institutional strategies can also be done through social media. Yuniarni Pustoko Weni also maximized this campaign's efforts by distributing books and souvenirs with her political image so that people knew more about her as a political figure close to the community.

- Pass Political Marketing

Yuniarni Pustoko Weni carried out this campaign strategy by getting closer to influential groups and significant figures. Weni did this by holding activities with the Indonesian Women Entrepreneurs Association group, which always accompanies and shows its support for Weni. The three significant figures

embraced by Weni also come from her party, namely PDI-P, so they can mobilize the community to show support for Yuniarni Pustoko Weni.

CONCLUSIONS

The planning prepared by Yuniarni Pustoko Weni for the 2019 legislative election went through several processes until a strategy was formed through segmentation, targeting, positioning and political marketing campaign strategies in detail and on target. Looking at the data on the selected areas becomes a reference for determining the segmentation that will be targeted so that it is right on target and maximized. Yuniarni Pustoko Weni with its segmentation planning through 4 channels, namely Regional Segmentation (Electoral Support Map), Women's Segmentation (Women Entrepreneurs Association groups and other Women's Organizations), Islamic Community Segmentation (Majlis Taklim), Educational level segmentation (Middle to lower). Then, this segmentation continues by determining the right target using the Full Market Coverage pattern. This aims to ensure that each segmentation gets what it wants and needs evenly so that the image brought by Yuniarni Pustoko Weni does not produce unequal results. Weni's success in using character and institutional strategies during the campaign period led to the final result of the public's view of her in voicing the representation of women and other groups, so Weni's positive image in the eyes of the public ended well. Apart from that, Weni also maximizes wider campaign strategy opportunities by implementing three strategies: Push Marketing, Pull Marketing and Pass Marketing.

The efforts made by Yuniarni Pustoko Weni in preparing and implementing her campaign strategy were carried out optimally and thoroughly based on existing data and then implemented by inviting the community together to voice the needs they expected by Yuniarni Pustoko Weni. She became a facilitator to listen to the community's needs. This led to

the final results in the Yuniarni Pustoko Weni legislative election, getting many points.

However, in the process of campaigning, there were several unexpected things such as health, which cut down the time spent campaigning. However, her efforts and response to the people's wishes have helped her gain many votes and leave a good image as a female political figure whose role and position they admire. Yuniarni Pustoko Weni succeeded in implementing her character and institutional strategy in society, which led her to become the first woman to occupy the position of Chair of the Regional People's Representative Council of Tanjungpinang City.

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CREATIVE TEAM STRATEGIES IN SHOWCASING HOT ISSUE GUEST STARS TO SUSTAIN THE “RUMPI NO SECRET” PROGRAM’S EXISTENCE ON TRANS TV

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Abstract: This research delves into the crucial role of the creative team in determining the production strategy of the Rumpi No Secret talk show program on Trans TV. In the highly competitive television industry, the creative team plays a vital role in conceptualizing ideas, choosing themes, and selecting guest stars to ensure the show's survival. By using privacy as a commodity to attract viewers' attention, this program has consistently achieved high ratings and shares. The research incorporates theories on creative team strategies, talk shows, and existence in TV programs, utilizing a qualitative approach with a descriptive case study research method. The results of the study reveal that the creative team's role is crucial in the success of talk shows on television. The focus should be on creating concepts that attractively select sources and package content to maintain and increase audience interest. The study also demonstrates how talk shows, particularly Rumpi No Secret, can achieve success by implementing effective creative strategies in presenting hot issue guest stars and maintaining the show's attractiveness in the competitive television industry. The program's success is attributed to the strategic role of the creative team in determining themes, selecting sources, and packaging news about celebrities. In summary, the creative team plays a pivotal role in the success of talk shows, and

their strategic contributions in conceptualizing ideas, selecting themes, and choosing guest stars determine the show's survival and success.

Keywords: TV Program, Existence, Creative Team

INTRODUCTION

The creative team plays a crucial role in shaping the production strategy. (Alfiah, 2023) notes that they are responsible for generating and developing ideas and contributing to scriptwriting. Their creative approach is pivotal in gaining market insights and achieving program objectives.

The rapid development of television stations in Indonesia challenges the role of creative teams in designing program-making strategies, considering that competition in the television industry is increasingly fierce. In this context, talk shows have become popular, presenting entertaining and educational conversations. A talk show, which combines chat and performance, is a program that discusses specific topics with elements of entertainment and education (R Suffatni, 2001). The quality of a talk show, according to (Lusia, 2006), is determined by the importance of the guest star. Therefore, selecting guest stars with capacities appropriate to the topic of discussion is critical.

Morissan (Paranita, 2014) explains that several elements, such as conflict, interest, trends, duration, time, energy, and consistency,

influence the success of talk show programs. Therefore, the talk show packaging must be attractive by raising up-to-date topics. In line with current trends, several talk show programs use privacy as a commodity to attract the attention of viewers and advertisers. In this case, raising a hot issue by disclosing personal information about entertainers has commercial aims. (Freud dalam Wijana, 2018).

As one of the largest private television stations in Indonesia, Trans TV is celebrated for its diverse range of programs, which includes the ever-popular talk show Rumpi No Secret. Since its inaugural broadcast 2014, this program has captivated audiences for a decade. What makes Rumpi No Secret unique among talk shows is its clever fusion of gossip and informative content, presented in an engaging infotainment-news style. The Rumpi No Secret creative team highlights privacy as a commodity in its program because it realizes celebrities' personal information strongly appeals to the audience. By showing events such as dating, marriage, divorce, infidelity, and personal conflicts.

Previous research conducted by Ragil Tri Handoko in 2018 examined the producer's strategy in increasing the share and rating of "Rumpi No Secret." However, an important aspect still has not been explored, namely the creative team's role in presenting hot-issue guest stars to maintain the program's position on Trans TV. Thus, this research aims to provide in-depth insight into the factors that influence the success of programs in attracting audience interest in viral guest stars as well as strategies for maintaining their position in the challenging television industry. Through in-depth analysis, this research can significantly contribute to our understanding of the dynamics of talk show

production and how this impacts the success of a program amidst intense competition.

METHODS

This research uses a qualitative approach with a descriptive case study type. This approach allows the author to describe and interpret research problems, events, and data obtained, with interpretation and summary results to answer research problems, the advantages of the descriptive type include a detailed description of events and the ability to respond to problem formulation (Lamont, 2015). It involves case studies through interviews, content analysis, and document collection. Direct observation was involved in understanding the dynamics of the creative team's work and the guest star selection process, with descriptive data analysis and confirmation of findings from related parties.

RESULTS AND DISCUSSION

The researcher discusses research findings on creative team strategies for presenting hot issue guest stars to sustain the Rumpi No Secret program on Trans TV, divided into three sub-chapters

1. Creative Strategy of TV Program Production

Rumpi No Secret is a talk show program that can compete in the television industry, so it requires the role of a creative team in the production process. Rumpi has characteristics that are different from other talk show programs. Viewers will be presented with various hot information about celebrities, especially those that invite controversy. This is an essential task for the creative team to choose topics and look at issues currently trending in society. Apart from that, the role of the host in hosting the event, exploring problems, and creating a different atmosphere in each segment is vital. Because a presenter with character will have a unique charm for an event program. Rumpi only has one host, Feny Rose, who has a unique approach

to guest stars by not cornering them and setting interview limits.

The presence of guest stars will be the heart of a talk show, so a particular strategy is needed. The strategy implemented by the Rumpi creative team in presenting guest stars is the criteria of being a hot issue, viral and having an interesting background. This could be a marketable skill or an exciting incident from their life experience. They bring in guest stars based not only on popularity but also on their expertise and impact. To provide variety and get the story from a different point of view, the Rumpi creative team adopted an innovative strategy by bringing in people closest to the main guest star who may not be able to attend in person. Even though the main guest stars couldn't attend the event, the presence of their close ones added a new dimension to the narrative being told on the show. By hearing the experiences and views of people closest to them, viewers can gain broader insight into the life and events surrounding the guest star.

The creative team must also be responsive to news portals regarding issues widely discussed on social media. This is one of the Rumpi team's strategies by contacting guest stars early before other talk show programs. Apart from that, guest stars must ensure that they do not attend talk shows other than Rumpi so that Rumpi can broadcast viral news as soon as possible.

2. Light Entertainment Talkshow

Rumpi is a real example of applying theory in a light entertainment talk show program. Light Entertainment Talkshow goes beyond casting a spotlight on celebrity glamour but also shines a spotlight on lesser-known individuals, giving them a role in sharp and controversial

discussions. Rumpi achieves this by presenting live guest stars, providing clarification on circulating news, and showcasing talent that has the potential to go viral. Apart from adopting a talk show format, Rumpi also presents an infotainment news segment at the beginning of the event called the Rumpi Corner. This segment discusses the latest news or information that is currently a hot topic of conversation on various social media or the results of the Rumpi team's live coverage.

The main attraction of this event lies in the choice of topics discussed. First, this event selects issues currently being widely discussed in society. Second, the topics chosen tend to be controversial and create societal conflict. Third, the topics are related to the public interest and require clear information and answers.

3. The Existence of TV Program

Efforts to maintain the existence of the Rumpi No Secret program in the long term by carrying out effective marketing or promotions through various media to reach a wider audience. Such as promoting guest stars and topics appearing in the next episode. A continuous composition of guest stars is a differentiating strategy for Rumpi No Secret to get viewers' attention from various circles to create stable ratings and shares. For example, one episode discusses the same topic, but each segment presents a different guest star with the same background. Apart from that, the Rumpi team carries out audience analysis after broadcasting, such as analysis by minutes and vertical share, which is used to determine when the audience watched and left the Rumpi broadcast so that the creative team knows what guest stars and themes the audience wants.

Treatment in the Rumpi program is essential so that the audience feels comfortable with the

program, such as talk shows. Therefore, the Rumpi creative team innovates different treatments every year according to engagement. Such as the discussion corner treatment contains the viral news of that day, slander or facts, mystery box, and rumors. This innovation differentiates Rumpi from other talk shows because it is not just a gossip show but also includes treatment that attracts the audience's attention.

Routine evaluation of negative responses from netizens regarding the Rumpi No Secret program is essential in dealing with image and reputation. Therefore, the production team ensures that the guest stars are selected carefully, avoiding damaging controversies and ensuring that this program does not get mired in controversies that have the potential to harm either party.

CONCLUSIONS

During the increasingly fierce competition in the television industry, Trans TV has maintained its existence by creating various popular programs, including Rumpi No Secret, which has been successful for ten years due to the creative team's role. This research shows the latest progress regarding the creative team's ability to maintain program stability by bringing in hot-issue guest stars. The creative strategies implemented, starting from the role of the host, the chosen program production concept, guest star selection criteria, and innovative treatment, are the characteristics that differentiate Rumpi No Secret from other TV programs. Apart from that, regular evaluation of audience responses and adaptation to ongoing trends are also integral parts of an important strategy in maintaining the existence of Rumpi No Secret. Therefore, this research can be a reference for researchers who want to further understand the creative team's approach in maintaining the program's existence. The limitations of research that only focuses on the creative team can be a

consideration for future researchers to explore behind-the-scenes production team strategies and the use of social media in program promotion. Thus, it is hoped that future research can make a more significant contribution to developing production strategies that are innovative and responsive to technological developments, thereby maintaining the relevance of talk show programs in the ever-changing television industry.

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AUDIENCE RECEPTION OF MATCHMAKING BETWEEN LECTURERS AND STUDENTS IN THE WEB SERIES MY LECTURE MY HUSBAND SEASON 1

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Abstract: Gitlicious' web series "My Lecture My Husband," season 1, directed by Monty Tiwa, tells the story of an arranged marriage between a student and a lecturer. Inggit, a student with a boyfriend, was betrothed by her father to someone she did not know. The man who wanted to be arranged was an English lecturer at his college, and Inggit hated the lecturer. This study aimed to determine how the audience received matchmaking between lecturers and students in the web series. This study used a qualitative approach with the reception analysis method of the Stuart Hall encoding/decoding model. The reception analysis method examines audience responses, comparing media discourse with audience reception. In the process of meaning, the audience is divided into three positions: dominant hegemony, negotiation, and opposition. The study showed different results from each informant. The results showed that one informant with a background as a teacher, one with a background as a student, and one with a background as a high school student were in a position of dominant hegemony—meanwhile, three informants with backgrounds as students. Be in a negotiated position. Differences in experience, beliefs, social background, economics, and status also color each position.

Keywords: Audience Reception, Matchmaking, Web series, My Lecture My Husband.

INTRODUCTION

Reception analysis is an alternative approach to learning about audiences in interpreting messages received from a medium (Hall, 1973). Each audience, of course, has a different reception of messages to the media

they see. It can be influenced by various factors, including social and cultural background, education, gender, race, nationality, and personal experiences that audiences experience in their lives (Agustina, 2017). According to Hall, in the communication process, audiences play an active role in providing meaning and interpreting the message they receive, which can sometimes differ from the meaning intended by the message's sender (Ratna Sari, 2018). According to Barker, the meaning obtained from one reader to another reader is sometimes different (Pradhita, 2019).

Audience acceptance of the message the media conveys can occur in various ways, one of which is through films or web series. Film or web series have become one of the most effective mass communication media in disseminating information and are one form of work presented in an audio-visual story (Marliana, 2013). The web series *My Lecture My Husband* is one of Indonesia's popular dramas. This web series tells the story of an arranged marriage between a lecturer and a student at a college, as stated by Manoj Punjabi, Founder and CEO of MD Entertainment, during a press conference (RZ Canel, 2020).

The media often portrays arranged marriages from various perspectives, depending on the cultural context, social values, and narrative to be conveyed. For ancient people, arranged marriages can be described as a respected tradition and considered a way to safeguard property and offspring, as well as a careful attitude in choosing a companion (Karisyati, 2018). However, along with the development of the era, arranged marriage is considered something too old-school, especially

among young people; they assume that arranged couples have a short enough time to get to know the identity of each partner so that marriage adjustments do not go well (Puspitasari & Satiningsih, 2014). Most young people also highlight the negative side of arranged marriages (Amjad et al., 2022). Marriage should be a decision between a man and a woman who choose to marry, not because of pressure or coercion from any party (Akbar, 2021)

Billy Susanti also conducted another similar study. The results of the study showed that all informants were in an *oppositional position*, namely, rejecting scenes of slavery and violence due to racism displayed (Susanti, 2014). The similarity with this study is that both use reception *analysis of decoding encoding* from Stuart Hall using interview methods to collect data. The difference with this research lies in the research object and the diversity of informants divided into several craters.

Based on the background of the problem above, this study aims to determine how the audience accepts matchmaking between lecturers and students in the My Lecture My Husband web series.

METHODS

This study used reception analysis with a qualitative approach. Hall first introduced this analysis. According to Baran, reception analysis research focuses on how audiences interpret media content (Hadi, 2009). Data collection conducted in this study used an in-depth interview method. The theory used in this study is the reception theory of the encoding/decoding model proposed by Stuart Hall in 1973. Encoding is the process of making a message by the sender, while decoding is retranslating the code to interpret a message (Yusuf & Liman, 2015).

Stuart Hall classified audience positions into three decoding positions. According to Morlay, the first is dominant reading; the audience fully accepts the media's message. Second, negotiated reading is when the audience receives the message and negotiates because they have

different views. Third is oppositional reading, where the audience completely rejects the media's message (Pujileksono, 2015).

This study determined six informants who met several requirements, including watching the My Lecture My Husband web series, aged 18 years and over; informants in this study also consisted of informants who had witnessed arranged marriages in the surrounding environment and had never been. These criteria influence how audiences interpret messages conveyed by the media. The object of this study is the web series My Lecture My Husband, season 1.

Table 1
Informant Comparison Data

Informant	Gender	Age	Work
NWG	Woman	21	Student
DFI	Man	20	Student
FRN	Man	22	Student
TR	Woman	21	Student
TSY	Woman	18	High School Students
ADL	Woman	29	Teacher

Source: Primary data

RESULTS AND DISCUSSION

Understanding the Meaning of Arranged Marriage

Arranged marriage is a form of marriage arranged by parents or close relatives to find a partner. It is usually carried out in late adolescents who require many adjustments after marriage (Fadhli, 2020). Arranged marriages carried out because of compulsion can cause disharmony in the household. They can even trigger divorce, which has an impact on mental stress, health, and depression for each couple (Akbar, 2021).

The definition of arranged marriage itself is indeed interpreted differently by each audience. As in the results of interviews that researchers have conducted, NWG explained that arranged marriage is an introduction based

on the will of parents and leads to marriage carried out based on coercion. DFI, TSY, and TR also explain the same opinion regarding the meaning of arranged marriage. They explained that the definition of arranged marriage is a marriage that is carried out based on the wishes of parents or family. FRN also tries to explain the meaning of arranged marriage according to its perspective.

"I think arranged marriages are marriages made based on compulsion."

As the informant in this research, ADL also conveyed his understanding of the meaning of matchmaking.

ADL: "If I think yes, arranged marriage is a kind of introduction, with a third person intermediary, it could be that later the arranged marriage ends in marriage or not, but most of the time it is."

Based on the above statements, several informants have put forth the conclusion that arranged marriages are broadly defined as marriages carried out based on coercion or the wishes of family and parents.

Audience Acceptance of Arranged Marriages in Web Series My Lecture My Husband Season 1

The web series My Lecture My Husband season 1 shows preferred reading, or the message is about arranged marriages that do not always end badly. As explained by Manoj Punjabi at the press conference (RZ Canel, 2020). However, each audience certainly has a different acceptance of this web series. As stated by Stuart Hall, in reception theory, each audience member actively constructs and receives meaning from the media they see or read (Kinanti, 2016). If a producer can make meaning in the message conveyed through the media, then Kahalayang can recreate the content of a particular message (Ghassani & Nugroho, 2019).

The difference in meaning arises due to each audience's different social stripes (Agustina, 2017). The differences in background are,

a. Gender : The difference in reception between male and female informants provides different insights into the content

of messages the media conveys. Therefore, gender factors can affect audience acceptance of the message content in this web series.

- b. Personal experience : Every audience must have different experiences in their lives. Therefore, the experience can influence the audience to receive the media's message.
- c. Religion : Differences in the religion of each audience can affect the audience's reception in interpreting messages in the media, audiences who adhere to Islam and non-Islamic religions may have different receptions of this web series.
- d. Age : Age factors can affect informants' knowledge due to generational differences that can create differences in assessing the content of messages in this web series.

NWG, FRN, and TR argue that the content of the message in the My Lecture My Husband web series is indeed about arranged marriage, but they say that the arranged marriage shown in the web series does not reflect good matchmaking. NWG and TR say that good matchmaking should be enough for parents to acquaint children with their choices without imposing their wishes on the child. While FRN thinks a good arranged marriage is an arranged marriage with an equal person, from all aspects, FRN said the arranged marriage featured in the web series does not depict equal matchmaking because the wife does not love her husband at all and instead has another boyfriend.

Based on the three audience positions put forward by Stuart Hall, the reception of informants NWG, FRN, and TR on arranged marriages in the My Lecture My Husband web series are in a negotiated position (Hall, 1980). According to Hall, this position refers to audiences generally accepting and rejecting the dominant ideology in certain situations (Pujileksono, 2015). The three informants agree with the meaning of arranged marriages in this web series, but they have other opinions regarding arranged marriages featured in the web series. The factors behind the differences in public opinion are social background, education,

race, and experience that kahalayak experienced (Agustina, 2017)

DEF, TSY, and ADL think that the arranged marriage depicted in the My Lecture My Husband web series has been delivered and has described good matchmaking. DEF believes there is nothing wrong with following parents' wishes because parents' choices are the best for their children. On the other hand, TSY also said that arranged marriages are better than adultery and constant dating, which will only increase sin. ADL also explained its views; according to him, the arranged marriage shown in the web series is appropriate because arranged marriage is not a bad problem; many people used to marry because of arranged marriages by parents and ended up fine without divorce.

Based on the three audience positions put forward by Stuart Hall, the reception of DFI, TSY, and ADL informants to arranged marriages in the My Lecture My Husband web series is in the dominant hegemonic position (Hall, 1980); this position refers to the condition in which kayak receives media messages as they are. In this case, the audience naturally approves of the message conveyed by the media (Pujileksono, 2015). According to the reception theory of the encoding-decoding model, this position occurs because the meaning of Structure 1 is the same as that of Structure 2. The meaning of the message offered by the sender regarding arranged marriages is sometimes good, accepted, and ultimately approved by the audience.

More details about the position of informants in this research can be seen in the following table.

Table 2
Audience Position Category

N o	Name of Inform ant	Domina nt Hegemo nic Position	Negotiat ed Position	Oppositio nal Position
1.	NWG		X	
2.	FRN		X	
3.	DFI	X		
4.	TR		X	

5.	TSY	X		
6.	ADL	X		

Source: Processing researcher data

CONCLUSIONS

From the results and discussion above, it can be concluded that the viewer's reception of matchmaking between lecturers and students in the My Lecture My Husband web series was interpreted variously by informants, where the six informants in this study were scattered in two different audience positions, namely three informants were in a dominant hegemonic position. Three informants were in a negotiated position. Differences in meaning arise due to different levels of education, social environment, cultural values, gender, religion, and others. The positive impact of this web series is that parents want the best for their children, and Aryan's character also teaches us to remain patient when facing every problem. At the same time, the negative impact of this web series is the unkind attitude of a student to the lecturer and the disobedient attitude of the wife to the husband.

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PERSUASIVE COMMUNICATION STRATEGY TWITTER FANBASE @INDOMYLETSVOTE USED BY BTS ARMY INDONESIA TO RUN MAMA 2022 VOTING

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Abstract: This article examines @IndomyLetsVote Twitter fanbase that is one of the active Indonesian ARMY fanbases with the main goal of supporting the South Korean boy band BTS, by persuade Indonesian ARMYs to vote and convey information about voting when BTS was nominated at the music award show. One form of persuasion that @IndomyLetsVote fanbase has done is at the 2022 MAMA Awards where BTS managed to get MAMA Platinum. Uses the qualitative and case study method, the aims of this research to observe the persuasive communication strategy of the @IndomyLetsVote fanbase in persuading ARMY Indonesia on Twitter to vote for MAMA 2022 by collecting data through interviews and documentation conducted online. Data analysis techniques are guided by Miles and Huberman which consist of data collection, data reduction, data presentation, and conclusion withdrawal. The results of this study show that the fanbase @IndomyLetsVote effective in persuading Indonesian ARMYs to run voting, namely by getting to know the audience with an emotional approach, the fanbase holds mass voting such as keyword trends, the fanbase also repeats the message conveyed, and uses social media with the most active use on Twitter in persuading Indonesian ARMYs to run the 2022 MAMA vote.

Keywords: ARMY Fanbase, Communication Strategy, Persuasive, Voting

INTRODUCTION

Social media in the current era of globalization is growing; there is a paradigm shift in communication due to many changes in social media, such as communication and interaction that is carried out can be online and in two directions (Husna, 2017). So, it is used by foreign cultures to increase their existence, such as K-Pop. One form of K-pop is boy groups. In this study, researchers will focus on one of the most famous South Korean boy groups globally, BTS.

In the world of K-Pop, fandom refers to a community or group of people with a common interest in a particular object, as explained by (Lainsyamputty, 2021). Fandom is a collection of individuals who come together for connecting and sharing interests through social media to support and follow their idol's activities. For example, BTS fans, known as ARMY interact online and use social media to support BTS, including voting for music awards. ARMYs spread across various countries, including Indonesia.

Twitter is the leading platform for Indonesian ARMYs to support and communicate about BTS because its features can help ARMY activities such as voting and disseminating information related to BTS. According to Yuniasti, (2021), Twitter was chosen because of its ability to provide information quickly and had valuable features that are widely used in real-time. Twitter's speed and ease of sharing information in real time make it an effective

communication tool for large communities like fandom.

BTS has won various awards, including MAMA Platinum at the 2022 Mnet Asian Music Awards (MAMA), one of the most prestigious music award shows in South Korea that began on November 27, 1999. MAMA Platinum is a new category and top-of-the-top award introduced in 2022, given to artists who consistently win Daesangs or major awards for an entire year involving judging from 30% public voting, 40% digital downloads, and 30% jury judging. BTS, who won the Daesang from 2019 to 2021, thus becoming the first artist to receive MAMA Platinum.

The existence of the 2022 MAMA Award and a public voting component of 30% encouraged ARMY to support BTS, including the formation of a fanbase that aims to persuade Indonesian ARMYs to vote. According to Wishandy et al., (2019), a fanbase is a social media forum providing fans with the latest information about idols. One active fanbase providing information related to voting on social media is the @IndomyLetsVote fanbase on Twitter, created in August 2019. So with the vote, the Twitter fanbase @IndomyLetsVote in persuading Indonesian ARMYs to carry out voting requires a strategy so that it can achieve the desired goal persuasively.

METHODS

This research uses a qualitative approach to understand humans and their socio-cultural environment; the aim is to capture phenomena from participants' views with a genuine social basis and specific basis Neuman's (in Sumardiono, 2022). The researcher uses a case study based on the researcher's approach from this study. According to Yin (in Nur'aini, 2020), the case study research method is the proper method for research that uses the questions of how and why. In this study, researchers used interviews and online documentation to collect data.

Researchers choose the convenience sampling method. Although focusing on convenience, researchers still have criteria to

select informants to achieve the study's objectives. According to Miles and Huberman (1994) (in Sugiyono, 2016), the analysis technique used in this study is by collecting, reducing, presenting, and drawing conclusions.

RESULTS AND DISCUSSION

One form of persuasion of the @IndomyLetsVote fanbase at ARMY Indonesia was during the award ceremony in South Korea, the MAMA Awards, held on November 29, 2022. In its implementation, the fanbase carries out strategies so that the goals and messages conveyed can be received and on target. The techniques and steps of communication strategies according to Anwar Arifin (in Masrifah Cahyani, 2020) applied by the Twitter fanbase @IndomyLetsVote in persuading Indonesian ARMYs to vote, namely:

a. Message Management Through Social Media

According to Anwar Arifin (in Masrifah Cahyani, 2020), in this first stage, the message conveyed must be made to arouse the attention of communicants. There are two things to note: availability, where the message content is easy to obtain and does not require too much energy. Contrast where the message uses different marks with its surroundings.

The fanbase @IndomyLetsVote conveyed its message using a 1-minute, 25-second MAMA 2022 voting tutorial video with a clear explanation. They uploaded a video with a caption that encouraged Indonesian ARMYs to comment, like, and share, and invited them to vote for BTS using the phrase, "Let us vote for BTS! There are a few days left," accompanied by a yellow triangle emoji with an exclamation mark in the middle, and provided a voting link.

@IndomyLetsVote fanbase in persuading Indonesian ARMYs is quite effective, there is availability in the

message conveyed because the link to vote has been listed, and there is a voting tutorial video in the message. So, ARMYs can use less energy to find voting links and find out how to vote. The contrast in the message conveyed is that when they use a yellow triangle emoji with an exclamation mark in the middle, the emoji implies that the vote must be done immediately.

b. Establishing Techniques

The @IndomyLetsVote fanbase conveyed its message so that it could realize its goal of inviting the Indonesian ARMY to vote for MAMA 2022, namely by;

Repetition is a technique that influences audiences by repeating the message conveyed so the audience will pay more attention to the message conveyed by Anwar Arifin (in Masrifah Cahyani, 2020). The fanbase in several tweets inviting Indonesian ARMYs to convey messages repeatedly with the aim that Indonesian ARMYs can see the message.

In one tweet, the fanbase received a response of 2,324 retweets, 474 likes, and 234 comments, where the comment's content was ARMY Indonesia by displaying the same thing.

The repetition technique is used by the @IndomyLetsVote fanbase and success to persuade Indonesian ARMYs to participate in the 2022 MAMA voting by repeatedly conveying calls to action. The success of this technique can be seen from the high response in the form of retweets, likes, and comments, showing ARMY's focus and attention to the invitation.

Canalizing is how the messages conveyed by communicators can affect communicants, and there is forms of Anwar Arifin's messages (in Masrifah Cahyani, 2020). Persuasive is a form of message that can influence an emotional

approach. The audience is persuaded by arousing their thoughts and feelings so that the audience will be persuaded because the communicator can suggest his communicant Anwar Arifin (in Masrifah Cahyani, 2020).

The @IndomyLetsVote admin, Rara and an anonymous admin emphasized to the Indonesian ARMY that their votes in the 2022 MAMA voting are crucial to support BTS's success in the music industry. They explained the importance of ensuring BTS's position is safe in the voting votes because other fandoms can match their scores. Therefore, they invited ARMY to vote, and in urgent situations, the fanbase invited ARMY to do mass voting with keywords to win BTS.

@IndomyLetsVote fanbase has successfully used persuasion in delivering its messages, emphasizing the importance of voting MAMA 2022 for BTS, providing real-time score updates, and inviting Indonesian ARMYs to mass vote using keywords.

c. Media use

Anwar Arifin (in Masrifah Cahyani, 2020) said that the media used by communicators in delivering their messages is like an invitation to do something to achieve goals. Selective in choosing media is a must because the media can reach a broad audience.

The fanbase uses a variety of social media to persuade and inform the 2022 MAMA vote, with Twitter as the leading platform with 83,000 followers and 32,600 posts, considering BTS first used Twitter to communicate with fans, making the platform widely used by ARMYs. According to Jena's source, she chose Twitter to share and interact with BTS through comments. With retweet and search features using keywords, Twitter makes it easy for the fanbase @IndomyLetsVote to disseminate

information and invite Indonesian ARMYs to vote in real time.

With this, the fanbase @IndomyLetsVote is considered to have applied this technique because the fanbase @IndomyLetsVote is selective in choosing media to persuade Indonesian ARMYs to vote; this is because the fanbase has seen from the side of followers on the Twitter platform more than other platforms so that the reach will be more comprehensive. Twitter also has advantages in its features so that the message is quickly received.

CONCLUSIONS

In persuading the Indonesian ARMY to vote for MAMA 2022, the fanbase @IndomyLetsVote applied Anwar Arifin's theory. First, through managing messages on social media, the fanbase implements it by paying attention to availability and contrast, namely with videos that facilitate voting and unique emojis to highlight the message to arouse Indonesian ARMYs' attention to vote. Second, looking at the technique, which is persuasively, the @IndomyLetsVote fanbase has applied this technique because it has suggested and persuaded Indonesian ARMYs to vote by telling about the importance of MAMA 2022 votes, BTS scores in real-time, and mass voting invitations. Last, they chose Twitter as the leading platform based on the number of followers and its features supporting widespread messages.

This research suggests that social media users in the form of groups such as fanbases or individuals in persuading audiences can apply persuasive communication strategies optimally so that the goals of the message conveyed can be achieved.

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SOCIAL MEDIA MANAGEMENT INSTAGRAM ACCOUNTS @SAMBERREJEKI TO INCREASE ENGAGEMENT IN 2023

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Abstract: Instagram is considered easily accessible and effective in increasing engagement, especially for content creators. Samber Rejeki, a content creator who produces YouTube and Instagram content with her unique type of content about daily office life packed with comedy. This study aims to find out how media management from Instagram social media accounts @samberrejekik to increase the number of engagement in 2023. This research uses a qualitative approach with a descriptive method. The results of this study found that media management used by Instagram accounts @samberrejekik referring to management theory according to Henry Fayol (POAC). Future research should be done to see the effectiveness of media management in this context in other studies.

Keywords: Media Management, Instagram, Engagement

INTRODUCTION

In this fast-paced and advanced era, the use of the internet is one of the needs in communicating very massive. The internet creates new interactions for humans, namely non-physical interaction (social networking) through various things, one of which is social media (Arum Wahyuni Purbohastuti, 2017). Social media is an online platform that we can use to communicate and interact without the limits of space and time. Social media is a medium designed with the aim of facilitating internet-based social interaction (Sari & Basit, 2020). Instagram is one of the most popular and most frequently used social media and with a variety of features offered, Instagram is also often used as a platform to obtain the latest

news, entertainment, shopping and make Instagram a social media that can be easily accessed (Indika & Jovita, 2017). Instagram was chosen as a suitable social media to increase engagement for several content creators because the features that Instagram presents are very helpful for content creators in interacting with their viewers (Mita, 2022). Samber Rejeki chose Instagram as one of the promotional media to increase their engagement because Instagram is one of the easiest social media to reach and most widely used. Samber Rejeki is a content creator with 20 thousand followers on his Instagram account and has posted 1,148 pieces of Instagram content. Samber Rejeki regularly uploads content on YouTube and Instagram in their own style, namely office life wrapped in comedy. The type of content uploaded by Samber Rejeki is in the form of a short video of 10-15 minutes containing complaints from coworkers or dramas that usually occur in the world of work and 1 minute of content about 2-character pov discussing #barugajian and #akhirbulan. Content with a duration of 1 minute is uploaded on Reels on @samberrejekik Instagram account. Not only utilizing the reels feature from Instagram, @samberrejekik also uses feeds as a place to upload posts in the form of funny memes and stories features which contain a question and answer column to interact with their followers. Of the large number of followers owned by Samber Rejeki, the number of likes and comments obtained on each post is small. The engagement created between Samber Rejeki and its followers affects the amount of engagement obtained by Samber Rejeki. Engagement is considered a synonym for commitment and obligation, seems to have

positive connotations, expressing pleasure and excitement, not just doing tasks (Ainun et al., 2020). The use of light language in conveying information can also be one way to get a lot of engagement. Using audience insights as a reference to determine the right time to upload content is also very influential on the number of viewers. This study aims to find out how media management carried out by Samber Rejeki in increasing the number of engagements in 2023. This research awaits a qualitative approach with a descriptive method. From the results of observations and accelerated with POAC management theory according to Henry Fayol. Several data were found that show the results of media management carried out by Samber Rejeki in increasing the number of engagements in 2023.

METHODS

This research uses a qualitative approach with descriptive method. The characteristic of descriptive research is that the data taken is single/plural with observation or survey methods (Zellatifanny & Mudjiyanto, 2018). With data collection techniques, namely in-depth interviews and documentation.

RESULTS AND DISCUSSION

Samber Rejeki is a content creator who regularly posts content through Instagram with the uniqueness of their content, namely dramas that occur in the world of work or offices wrapped in comedy. Samber Rejeki has 20 thousand followers on its Instagram account and already posts over a thousand pieces of content.



Figure 1. Samber Rejeki Instagram profile

However, from the number of followers owned on @samberrejeki Instagram account, the number of engagements in the form of likes and comments obtained is not proportional to the number of followers. Engagement is an involvement with the audience that must be maintained. According to Regina Lutterll in (Putri & Azeharie, 2021), individuals must be fast in managing communication on their social media accounts, either by conducting regular monitoring, quick response, and also direct interaction. This will all affect the creation of engagement.

In an effort to increase engagement on @samberrejeki Instagram account, the social media team from Samber Rejeki uses media management which refers to management theory (POAC) according to Henry Fayol, namely **Planning**. Samber Rejeki determines the target audience first. The target audience of Samber Rejeki is the audience aged 18-35 years with a division of 80% men and 20% women with a target area of Jobodetabek.

Organizing is to determine the editorial plan based on the content pillar that has been made by Samber Rejeki, which is to take insights from several selected professions and wrapped in comedy entertainment. **Actuating**, the implementation of the plan that has been made, namely shooting content with the best formula and uploading content to the @samberrejeki

Instagram platform. **Controlling**, making monthly reports to find out whether the media management used is successful or not.

According to Atmoko 2012 in (Puspitarini & Nuraeni, 2019) Instagram has 5 main menus, namely: **Homepage**, the main page contains photos and videos from other users or fellow followers. **Comments**, a comment column available in every photo and video that can be used to exchange opinions, ask questions and can be accessed by other users. **Explore**, a collection of popular photos and videos that get a lot of likes and comments. **Profile**, a page that contains account-related information that can be seen by other users. **News feeds**, containing notifications of activities carried out by other users. From the 5 main menus, Samber Rejeki utilizes profiles and comments to increase engagement on @samberrejeki Instagram account. From the comment column, @samberrejeki followers can provide criticism, suggestions and even questions that can be answered by other followers. Through @samberrejeki Instagram profile, explain in detail what Samber Rejeki is, making it easier for KOLs to work with Samber Rejeki.

Social media management according to Chris Heuer (in Salsabillah et al., 2023) it is said that social media has four frameworks that need to be considered, namely: **Context**, the management of the words of a message so that it is conveyed well and easily understood. **Communication**, the management of the message that are delivered can be understood and can change the attitude of the audience. **Collaboration**, the management of the cooperation carried out can build better things than before. **Connection**, the management of an ongoing relationship between social media users and audiences. Samber Rejeki implements the media management put forward by Chris Heur well, starting from the use of simple and easy-to-understand words so that the message can be well received and get a good response from the audience. Then, Samber Rejeki created collaborations with several trending KOLs to play the main character in Samber Rejeki

content and to maintain connections with the audience, Samber Rejeki chose the comment column as one of the media to communicate with its audience.

In addition to referring to management theory, Samber Rejeki also carried out other management in an effort to increase engagement on Instagram, namely by conducting a/b testing using several contents to find out in depth which content is more liked by the audience on Instagram @samberrejeki. From the results of a/b testing, it will be found which content formula is the hero to get potential likes, comments, shares and saves by the audience on Instagram @samberrejeki which can increase engagement. From the results of media management implemented by Samber Rejeki, it managed to get 703,764 (4.71%) engagements in January-June 2023 but in July-December 2023 it decreased by 0.10% from the previous engagements.

According to Thomas (in Handayani, 2019) there are three main dimensions that can affect consumer engagement on social media: **Affective Engagement Dimension**, the interaction of interest between consumers brands and an indication of satisfaction due to the interaction. **Cognitive Engagement Dimension**, dedication and attachment to interact with followers. **Behavioural Engagement Dimension**, there are activities to exchange ideas, experiences and questions that get good answers from fellow followers and there are activities to provide reviews of a brand and provide brand recommendations for followers.

On Instagram accounts @samberrejeki tend to focus on the behavioral engagement dimension, where in the Instagram account @samberrejeki created activities to exchange ideas and questions through the comment column but with a small amount.

CONCLUSIONS

Samber Rejeki implements POAC management theory well, successfully increasing the number of engagements on the @samberrejeki Instagram

account by 4.71% in January-June 2023. Samber Rejeki also makes good use of Instagram features to establish good communication and connections with followers. In addition, Samber Rejeki also collaborates with several KOLs to attract the attention of his followers to watch and comment. Of the three dimensions of engagement according to Thomas, the Instagram accounts @samberrejeki tend to refer to behavioral engagement because on Instagram @samberrejeki there are activities that exchange ideas and questions through the comments column and endorsing activities or provide product recommendations to followers through the stories feature.

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REPRESENTATION OF FEMALE MASCULINITY IN INDONESIAN ACTION COMEDY FILMS (SEMIOTICS ANALYSIS OF THE BIG 4)

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Abstract:

This research focuses on the representation of masculinity in each female character in The Big 4. In Indonesian television shows, women are often shown with unfavorable representations, often portrayed as a weak group compared to men. The highlighting of masculinity through female characters is very important, because it can shape people's perceptions and provide evidence that there is resistance to the stereotypes commonly attached to women. The purpose of this study is to understand how the representation of female masculinity is explained in the film The Big 4. This research uses a qualitative descriptive approach and analyzes it using semiotic analysis, specifically Charles Sanders Pierce's semiotic model through the representamen, object, and interpretant. The results showed that each female character in The Big 4 movie has masculine characteristics of courage, heroism, power, and leadership. Based on the analysis, it can be concluded that the ideology used in this movie is the ideology of masculinity. This finding reinforces the concept that masculinity and femininity are interchangeable gender categories, and as such, performances of masculinity can also be portrayed by women.

Keywords: Action Movies, Masculinity, Representation, Semiotics.

INTRODUCTION

Women in social life are often referred to as the second sex or "second-class citizens" whose existence is not taken into account. Women are often positioned lower than men. Based on the

website of the Ministry of Women's Empowerment and Child Protection of the Republic of Indonesia in 2022, various index data show that women continue to receive forms of marginalization (restrictions) in socio-cultural roles in a society that has a patriarchal understanding (Ministry of Women's Empowerment and Child Protection, 2022). This marginalization is not only limited to social structures, but is also reflected in the entertainment industry, especially in the world of film.

In Indonesian cinema, various forms of marginalization of women are still often seen. A study conducted by (Irawan, 2017) on the Representation of Women in the Cinema Industry shows that the presence of women is still often depicted as a character who only passes by or is present just to highlight the beauty that is used to attract the audience. This characterization of women generally follows gender construction where women are more supported by feminine stereotypes characterized by delicate, fragile, timid and emotional traits (Darwin, 1999; Putri & Arsi, 2022). Meanwhile, men are more attached to masculine stereotypes. According to Peter Lehman in his book entitled Masculinity: Body, Film, and Culture, there are several values that always appear which eventually become special characteristics used by him as important elements in the conventional definition of masculinity: Power, Courage, Heroism, Leadership (Lehman, 2001).

The emergence of Indonesian filmmakers who have begun to portray women with various roles in a more varied scope makes this more

interesting. For example, when in a movie women are presented as strong characters, this can be considered as an act of resistance against the ideology that has been attached to women. In other words, the movie shows that women are not only limited to their feminine side, but also have the freedom to express themselves through aspects of masculinity. Masculinity is not just about men, but is a combination of thoughts that involve, change and shape all people (Halberstam, 1998). Thus, it is legitimate for women to position themselves in a masculine role by being strong, tough, mighty and so on, which are considered male traits. Women who are masculine are not in the context of sex but in the context of gender (Febriani Dillawati, Muhammad Bayu Widagdo, 2022).

One type of cultural artifact that plays a role in shaping the concept of masculinity is film (Fairclough in Susanti & Rosyidi, 2020). Indirectly, films can change the perspective of the audience and are closely related to stereotypes (Eriyanto, 2008; Primadana & Dharmawan, 2022). Filmmakers often place sociocultural aspects through signs built in films. The use of signs in films becomes a means of non-verbal communication that supports the process of conveying the meaning contained in the film.

The Big 4 is a comedy-action genre film released in December 2022. The Big 4 movie has a main conflict, namely hitmen, by displaying various elements of masculinity in it. In every scene, the women shown are brave enough to face dangerous scenes. This shows a difference with the portrayal of women that has been presented by patriarchal culture. This movie is able to build a new reality about masculinity in women's appearance without discussing female stereotypes.

Thus, the selection of the action movie The Big 4 is important and interesting to study regarding masculinity with a sign system in the perspective of film semiotics. This research uses Charles Sanders Pierce's semiotic analysis to find out how female masculinity is represented


through the Indonesian action film "The Big 4" by selecting scenes based on certain criteria that contain elements of masculinity.


METHODS

This research uses the constructivism paradigm with descriptive qualitative research. The object of this research is female masculinity while the subject of this research is the movie The Big 4. Data collection techniques were carried out by observation and documentation. The qualitative method used in this research is the semiotic analysis method. The researcher will present scenes in The Big 4 that are analyzed using Charles Sanders Pierce's semiotic theory framework. This model is based on three main elements: sign, object, and interpretant. The analysis was carried out by watching and observing the scenes and characters contained in the film The Big 4. Furthermore, researchers recorded and selected excerpts. Then the researcher conducted a documentation study, namely by reviewing various literature relevant to the research.

RESULTS AND DISCUSSION

Table 1. Research Results

<i>Sign</i>	<i>Object</i>	<i>Interpretant</i>
 <p>Scene 1 (Time 01.30.37)</p>	Alpha	When the enemy
	(Lutesha) gives orders to pelor and dina	attacks, alpha swiftly protects those around her by asking dina to take cover behind her and guarding the bullet when told to secure the children. This illustrates the dominance of women and shows the spirit of leadership and heroism in alpha.

 <p>Scene 2 (Time 00.13.)</p>	<p>Dina (Putri Marino) breaks the finger of a man who flirts with her</p>	<p>Dina broke the finger of the man who teased and tried to harass her then she showed her identity as a policeman and warned the man not to treat her carelessly, this shows a symbol of power and courage in Dina.</p>
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After watching and understanding the movie *The Big 4*, researchers found results and data that are in accordance with the objectives of this study. This study aims to determine the signs and meanings of masculinity in women played by female characters, namely Dina (Putri Marino) and Alpha (Lutesha). The results of the above research were studied using a qualitative approach with Charles Sanders Pierce's semiotic analysis and using a triadic model, namely representamen/sign, object and interpretant. In this study, the concept of masculinity used is the concept of Peter Lehman, which is expected by researchers to get the results of the representation of masculinity contained in the main female characters in the movie *The Big 4*.

From the results of the above research, there are 2 scenes that represent signs of masculinity based on Peter Lehman's concept of female characters in the film *The Big 4*, namely representations of heroism, representations of leaders, representations of courage, representations of power through Charles Sanders Pierce's semiotic analysis, namely:

First scene:

1. Heroism

The word masculine itself is close to the word muscle (muscle) which can be immediately associated with strength, might, heroism, violence (Darwin, 1999; Kurnia, 2004). According to Peter Lehman, a hero must have the nature of courage and be able to help others in their time of need. In this film, the scene that

represents heroism is in scene 1, in the emphasized scene, Alpha shows heroic actions by quickly protecting Pelor and Dina from enemy attacks. This emphasizes that tangible actions that show protection towards others are key to being recognized as a hero. The scene illustrates that Alpha responds quickly to enemy threats. His speed in protecting others from attack demonstrates the traits of courage and vigilance that are often associated with hero characteristics. The findings also underscore a difference in the representation of women, with Alpha as the protective hero. This may reflect a shift or variation in the representation of women in the film and proves that women cannot only be presented as victims or helpless in films (Petra et al., 2016).

2. Leadership

Based on the research findings, scene 1 reflects the representation of leadership through Alpha's character. Alpha's actions of asking for help and giving direction to his colleagues reflect aspects of leadership ability, namely leading and influencing. Alpha not only thinks about his own safety, but also guides and leads his team members to act according to the situation at hand. According to Peter Lehman's theory, leadership involves the ability to organize people so that they can achieve the same goal. In scene 1, Alpha organizes the defense strategy by asking Pelor to perform certain actions and directing Dina to take cover. This creates coordination within the team with the common goal of protecting themselves from enemy attacks. In the scene, it can be seen that Dina and Pelor obeyed and followed Alpha's directions. This reflects the concept of leaders and followers, where the success of leadership depends on the leader's ability to gain the compliance and trust of his team members. Thus, the findings of this study illustrate that in scene 1, the Alpha character plays a leadership role by taking initiative, providing direction, and creating coordination within the team to achieve a common goal.

Second Scene:

3. Courage

Courage is a very important construction element behind masculinity. Masculinity itself according to (Widyaningrum in Prayoga et al., 2021; Adelia wulandari, 2023) is something related to courage, dexterity, virility, strength to face a danger. scene 2 depicts the representation of courage through Dina's actions who bravely broke the finger of a man she did not know. According to Peter Lehman's theory, courage is considered a characteristic of masculinity that involves the ability to face and overcome various situations, including fear, pain, risk, uncertainty, intimidation, and threats. Therefore, Dina's actions can be interpreted as an expression that reflects courage in facing scary and risky situations. As a woman, the courageous actions shown by Dina can also be interpreted as a shift from gender stereotypes that associate courage exclusively with men. This action is proof that women are capable of having courage and are not bound by the timidity that patriarchal culture often attaches to women.

4. Power

Scene 2 depicts the representation of power. In the scene, Dina is seen fighting off someone who is trying to harass her, while asserting that she is a police officer. This action reflects the use of power to oppose harassing behavior and to assert her position of authority. In Peter Lehman's theoretical concept, power involves the domineering nature of the all-knowing role, as well as the controlling and decision-making role. Dina, as a police officer, shows dominance in the scene by firmly opposing the person trying to harass her, while utilizing her status as a police officer to assert that she has a higher and more powerful position than the person trying to harass her. Thus, it can be indicated that in scene 2, Dina uses power to oppose the harasser and to assert her position as a police officer, by accentuating the traits of role dominance, decision-making, authority, and superiority. This represents the power that Dina has, in the form of dominance and superiority (Mutiah, 2019;).

CONCLUSIONS

Based on the results of the analysis conducted by the researcher, it can be concluded that the film entitled *The Big 4* represents female masculinity in accordance with Peter Lehman's masculinity characteristics where this is represented by 2 pieces of scenes in it that represent traits: heroism, courage, leadership, and power. Not only that, the female characters in *The Big 4* have a firm speaking style to show that each female character is not weak. Some scenes contained in this movie clearly show the resistance to gender roles that have been carried by patriarchal culture, where women are only limited to additional actors who are shown only taking care of the household. The big 4 movie can form a new meaning of the gender role system in society that separates women and men based on masculinity and femininity.

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INSTAGRAM SOCIAL MEDIA MANAGEMENT @ALIFIAAAAH IN BUILDING PERSONAL BRANDING IN 2023

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Abstract: Personal branding is a strategy to build an image of oneself by leveraging abilities, personalities, and unique attributes that one possesses so that it is different from others. Personal branding is becoming very important in today's digital age because one of the ways to build a reputation and self-image in online media is through Instagram. According to data obtained from We Are Social, Instagram managed to rank second as the most active social media network, with 86.5% internet access in Indonesia. Alifia, known as Mbak Yu Berkebaya, managed to implement her personal branding in 2023. The creative and informative content has succeeded in attracting the attention of the brand and the public, as well as success in keyword search results. This research aims to determine the management of social media Instagram @alifiaaaaah in building personal branding as Mbak Yu Berkebaya by 2023. The research method used in this study is qualitative descriptive. The results of this study show that @alifiaaaaah's social media account management is already effective by applying The Circular Model of SoMe, namely Sharing, Optimizing, Managing, and Engaging. This can be seen from its success in ranking keywords in search engines. Alifia also used various Instagram features, such as reels, stories, and feeds, to build her branding by actively uploading content. The use of exciting captions and music features on carousel feeds effectively enhances engagement.

Keywords: Social Media, Instagram, Personal Branding

INTRODUCTION

The emergence of new media allows everyone to create and share something with others. Marshall McLuhan (1967) explains that new media is a term to describe the point where digital communication technology is connected to a network and processed with a system (Varenia & Phalguna, 2022). Instagram has become the dominant social media in recent years. In addition to communicating and sharing information, Instagram is also used to express itself by uploading photos, videos, or pictures (Restusari & Farida, 2019). Selebgram is a user account that has many followers. In order to maintain and increase their popularity, they form a characteristic that makes them more known and different from others, namely personal branding (S. D. Putri & Azeharie, 2021).

Personal branding is a strategy to increase a person's sales value by leveraging one's abilities, personality, and unique attributes to create an identity that stands out and differs from others (Mujiyanto et al., 2021). The Instagram user who performs personal branding is Alifia, known as Mbak Yu Berkebaya. In doing personal branding, Alifia wants to be an independent, intelligent, informative Java sister, caring for the traditions and culture of the country, as well as introducing the cities of Semarang and Jogja. The content produced by Alifia has traditional and informative themes that show Alifia as the figure of Mbak Yu Berkebaya wearing Kebaya and explain some historical places related to the culture of Java.

Alifia has been using her Instagram account to do personal branding since 2023. After a year, Alifia collaborated with several big brands and companies, such as Kartinis Label, Y.O.U, Barenbliss, and Grab. Besides, SEO (Search Engine Optimization) is effective

because when users enter the keyword "berkebaya Instagram influencers" in the search column, @alifiaaaah's Instagram account will appear in the top search results list.

Understanding social media management is becoming crucial in building personal branding on social media. Management is a process of planning, organization, guidance, coordination, and control (Nadin et al., 2019). Thus, social media management is the management or process of planning, organizing, and directing information presented in the form of exciting content.

Based on the background described, the problem formula is how the social media management of Instagram @alifiaaaah in building personal branding as Mbak Yu Berkebaya in 2023. This research aims to discover Instagram social media management @alifiaaaah to build personal brandings as Mbak Yu Berkebaya in 2023.

METHODS

This study uses qualitative descriptive research to understand Alifia's social media management in building personal branding. According to Sukmadinata (2011), qualitative descriptive research aims to describe existing phenomena, both natural and human engineering, with greater emphasis on characteristics, qualities, and relationships between activities (Mahmudah & Rahayu, 2020).

The data collection technique in this study uses interviews and documentation. The interview is carried out to collect data when conducting a preliminary study to identify a phenomenon or problem being studied (Suryani et al., 2020). The second technique is documentation, the data collection technique through documents written by informants who are the subject of research to help researchers obtain data relevant to the research topic (Yusra et al., 2021). The researchers carried out documentation on the Instagram account @alifiaaaah that included notes or documents related to the focus of the research.

RESULTS AND DISCUSSION

The @alifiaaaah Instagram account has been created since 2014, but Alifia has just established Mbak Yu Berkebaya's branding in January 2023. Alifia uses her Instagram account as a media for personal branding by uploading content about traveling, dining places, and tourist places with video concepts of Java culture. Through the content, Alifia can attract the attention of her followers and gain many likes as a form of personal branding.



Image 1. Instagram account of @alifiaaaah

Based on the image above, the researchers found that Alifia's branding as the owner of the @alifiaaaah account is very consistent in wearing Kebaya. Thus, the followers will be motivated to follow the actions of Alifia, who is accustomed to wearing it. It shows that Alifia's branding as Mbak Yu Berkebaya can positively impact preserving the Java culture.

The emergence of social media management is to find new friends through the virtual world, share activities or moments in the form of photos or videos, and communicate remotely with other individuals (Hapipah & Taubih, 2023). Social media

management is important for someone who uses personal branding on social media, as it is a critical element of marketing communication strategy.

The Circular Model of SoMe for Social Communication created by Regina Luttrell (Mahmudah & Rahayu, 2020). The Circular Model of SoMe covers the aspects of sharing, optimizing, managing, and engaging. The first is sharing, Luttrell (In K. R. Putri & Rahmanto, 2021) explains three essential things to consider: participation, relationships, and trust-building. Users must have the right strategy in using social media so that communication runs effectively and messages can be delivered. Based on research observations, Alifia has implemented the sharing aspect by sharing interesting and informative content through reels and feeds, such as tourist attractions and unique places, accompanied by captions so there is information to be passed on to her followers. Besides, Alifia is very selective about brand collaboration and chooses brands relevant to the content it creates.

The second is optimizing the message to be delivered on social media. As a content creator, Alifia received positive feedback from her followers. Alifia heard the advice of her followers and then communicated back in the form of education. Alifia optimizes several Instagram features, such as hashtags and music features for carousel posts. Hashtags like #jogja, #semarang, and #kebayabahagia are used on tourist or restaurant endorsement posts to reach more audiences. Both features could increase engagement by 47.8% compared to the previous 90 days. Video editing techniques are also an effective strategy. The characteristic feature of Alifia's content is that it is informative, entertaining, and accompanied by a thick "medhok Semarang" accent when filling voice over.

The third is managing. At this stage, Luttrell explains three crucial things to look at: media monitoring, real-time interaction, and quick response (K. R. Putri & Rahmanto, 2021). Once they know what is being discussed on social media, when they follow the conversation in real-time, they need to monitor the media to understand what needs to be

discussed and plan the following strategy. As a content creator, Alifia manages her personal Instagram account independently and utilizes various Instagram features, such as highlight, to store previously shared Instagram stories.

The fourth is engaging. This process is to create interesting content so that it can interact with followers and increase engagement. Engaging audiences is an important element in implementing social media strategies in social media management. Account users need to find the right approach so that the relationship between followers and users can be built well. To maintain a good relationship with her followers, Alifia uploaded informational content and exciting captions to allow followers to express their opinions. Besides, many direct messages ask about the Kebaya clothes or information about the place, Alifia answers the questions through the Instagram stories so her followers can see it. The engagement rate is a positive indicator of an account for evaluating how good the interaction between accounts and audiences is (Huddin & Nurhayani, 2022). Engagement rates are obtained by adding likes and comments to each post, then divided by the number of followers. The engagement rate of the @alifiaaaah account is 23.51%.

CONCLUSIONS

In managing social media to build personal branding, sharing becomes an early stage because sharing photos or videos on social media will gain the audience's trust. Next, optimizing the message to be delivered to the audience can be done by using features on Instagram, such as hashtags #jogja, #semarang, #kebayabahagia are used on tourist or restaurant endorsement posts and music on the carousel. Using both of these features increased engagement by 48.7%. At the social media management stage, Alifia did it independently and used the highlight feature to save previous stories. In engaging aspects, not only is creating and sharing interesting content, but interacting with followers is important to increasing engagement. Alifia's branding as Mbak Yu Berkebaya has been achieved according to her goal of becoming an informative sister. The

success can be proved by increased engagement in November-December to 84.7% and SEO (Search Engine Optimization) effective on Google. Besides, Alifia collaborated in endorsements with several big brands and companies, such as Y.O.U and Grab.

It is expected that social media users who build personal branding can apply social media management optimally so that personal branding is formed according to the purpose. After some research, we discussed social media management using other platforms such as YouTube. In this study, we can find out how the management of social media Instagram in building personal branding.

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DIGITAL COMMUNICATION STRATEGY DIKATA COMMUNITY ON INSTAGRAM TO INCREASE READING INTEREST AMONG STUDENTS IN BREBES REGENCY IN 2022

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Abstract: The literacy ability of Indonesian people still needs to improve, the lack of interest in reading in society, especially among students is one of the causes of this problem. Indonesia ranked 74th out of 79 countries in reading ability based on results from the 2018 Program for International Student Assessment (PISA), with an average score of 371. Dikata is the only community in Brebes Regency engaged in education, especially literacy culture. This community collaborates with local organizations like schools and libraries while functioning in physical and online domains. They use Instagram to promote reading interests among the public. This study aims to describe how the digital communication strategy carried out by Dikata on Instagram in its mission to build interest in reading among Brebes Regency students. The research method used in this study is qualitative descriptive. The results of this study show that Dikata has implemented a digital communication strategy based on ANSVA theory (Sumadiria, 2014 : 125), including *attention* by making messages based on the atmosphere of the activities carried out. *Need*, by creating persuasive sentences that are also done in response to the attention that the audience has received. *Satisfaction*, by showing the activities carried out by Dikata using various tools on Instagram such as reels, Instagram live, and Instagram stories. *Visualization*, which displays various visuals, including the use of graphic design in Dikata activities through photos and videos. *Action*, Dikata carried out various literacy-related activities around the Brebes Regency area.

Keywords: Digital Communication Strategy, Instagram, Reading Interest

INTRODUCTION

In an educational process, one of the essential things is literacy. Literacy is a comprehensive learning process to identify, understand information, communicate, and count using printed and written materials in various contexts (Lestari et al., 2021). In the 2018 Program for International Student Assessment (PISA) research, Indonesia scored 74th out of 79 nations in the reading ability category, with an average score of 371 (Hewi & Shaleh, 2020). Brebes is one of the regencies with a fairly low literacy interest level, according to the Central Java Provincial Education Quality Assurance Center, Brebes Regency has a low literacy interest level, with a literacy ability index of 1.7 at the elementary school level and 1.72 at the junior high school level. The percentage of students with proficient, capable, basic, and needing particular intervention is 16.79% and 16.79% respectively, with a total of 4.42%, 43.83%, 38.03%, and 13.73% in advanced literacy ability.

One of the communities engaged in education, especially literacy and increasing interest in reading is Dikata. Dikata is the only community in Brebes Regency engaged in education, especially literacy and increasing interest in reading. This community stands out because of its involvement in online and physical domains, allowing Dikata to create programs and events that can be more innovative and have a broader impact. The target of the literacy movement created by Dikata is teenagers aged 16-26 years, which students dominate. The emergence of communities such as Dikata is beneficial as an effort to develop and increase interest in reading in today's society.

Planning a communication strategy is essential for a community. Communication strategy is an art or way of determining the position and building the organization's image. It must also be supported by good communication techniques and appropriate media delivery and selection methods (Irvan, 2020). Dikata chose Instagram as the main platform to convey information and messages to the audience because Instagram is a platform that is easily accessible to various groups of people from various age ranges. Since utilizing Instagram to disseminate information to their audience in 2020, Dikata has implemented a comprehensive communication strategy by optimizing the platform's features since 2022.

This research is based on a problem formulation, how does Dikata use the digital communication strategy on Instagram to increase reading interest among Brebes Regency students in 2022. This study aims to describe how the digital communication strategy used by Dikata community on Instagram will increase reading interest among Brebes regency students in 2022.

Three theoretical frameworks are used in this study. The first is digital communication strategy. A digital communication strategy is a plan made to communicate with the audience through digital media, involving the selection of appropriate online channels, such as social media as well as the creation of relevant and interesting content to achieve a specific goal. The second is new media, in new media there are two views, namely the view of social interaction and the view of social integration (Feroza & Misnawati, 2021). New media is a concept that discusses how the development of digital communication technology has an impact on society, culture, and communication. Moreover, the last is the interest in reading, which is the force that drives children to be interested, pay attention, and enjoy reading activities. This interest encourages them to want to do reading activities independently (Nella Wisudayanti, 2017).

METHODS

This research uses a qualitative approach. The purpose of qualitative research is to gain an understanding of context conditions through a detailed and in-depth explanation of conditions in a natural context (Fadli, 2021). The method used in this study is qualitative descriptive method. The qualitative descriptive method does not use hypotheses or variables but only describes and analyzes events that occur without paying attention and giving special treatment to the object under study (Wiksana, 2017).

This research uses purposive sampling techniques, this technique uses a *non-random* sampling method where researchers determine samples based on identities that match the research objectives (Lenaini, 2021). There are criteria for informants who are the data source in this study, including the Founder and CEO of Dikata, Dhia Imara Putri. The manager of Dikata's social media accounts, Widya Antika Rahayu, and members and followers of Dikata, Dinda Ayu and Aisyah Safitri.

The data collection techniques used in this study were interviews and documentation. Researchers conducted in-depth interviews with several informants who fit into predetermined criteria. Documentation is a method of collecting data through documents originating from institutions that are the object of research to help researchers get additional data in research (Yusra et al., 2021). Researchers conducted documentation on @dikataorg's Instagram account that included notes and documents related to the focus of the study.

In this study, researchers used source triangulation techniques. To test the credibility of the data in this study, the data obtained was checked, including the results of interviews, documents, and other archives from Dikata.

RESULTS AND DISCUSSION

The digital communication strategy carried out by Dikata on Instagram contains indicators contained in Alan H. Monroe's theory, known as the ANSVA theory. There are five indicators in ANSVA theory, namely attention, need,

satisfaction, visualization, and action (Sumadiria, 2014: 125).

Attention

To effectively convey a message, capturing the audience's attention is necessary. In this case, Dikata makes a message planning strategy according to the content's atmosphere. Copywriting according to the atmosphere can represent the message well to the audience. They also consider the time spent uploading content on Instagram, choosing free time during breaks and weekends to convey their message effectively. The attention indicator can be seen in @dikataorg's Instagram post on December 23, 2022.

Need

Need are efforts made in response to the audience's attention. In the form of actual and accurate messages with a relatively high objectivity. Dikata has implemented the need indicator by creating content and compiling inviting captions with interesting and clear language to make the audience interested in increasing reading interest. Dikata has a program called Nongkrong Kreatif called NOTIF, utilizing the Instagram live feature. This program provides a platform for individuals to share knowledge, information, and stories by bringing in various speakers with different backgrounds.

This can be seen in @dikataorg's May 17, 2022 Instagram post. The post contains an invitation for the audience to participate in the NOTIF program with the theme "Tips for fostering a culture of literacy amid a torrent of information".

Satisfaction

The next step after designing a message that meets the audience's needs is satisfaction. Bringing up the desire to try and have can be done to get audience satisfaction. Dikata has a program called Gerakan Indonesia Menulis. This program is designed to assist writers from all regions of Indonesia with bookkeeping.

Dikata provides a platform for writers to collaborate and publish their works in one book.

This program can be seen in @dikataorg's Instagram post on June 24, 2022. Dikata invited their audience to join Gerakan Indonesia Menulis. It also provides detailed information related to the program, such as the theme, timeline of activities, provisions, and benefits. It is also said to inform that the program is free. This can undoubtedly provide satisfaction to the audience.

Visualization

Visualization is critical to message design and dissemination strategies. Visualization places more emphasis on how the message can be packaged. Through proper visualization, the audience will more quickly understand and believe in an idea or action. Dikata uses graphic design to convey their message on Instagram. One can be seen in Dikata's September 13, 2022 Instagram post.



Picture 1. Instagram account of @dikataorg

In addition to using graphic design, Dikata uses Instagram Reels to showcase their activities through video content. This can be seen in @dikataorg reel Instagram post on November 9, 2022. In this content, Dikata made an after-movie from their Sekolah Literasi Inspiratif program.

Action

The final step needed is to encourage the audience to take action. By crafting a compelling message strategy, the audience can better comprehend the message while feeling

motivated to take action. Dikata has made many programs that can be followed by all audiences, especially students, in person and online. Dikata involves their audience in the programs they create. One of the programs created by Dikata is intended for the audience, especially among students Challenge Berkarya Bersama Dikata. In addition, Dikata also invites their audience, especially students, to join Dikata community, often called Dikata volunteers. The audience is invited directly to participate in participatory learning through these various actions.

CONCLUSIONS

In carrying out a digital communication strategy on Instagram to increase reading interest among students in Brebes Regency in 2022, Dikata applied the indicators in the ANSVA theory. However, Dikata failed to increase reading interest among Brebes students. This happens because there is still a need for neatness and consistency in feeds because Dikata carries out no routine evaluation. Therefore, researchers suggest that Dikata conduct evaluations related to digital communication strategies regularly and cooperate more with several related institutions to increase reading interest among students effectively.

The discussion above found a difference between this study and previous research. Among them are the type of community studied, the different times and places of research, and the application of the theory.

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SOCIAL MEDIA MARKETING STRATEGY ON THE @UMY_APOTEK INSTAGRAM ACCOUNT TO INCREASE CUSTOMER ENGAGEMENT IN 2023

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Abstract: Traditional trading activities in Indonesia are slowly starting to be eliminated. The impact of traders unable to compete with marketing activities via social media continues to grow. This phenomenon is the background for this research, where it can be seen that currently business activities cannot be separated from social media itself. This research aims to describe the planning, implementation, and evaluation of social media marketing strategies by UMY Pharmacy Instagram (@umy_apotek) as an effort to increase customer engagement in 2023. This research uses the Social Media Marketing theory developed by Susan Gunelius in the book "30 - Minute Social Media Marketing" and the Customer Engagement theory developed by Judy Strauss in the book "E-Marketing (6th edition)". This type of research is qualitative descriptive research, using data collection techniques through in-depth interviews and documentation. The research shows that the implementation of social media marketing strategies on UMY Pharmacy's Instagram (@umy_apotek) has been done well, by implementing several strategies that are in accordance with social media marketing success variables and pillars that shape customer engagement. However, implementing a good strategy needs to be balanced with implementing the evaluation stage in order to achieve optimal insight. In the future, businesspeople need to pay attention to the evaluation stage for implementing social media marketing to achieve optimal insight.

Keywords: Social Media, Marketing Strategy, Customer Engagement.

INTRODUCTION

With society increasingly being connected online, social media provides ample space for companies to build and maintain close relationships with their customers. Utilization of social media can be used to create good two-way communication. The importance of social media for a business is also currently supported by the phenomenon of many traditional market traders starting to go out of business in Indonesia. Yuliani (2023) states that, traders in traditional markets experienced a drastic decline in turnover, the impact of being unable to keep up with the modernization of online buying and selling activities. The rest of the traditional market traders who survive try to adapt autodidactically to follow the flow of existence in online selling using social media platforms to remain competitive (Yuliani, 2023).

Based on the pre-survey results, UMY Pharmacy admitted that it had carried out several social media marketing efforts to achieve increased user engagement, which in the end was hoped could influence sales. However, to date, insight into UMY Pharmacy's Instagram engagement has not increased significantly.

Therefore, we can see that in a social media marketing strategy, good implementation alone is not enough, appropriate analysis needs to be carried out starting from the planning stage until the evaluation is carried out, in order to get more optimal results. This attracted the attention of the author to conduct an analysis of UMY Pharmacy's social media marketing strategy via @umy_apotek in an effort to increase customer engagement.

According to Gunelius (2011) in Mileva and Achmad (2018), four elements are used as variables for the success of social media marketing: the first one is content creation as a representation of the business

personality, the second one is content sharing to expand business network and online audience, the third one is connecting the approach that allows more people with similar interest to meet and build relationships that generate business, and the last element is community building by interacting using large social networking on the internet where interaction between people living all over the world using technology is possible. Meanwhile, according to Time, Inc. (Strauss & Frost, 2011, p. 183), three pillars shape customer engagement: content engagement, media engagement, and engagement marketing activities.

Based on the explanation above, the thing that stands out in the research is UMY Pharmacy implements several social media strategies which are in line with the success variables of social media marketing, including collaboration strategies with partners on social media. With collaboration with a wider audience, companies can take advantage of collaboration. The aim of this strategy is to increase visibility, and engagement, to ultimately impact sales of their products. Then there is the implementation of community-building strategies, where currently online communities play an increasingly important role in brand marketing strategies. UMY Pharmacy implemented this strategy intending to build strong relationships with its audience, create a meaningful community, and increase brand trust and loyalty. Additionally, there is the application of content optimization strategies, which is implemented by UMY Pharmacy through the 4 types of themes in each content, namely: education, recommendations, anniversaries, and entertainment content. In this context, the strategy of adapting content themes has a crucial role in maintaining follower interest and engagement. Customizing content themes includes selecting topics, visual style, and message tone tailored to the audience and current trends. This strategy helps brands create content that is engaging, relevant, and positively impacts their follower engagement and brand equity on Instagram.

Meanwhile, regarding the strategy to increase engagement, UMY Pharmacy in 2023 stands out in terms of starting to utilize various Instagram features compared to the previous year. In 2023, UMY

Pharmacy tried to optimize content in the form of Feeds, Stories, and Reels, which are the three main types of displaying content on the platform. Then in terms of Feeds, UMY Pharmacy optimized the strategy with single photo types and carousel posts. In terms of Stories, UMY Pharmacy utilizes various features in it, such as Question and Answer, Polling, Reactions, and so on. Also in terms of Reels, UMY Pharmacy takes advantage of the latest trends so that it can remain relevant and has the potential to appear more on the pages of users worldwide. This was done in an effort to increase user engagement, so UMY Pharmacy tried to further optimize the various features on Instagram.

METHODS

This research uses descriptive qualitative research methods. The research techniques used in qualitative research include interviews and case studies. The case study method is an appropriate method for describing, explaining, predicting and controlling processes related to various phenomenon at individual, group or organizational levels (Bakry, 2016).

RESULTS AND DISCUSSION

1. Social Media Marketing

There are 4 variables for the success of social media marketing, namely content creation, content sharing, connecting, and community building. In the analysis using the content creation dimension, researchers reviewed its relationship with determining the content style that suits the target audience, the process of creating content to keep it relevant, and the type of content that the audience is interested in. The result is that the content brought by @umy_apotek contains cases and trends that are currently popular in the surrounding community or on social media so that it can attract the target audience.

Furthermore, in the analysis using the content-sharing dimension, researchers investigated its relationship with content re-sharing scheduling and the methods used to share content. With the result that every uploaded content is always directly re-shared via the Instagram Story feature, and other social media such as WhatsApp via the UMY

Pharmacy member group and status. This is done in an effort to increase audience awareness of the content that has been uploaded.

Then at the connection stage, the researcher examines its relationship with collaboration programs that have been carried out. As a result, UMY Pharmacy has collaborated with several parties. The collaboration programs take the form of events, with a strategy to increase engagement.

Lastly, at the community-building stage, researchers analyzed its relationship with active involvement and developed an audience with interests that are in line with the UMY Pharmacy business focus. As a result, UMY Pharmacy carries out active involvement with the community established in the WhatsApp group.

So in terms of social media marketing, it can be concluded that UMY Pharmacy (@umy_apotek) has advantages in terms of producing interesting and optimal content so that it can be used as a reference and development for the following year's evaluation. However, there is a drawback in the absence of specific metrics and evaluations for managing social media marketing. The UMY Pharmacy social media management team does not pay special attention to the evaluation process for each content that has been produced, which results in a lack of identification of what content is most popular or needs improvement.

2. Customer Engagement

In this customer engagement subchapter, three pillars shape customer engagement, namely content engagement, media engagement, and engagement marketing activities. Based on the content engagement pillar, the result that the strategies applied to the content can increase user engagement through the "Call to Action" strategy at the end of the content, as well as actively responding to comments or messages given by the audience on Instagram.

Then, based on the media engagement pillar, the researchers reviewed its relationship to Instagram as a medium used in efforts to increase customer engagement, as well as the level of relevance of Instagram itself as a medium for generating audience engagement. With the results, UMY Pharmacy is still optimizing social media marketing through Instagram as an effort to increase customer engagement, with the reason that in its use, the

various features and users reached on Instagram are still relevant.

Furthermore, in the final pillar, namely engagement marketing activities, the researcher reviews the relationship of the marketing strategy applied which refers directly to buying and selling activities. As a result, UMY Pharmacy implemented a promotional and catalog content strategy on Instagram stories by placing a checkout link, which was directed to a direct purchase link via e-commerce or UMY Pharmacy WhatsApp. This was implemented as an effort to increase engagement which ultimately had an impact on the sales aspect of UMY Pharmacy itself. So, regarding customer engagement, it can be concluded that UMY Pharmacy (@umy_apotek) has made several efforts under the principles of the 3 pillars that form customer engagement. Still, unfortunately, like in the social media marketing aspect, the UMY Pharmacy Instagram management has not optimally evaluated the strategies that have an impact on customer engagement itself.

CONCLUSIONS

In the ever-growing digital era, social media has become the main platform for interaction and communication between businesses and customers. The importance of social media marketing for businesses today cannot be ignored, supported by the phenomenon of many traditional market traders starting to go out of business in Indonesia.

In 2023, UMY Pharmacy will begin optimizing social media marketing, with several tactical and strategic approaches. Even though UMY Pharmacy has started optimizing several aspects of social media marketing to increase engagement, to date there has been no significant increase in insight. Based on the analysis that researchers have carried out, this is because the UMY Pharmacy only maximizes the implementation stage and pays little attention to the evaluation stage. This of course hinders the growth of insight engagement itself because, in terms of the type of strategy that is of interest, the reach of content, and various things that support insight have never been measured significantly using certain social media marketing measuring tools or metrics.

So, it is hoped that this research can become a reference for researchers who want to study further about social media marketing practices to increase customer engagement. Furthermore, it is hoped that the limitations of this research which only relies on the social media Instagram can be a consideration for future researchers who can examine other social media contexts, such as TikTok and Twitter. Apart from that, this research also has the possibility to be researched in terms of the stages of strategy implementation, namely social media content management and partner collaboration within the scope of business actors with a health focus.

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COMMUNICATION AUDIT OF CORPORATE SOCIAL RESPONSIBILITY (SMALL AND MEDIUM ENTERPRISES DEVELOPMENT PROGRAM AT PT MADUBARU PG-PS MADUKISMO 2023)

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Abstract: The Small and Medium Enterprise Development Program is one of the Corporate Social Responsibility work programs of PT Madubaru PG-PS Madukismo, which has been around since 1992. To determine the success of the communication process, as well as to find out the advantages and disadvantages that exist to prevent failure. More significantly, in the future, there needs to be an evaluation process. One evaluation model that can be carried out is a communication audit. This research aims to determine the communication process and implementation of Small and Medium Enterprise development programs through communication audits. This research is based on the communication audit model of conceptual structure model by Howard Greenbaum in Andre Hardjana's book entitled "Communication Audit Theory & Practice." This study used a descriptive qualitative method. Data collection techniques include conducting in-depth interviews and documentation. The research results show that at PT Madubaru in 2023, the program has been implemented well because every year, PT Madubaru always makes references for program implementation and has clear objectives. However, communication does not occur formally, so the communication function does not have a place in planning organizational goals. As a result, there is no particular organizational method that can be applied to overcome problems and communicate both with fellow members and with partners. For this reason, PT Madubaru must place communication as an essential aspect

of the company and create policies related to communication for the sustainability of the program in the following years.

Keywords: Communication audit, PT Madubaru, Small and Medium Enterprises development.

INTRODUCTION

Corporate Social Responsibility (CSR) is a concept that organizations, especially companies, have a responsibility towards consumers, employees, shareholders, communities, and the environment in all aspects of company operations, such as regarding problems that impact the environment namely pollution, waste, product, and workforce safety (Pratiwi, 2022).

One of the companies that participates in the CSR program is PT Madubaru PG-PS Madukismo. PT Madubaru PG-PS Madukismo is a sugar and alcohol, or spirits factory located in Yogyakarta. PT Madubaru has two major programs in implementing its CSR which have been running since 1992. One of the superior programs is the Small and Medium Enterprises (SMEs) development program. The facilities provided by PT Madubaru in this SMEs program are varied, such as loan funds, safekeeping of SMEs products in cooperatives and minimarkets, facilities for opening exhibition booths.

These ongoing programs are inseparable from applicable program-related regulations. Based on the pre-survey results, the current regulations concern the preparation of

small business management bookkeeping reports by SMEs partners as well as monitoring by the CSR division every month at SMEs locations. PT Madubaru claims to have socialized these regulations to partners and equipped them with small business management bookkeeping. However, until now miscommunication regarding related matters still occurs.

Thus, communication is the main pillar of program success so that the results can be as expected by both parties. This attracted the author's attention to carry out a communication audit on the CSR program in the Social and Environmental Responsibility division, especially in the SMEs development program.

A communication audit is a comprehensive analysis of the communication system in an organization, or a program organized by that organization. Through a communication audit, an agency can find out what errors have occurred and make a note of it so that the same error does not happen again in the next program. A communication audit needs to be held to see how the communication process takes place in implementing organizational goals, and the quality of communication in the organization to obtain audit results for the sustainability of the company's program in the future (Putri & Fathurrahman, 2021).

Based on the explanation above, this research aims to examine the problem of miscommunication which has an impact on CSR programs through a communication audit using the communication audit theory developed by Howard Greenbaum in Andre Hardjana's book, namely conceptual structure model (Hardjana, 2000).

There are two procedures of conceptual structure models. First is the overall communication system audit procedure that carries out three stages, namely the fact-finding, analysis and evaluation and reporting stages. The results of this step are the identification of the company's weaknesses and strengths. The second procedure is an audit of specific

communications activities. The audit step begins by analyzing the communication objectives that have been formulated along with their performance standards to develop procedural instructions for how activities are carried out. The result of this step is to determine the success of the communication process and the opinions of external parties involved with the program (Hardjana, 2000).

Previous research discusses related topics, namely research conducted by Atika Windi Astuti with the title "Communication Audit of the One Village One Community Program of PT Rapp Estate Baserah, Kuantatan Singingi Regency." This research uses a public relations planning model with an evaluation model accompanied by a communication audit with the aim of evaluating the OVOC program with the results of the objectives being achieved although not yet optimal (Astuti, 2018).

In general, the results of this research state that the communication audit carried out at PT Madubaru show that the program has been well evaluated because every year, PT Madubaru PG-PS Madukismo always makes references for program implementation and has clear program implementation goals, only communication does not run formally so that the communication function does not have a place in planning organizational goals. This causes miscommunication between internal parties and external partners. As a result, there is no specific organizational method that can be applied to overcome communication problems both with fellow members and with partners.

METHODS

This research uses descriptive qualitative research methods. Qualitative research is a research approach used to understand and describe social phenomena. This approach relies on in-depth interpretation of the data collected, with the goal of developing a deeper understanding of the research problem (Creswell, 2018).

The research was conducted at PT Madubaru PG-PS Madukismo, Yogyakarta

using in-depth interview and documentation data collection techniques.

RESULTS AND DISCUSSION

1. Overall Communication System Audit

At the fact-finding stage, researchers investigated organizational units concerning functional relationships, personnel characteristics, and situational factors with the result that the CSR division was integrated into the Purchasing & Social and Environmental Responsibility Division with four members. The only ones who focus on the CSR program are the chairman of the CSR division and his assistant. Two other people have functions in purchasing raw materials, sugar cane, and other necessities.

Based on the results of an in-depth interview with the head of the CSR division, Mr. Hanafi. It was stated that every year, the CSR division routinely makes an annual report containing CSR member performance reports and CSR program budget work plan guidelines so that the accountability of each member and the success of the previous year's program can be accounted for.

At the analysis stage, the researcher investigated the communication policy at PT Madubaru and discovered the fact that so far, the communication process has been running informally. There is no special evaluation for the communication that takes place in this company, so there are no types of control and special characteristics of the company to resolve internal and external conflicts. Information regarding implementation is focused only on the division head and his assistant so that other members do not know all the information regarding the CSR program.

So, at the evaluation stage, it can be stated that PT Madubaru's CSR division has an advantage in that it maintains an organized system of recording and reporting, submitted annually to supervisors for use as a basis for evaluation in subsequent years. However, there is a weakness in the PT Madubaru CSR division's system, which is informal

communication. Internal and external communication procedures receive little attention from the organization, and even though this division is part of the accounting division.

2. Audit of Specific Communications Activities

The researcher discovered during the fact-finding phase that the goal of SMEs development activities was to accomplish PT Madubaru's responsibilities as one of the businesses required to implement CSR programs in accordance with Article 74 of the Company Law. Aside from that, this program's primary goal is to support the growth of SMEs. PT Madubaru has its stages in this SMEs development program. These stages are data collection on nearby SMEs, observation, and direct communication with prospective partners to offer support and become PT Madubaru's SMEs partners. Communication is carried out informally to make partners more comfortable in communicating. At this stage, the CSR division explains the SMEs development program and related regulations, such as monitoring once a month and data collection containing reports of income obtained by partners for bookkeeping once a year.

The following activity audit stage is the analysis stage, at this stage, an in-depth analysis is carried out regarding the differences between work standards and actual performance carried out by the CSR division with results in 2023 (Hardjana, 2000). The differences that arise between work standards and actual performance are relatively similar. The CSR Division regularly visits partners once a month to monitor business. However, the majority of partners are difficult to find for various reasons.

According to the explanation from the SMEs partner, this happened because the SMEs business owned by the partner closed suddenly or changed direction without reporting it to PT Madubaru. The partners interviewed also admitted that they did not even know there were regulations for carrying out bookkeeping every year. This happened because PT

Madubaru only records data by asking several questions to their partners with an informal approach so that partners do not independently carry out annual bookkeeping. This causes the lack of independence of fostered partners who own SMEs. With incidents like that, PT Madubaru can only set indicators of success in the form of smooth installment payments. It is acknowledged that communication regarding independent bookkeeping cannot be realized until 2023.

Thus, at the evaluation and reporting stage, it can be concluded that informal communication can give rise to several weaknesses and strengths in this SMEs development program. The advantage that can be seen is that informal communication is able to make it easy for SMEs partners with different educational backgrounds to understand the information conveyed by the CSR division.

However, the weakness is the difficulty of implementing rules under work standards for SMEs owner partners. Informal communication means that members of the CSR division do not have special procedures and methods for conveying information about SMEs programs to partners. Hence, the information captured by partners varies. This causes obstacles in fulfilling work standards in the form of annual financial bookkeeping by partners.

CONCLUSIONS

1. The overall communication system and audit and special communication activity audits both have the same three stages, namely the fact-finding, analysis, and evaluation and reporting stages. At the fact-finding stage of the overall communication system audit, data was obtained that every year, the CSR division routinely makes an annual report containing CSR member performance reports and CSR program budget work plan guidelines.
2. At the analysis stage, researchers discovered that the communication process had been running informally. At

the audit of specific communication activities, it was found that the company had clear guidelines for CSR activities. However, the company does not pay special attention to the internal or external communication process.

3. At the evaluation and reporting stage, data was obtained that, in general, the program was under the objectives, and SMEs partners were satisfied with the existing program. However, problems related to communication have not received particular attention, so this cannot be resolved until 2023. At the audit of specific communication activities, the results showed that informal communication provided its strengths and weaknesses in this SMEs development program.
4. For this reason, the researcher has suggested that PT Madubaru must carry out communication audits regularly; this is important to achieve company effectiveness. Every program run by the company needs to be checked. Apart from that, formal communication between members and external parties must be carried out so that in its implementation, the CSR division has guidelines to distribute information evenly. PT Madubaru must also pay attention to communication-related matters. One way is to create special company methods, especially in the CSR division, to handle problems related to communication so that the issues of miscommunication, especially with SMEs partners that have been occurring up to now, can be resolved.

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CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAM MANAGEMENT OF PT MADUBARU PG-PS MADUKISMO THROUGH BANTUAN MODAL KERJA (WORKING CAPITAL SUPPORT) PROGRAM IN 2022

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Abstract: Corporate social responsibility refers to a company's commitment to enhancing the local community's well-being by implementing business policies and allocating corporate resources. PT Madubaru PG-PS Madukismo is a sugarcane agroindustry firm committed to increasing its involvement in empowering and strengthening the economic and social conditions of the community and the environment. This qualitative descriptive study aims to obtain an overview of the implementation of social and environmental responsibilities at PT Madubaru through the Bantuan Modal Kerja (Working Capital Support) program. The research findings indicate that PT Madubaru executed the corporate social responsibility stages, including preparation, implementation, evaluation, and reporting. Furthermore, during its execution, the program receives support from the top management, and the allocation of help is determined based on the prevailing policy. Transparency and accountability are achieved by the submission of reports. Determining territorial coverage is based on relevant policies, while monitoring and evaluation activities are conducted monthly. This program is long-term, and its positive effects can be seen in the community's sense of belonging. Nevertheless, PT Madubaru encountered issues related to the late payments of installments by beneficiaries. These challenges were addressed through continuous visits and active engagement of the beneficiaries in exhibitions. For enhanced efficacy, PT

Madubaru can collaborate with external entities to administer the program and establish stricter implementation and beneficiary selection rules.

Keywords: Corporate Social Responsibility, Implementation, PT Madubaru.

INTRODUCTION

Corporate social responsibility (CSR) is the continuing commitment by businesses to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families, as well as of the local community and society at large (Holme & Watt, 2020). CSR practice becomes necessary for a limited liability company as regulated in Government Regulation No. 47 of 2012. The COVID-19 pandemic has caused significant delays in numerous corporate CSR programs scheduled for 2020, introducing unexpected obstacles. Companies should anticipate unforeseen circumstances and adopt social responsibility policies (Akbar & Humaedi, 2020).

Many companies in Bantul, Yogyakarta, are actively involved in CSR initiatives. PT Madubaru PG-PS Madukismo is one of the companies that remains committed to implementing its program despite the financial challenges brought about by the COVID-19 pandemic. PT Madubaru is the only sugar factory, alcohol/ethanol factory, and derivative product manufacturer in the Special Region of Yogyakarta. The CSR initiative in PT Madubaru

is overseen by the Tanggung Jawab Sosial dan Lingkungan (TJSL) unit, also known as the Social and Environmental Responsibility.

PT Madubaru initiated the TJSL unit in 1992, which has programs for social, health, education, SMEs and creative economy, and environment. Through the TJSL unit, PT Madubaru encourages community economic growth and equitable development through business opportunities and community empowerment. CSR enables companies to enhance their image and reputation, leading to increased public recognition (Afriani, 2023).

The Bantuan Modal Kerja (Working Capital Support) program provides credit loans to SMEs, cooperatives, and sugarcane farmers. Djiwosusilo and Fatah (2022) explain that beneficiaries refer to small enterprises that obtain credit loans through the partnership program. In 2022, the TJSL unit of PT Madubaru is still supporting 157 beneficiaries.

Despite being implemented for a considerable period, the Bantuan Modal Kerja program continues to encounter challenges, primarily stemming from the beneficiaries' lack of cooperation in fulfilling their installment payments. Based on this background, this study aims to overview the implementation of social and environmental responsibilities at PT Madubaru through the Bantuan Modal Kerja program.

This research uses stages of CSR implementation by Wibisono (2007), which is (1) planning (2) implementation (3) evaluation, and (4) report and indicators of CSR activities by Kartini (2009), which is (1) Leadership (2) Proportion Assistance (3) Transparency and accountability (4) The scope of coverage (5) The mechanism underlying the processes of planning and evaluation (6) Stakeholder relationships (7) The concept of continuity (8) Outcome.

In a recent study by Nur'aqil and Rohman (2022), the execution of Corporate Social Responsibility (CSR) in the TJSL Program of PT Angkasa Pura II (Persero) during 2021 was examined. The study found that the entire CSR

implementation process, which included planning, implementation, evaluation, and reporting, was successful, despite some challenges such as beneficiaries' non-payment hindering PT Angkasa Pura II (Persero).

METHODS

This study employs a descriptive qualitative approach conducted at PT Madubaru PG PS Madukismo, on Jalan Padokan, Dusun Rogocolo, Desa Tirtonirmolo, Kec. Kasihan, Kab. Bantul, Yogyakarta.

Data collection techniques include in-depth interviews and the examination of study documentation. This study employs purposive sampling as a method for selecting informants. Data analysis techniques consist of three essential elements: data reduction, data display, and conclusion drawing. The study utilizes triangulation as a data validity test.

RESULTS AND DISCUSSION

Stages of executing the program

The program execution involves four individuals: the Director, the Section Head of Financial Accounting, the Section Head of TJSL, and the assistant. PT Madubaru created a budget work draft, but no major preparations were undertaken. Hanafi, the section head of TJSL says this regular annual practice requires no major arrangements or preparations.

The first stage is planning. PT Madubaru acknowledges the significance of the CSR program. Hanafi stated that the program's objective is to support the government's efforts to sustain the economy by assisting small and medium enterprises (SMEs) and cooperatives to become bankable. The allocation of funds for the company's CSR program is adjusted based on the company's fluctuating value, which amounts to approximately 1% of its net profit.

The implementation stage is the second phase. Once the evaluation process assessing the suitability of the beneficiaries is complete, the next step is to obtain approval from the office head and the bureau director. PT Madubaru does not conduct socialization for this program.

Hanafi indicated that the program lacked socialization to prevent public interest in low-interest credit. The credit limit adheres to management guidelines, prioritizing sugarcane farmers recommended by the Tanaman Unit to reduce installment payment defaults.

Table 1. PT Madubaru TJSL Unit Fund Flow Spending in 2022

Description	Budget	Realization
	A year	2022
Spending:		
Payment distribution to partners		
- Loan	1.770.000.000	600.000.000
- Special Loan	50.000.000	-
- Subsidies	47.000.000	14.677.000
- Environmental initiatives	80.500.000	74.866.750
Total	1.947.500.000	689.543.750

reference: TJSL unit annual report

The next stage is the evaluation. This activity aims to observe and assess any advancements or challenges throughout the program (Pasila, 2022). It is a benchmark for the company's success in managing the CSR program (Arifiyama, 2022). The Section Head or the assistant conducts monthly monitoring and evaluation activities by visiting beneficiaries. According to Hanafi, the TJSL program does not entail procedural requirements such as a bank. Instead, it emphasizes visiting, chatting, and relaxing in a familiar setting. The program's efficacy is contingent upon the beneficiaries' timely and full payment of installments. Based on the maximum level of performance attained, the program's outcomes in 2022 are deemed secure.

The final stage is the reporting, where partners are not obligated to report to PT Madubaru, but PT Madubaru utilizes the

monitoring results as the report. The report will be submitted to the director and acknowledged by PT Rajawali Nusantara Indonesia (RNI). In this instance, the company must produce an annual report containing accurate, comprehensive, and exact information (Dharmacahya, 2020). PT Madubaru follows the current ministerial regulations for creating quarterly and annual reports. However, PT Madubaru still chooses to produce monthly reports for convenience.

Obstacles during the execution

Despite its long duration, the Bantuan Modal Kerja program still encounters difficulties. One of the challenges is the existence of less cooperative partners. One contributing factor is the inability of partners to segregate their personal and business finances, leading to a mixing of their financial resources. Consequently, they find themselves stuck in fulfilling their financial obligations.

PT Madubaru conducted financial management training sessions to empower partners with the capacity to manage their personal and business finances effectively. However, after being monitored, beneficiaries still could not implement the practice. Typically, individuals who exhibit lower levels of cooperation are also more prone to postponing installment payments. Despite the circumstances, PT Madubaru remains committed to assisting partners with marketing. According to Hanafi, the proposed solution involves consistently and actively visiting the beneficiaries and encouraging them to engage in activities like exhibitions.

Corporate Social Responsibility Indicators

The Bantuan Modal Kerja program was successfully implemented, and support was obtained from top management, as evidenced by effective coordination and approval from the board of directors. PT Madubaru allocates 1% of its net profit for all CSR programs. The program's transparency and accountability are

evident through the regular production of monthly, quarterly, and annual reports.

Initially, the program focused on the company's surroundings but now it's expanding due to government regulations. According to Hanafi, PT Madubaru's primary emphasis has been supporting sugarcane farmers since 2015. The government's discontinuation of credit provision to sugarcane farmers that year resulted in uncertainty regarding their future course of action. Later on, the management was directed to take part in the PKBL (TJSL) loan program, which specifically focuses on providing working capital. Consequently, the program now includes sugarcane farmers located beyond the surroundings of PT Madubaru.

Monitoring and evaluation are carried out monthly with the possibility of additional visits. A company's successful implementation of CSR will have a "domino" impact on the company. Undoubtedly, this effect is a beneficial outcome that is induced (Nayenggita, 2019). A consistent beneficiary assessed the program's low-interest loans and limited loan availability. PT Madubaru consistently implements this program as a long-term initiative. The effectiveness of PT Madubaru's implemented programs is evident in the sense of community belonging, as demonstrated by the community's willingness to help the company minimize negative perceptions. This affects the company's image and directly prevents revenue losses within the company.

CONCLUSIONS

Conclusion

Based on the research findings and analysis, it can be inferred that PT Madubaru is systematically implementing the Bantuan Modal Kerja program. This approach involves various stages: planning, implementation, evaluation, and reporting. However, it is worth noting that there is no formal socialization of the program. The TJSL unit's execution of the Bantuan Modal Kerja program in 2022 was considered efficient and secure. The program received support from

top management, and reporting was conducted through monthly, quarterly, and annual reports. The program's policies result in an enlargement of the target area and a shift in the program's target focus. The company's impact on the surrounding community is evident through developing a strong sense of belonging among its members. Nevertheless, PT Madubaru encounters challenges such as beneficiary coordination. PT Madubaru has conducted training sessions addressing the concerns, however, no tangible outcomes have been achieved. In addition, PT Madubaru offers support in marketing.

Recommendations

Given the existing obstacles in implementing the Bantuan Modal Kerja program by PT Madubaru PG-PS Madukismo, a suggestion would be for PT Madubaru to collaborate with external organizations. The objective is to enhance the efficiency of program implementation for both the company and its beneficiaries. Furthermore, PT Madubaru can implement stricter rules in monitoring and selecting beneficiaries to mitigate numerous partners getting stuck in installment payments.

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STRATEGY PERSONAL BRANDING INFLUENCER @feilianaveve AS BEAUTY VLOGGER ON TIKTOK SOCIAL MEDIA TO ATTRACT INTEREST FOLLOWERS IN 2022 - 2023

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Abstract: Technological developments change conventional media into social media to facilitate the communication process. Apart from that, social media is also a means of personal branding, such as the TikTok account @feilianaveve. Feiliana Veve is an influencer who focuses on the beauty vlogger sector. This research aims to examine the personal branding of the TikTok account @feilianaveve to attract followers. In conducting this research the author used qualitative research methods with data collection techniques documentation, observation and Interview with followers and owner of the TikTok account @feilianaveve. The results of this research found 8 forms of personal branding according to Montoya's view and it can be concluded that the personal branding displayed by @feilianaveve can attract followers to follow and be loyal to the TikTok account @feilianaveve.

Keywords: Beauty Vlogger, Feiliana Veve, Media Social TikTok, Personal Branding

INTRODUCTION

Social media is one of them platforms which can connect individuals or groups over long distances. Apart from that, social media can be a means of entertainment, a place to share information, and even a means of building personal branding. According to Johnson in Mulitawati & Retnasary, (2020:209) personal branding is a process of someone using himself as brand, promotes himself to others in a systematic way, and at the same time actively attracts public attention.

One social media platform that is very popular with people now is TikTok. TikTok is a video-based application that is much loved by Indonesian people, according to Kasnowo & Ramadhan Gibrihi in Ardiansyah & Sinduwiatmo (2023). TikTok users who are trying to build an image or personal branding in his account are the average influencer. According to Burns in Anjani & Irwansyah (2020) An influencer can be said to be an influential person for many people and a trendsetter for his followers.

One of the contents that attracts a lot of audience attention is beauty content like reviews and tutorials using makeup or commonly known as beauty vlogger. One influencer who is active and well-known in the field of beauty *vlogger* is Veve with her TikTok account @feilianaveve. Feiliana Wahyu Padma Wijaya or better known as Veve, a girl born in Madiun, March 12 2003, first built her personal branding as a beauty *vlogger* on TikTok in 2021, to date he has 967.2 thousand followers on his TikTok account.



Figure 1. TikTok account @feilianaveve
Source: Researcher Documentation

Veve is starting to become known to people through its content review cushion. In her TikTok she shares various things about beauty. Currently, Veve has become an inspiration for many people, this is because its content is educational, entertaining and honest in its content review all beauty products. Apart from that, her distinctive speaking style and the enthusiastic way he reviews products make him easy to recognize. Not only that, Veve also inspires many people through its content. The aim of this research is to find out how Veve creates personal branding on her TikTok account @feilianaveve to attract the interest of her followers.

METHODS

This research is a qualitative research method, using a descriptive approach which aims to describe the formation of personal branding in the @feilianaveve account. The subject in this research is the TikTok account @feilianaveve. Meanwhile, the object of research is the personal branding displayed by Feiliana Veve on the TikTok account @feilianaveve. The author limited the research data to 2022-2023.

In collecting data the author used documentation, observation and interview techniques. According to Arikunto in Russianto (2017:4) the documentation method is the process of collecting data in the form of notes, in this research in the form of screen pictures of uploaded TikTok videos @feilianaveve. Apart from that, the observation technique according to Sugiyono in Russianto (2017:4) is the process of collecting data from sources by observing people or places where research is carried out, in the case of this research, Veve's attitudes and behavior on the TikTok account @feilianaveve. Furthermore, in collecting data the author used interview techniques, namely the process of obtaining data by means of questions and answers. According to Sahir (2022:46) the interview instrument is a series of data in the form of questions and answers between researchers and sources in the form of information about the research problem being

studied. In this case the author conducted an interview with Feiliana Veve as owner of the TikTok account @feilianaveve and several of her followers.

After the data was collected, the author carried out data analysis. The technique used is data analysis according to Miles and Huberman (1992) in Rijali (2019:83). Data analysis consists of data reduction, data presentation and drawing conclusions. After the data has been analyzed, the credibility of the data is then tested using data triangulation which aims to check the correctness of the data by comparing data that has been obtained from other sources according to Sa'adah *et al* (2022).

RESULTS AND DISCUSSION

After analyzing the data, the author found 8 personal branding concepts according to Montoya, namely:

1) Specialization (*Law of Specialization*)

In specialization it is divided into ability, behavior, lifestyle, mission, product and profession. In her TikTok content, Veve has ability, in the form of content that always contains detailed knowledge about the beauty products that she uses to review. Behavior, which is shown by the way he speaks loudly and is always cheerful. Veve has a distinctive sound. Everyone who hears the sound will immediately know that it is Veve content. Lifestyle, what Veve is trying to show is that he wants to be seen as a friend or best friend by her followers. Veve wants to always appear pleasant and close to her followers. Mission, in creating content, Veve not only wants to provide information about the products he reviews, but Veve wants her followers to feel entertained by her content. Product, Veve wants every content he creates to be like a chat between friends, where Veve doesn't want review content flat like beauty vlogger other. Profession, don't just focus on beauty products like makeup, Veve also seems to be skilled in the field fashion This is proven

by several contents fashion on his TikTok account.

2) Leadership (*Law of Leadership*)

Leadership can be interpreted as someone being seen as an expert in a particular field. In her TikTok account Veve is seen as a beauty *vlogger* who is skilled. This is proven by her followers who follow Veve's advice. Not infrequently some viewers also asked Veve for advice. This proves Veve's leadership towards her followers in the field beauty *vlogger*.



3) Personality (*Law of Personality*)

A person must have a good personality to make her followers comfortable. In this case, Veve makes her followers comfortable with her fun and friendly personality. This is proven by the way he reviews products cheerfully, always greets his followers, and often replies to comments on his TikTok account. Veve also does this to build closeness with its followers.



4) Difference (*Law of Distinctiveness*)

Someone must have a differentiator so that they are easily remembered by their followers. Something different will look more interesting. Veve in her TikTok account tries to make a difference between herself and other *beauty vloggers*. Veve wants the content he creates to not only provide knowledge to her followers, but also entertain her followers with her exciting and fun nature. According to him, the content displayed was too flat. Therefore, he tries to differentiate himself by the way he reviews and communicates with followers. Apart from that, Veve always brands herself as a friend or companion to her followers, to form closeness between herself as a content creator and her *followers*.



5) Seen (*Law of Visibility*)

What is meant is that someone is trying to show their existence to society, especially their followers. In the example of TikTok content creators, to be visible they can regularly create content. In this case, Feiliana Veve regularly uploads beauty content on her TikTok account. In one day he can upload one to two pieces of content. Uploading content on TikTok attracts the interest of his followers to always watch all of his content. This can be seen from the high number of TikTok viewers. Each content has one hundred thousand to one million viewers. This proves that as a

content creator, Veve has the advantage that its content has a high presence.



review content. This shows Veve's determination in discussing beauty content.



6) Unity (*Law of Unity*)

The unity in question is the existence of harmony between what is uploaded and a content creator's daily life. This is in line with Veve, because its content and daily life have similarities. The speaking style that Veve displays on her TikTok account is the speaking style that she has in her daily life. He expressed this in an interview between the author and himself. According to him, *"because I want to show my followers my own side."* From the interview data, what Veve means is that what he displays in his content is a form of himself, without being changed.

7) Firmness (*Law of Persistence*)

Firmness must be had in building personal *branding*. One must remain firm on personal *branding* that has been formed, without ever wanting to change it. In this case, Veve is trying to consistently create content about beauty on its TikTok account. This can be seen from the content, the majority of which consists of review content on beauty products. Like the data below, which shows Veve's TikTok account posts in December 2023, where there is 9 content and 6 of them are beauty product

8) Good name (*Law of Goodwill*)

In maintaining a good name, one should not be careless in creating or uploading content, so as not to cause problems. In this case, Feiliana Veve is always selective in creating content. He always maintains his content so that it can be accepted by many people. The content he creates always uses polite language, and does not use offensive words. He did this to protect his good name and respect his followers.

CONCLUSIONS

From analysis and interviews with data sources, it can be concluded that the TikTok account @feilianaveve has eight forms of personal branding according to Montoya, namely specialization, leadership, personality, difference, visibility, unity, steadfastness and good name. These eight personal branding concepts show Feiliana Veve's seriousness in building her personal branding.

The author concludes that the branding he has makes her liked by her followers. This is proven from comments and interviews with his followers. By having a strong personal branding, followers will have high interest in watching and being loyal to the @feilianaveve account.

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THE NET AND POLITICAL SEGREGATION (THE POLARIZATION OF DISCOURSES OF ANTI *PANCASILA* IN TWITTER)

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Abstract: Ben Anderson stated media creates imagined communities through the use of images and vernaculars that perpetuate stereotypes to the audience. However, the use of social media makes this concept paradoxical. Nowadays, people tend to seek out social settings they prefer and cluster in communities of like-mindedness. Hence, the nation will grow more politically segregated. It results intolerance growing in political differences, which makes national consensus impossible. This research aims to show the segregation that emerges through the conversation in social media. Using Critical Discourse Analysis of *Twitter* discussion of Anti-*Pancasila* issues, I argue that ideological orientation turns into polarization which encourages people to reconsider the concept of imagined community. It emerges segregation triggered by the politics of othering through the practice of labeling and demonization.

Keywords: Political segregation, social media, discourse, demonization.

INTRODUCTION

Some studies mention that hoaxes and fake news distribution through social media is consequent on ideological segregation (Flexman, Goel & Rao, 2013; Colleoni, Rozza, & Arvidsson, 2014; Spohr, 2017). Bishop (in Spohr, 2017:151) reminded that people tend to make themselves part of the same-minded community. As a result, *nation will grow more politically segregated*. Controversial information discussed in social media, whether it is a truth (the state of being true), or justification (the action of showing something to be right), creates segregation.

Political events, such as general elections, clearly show the segregation. In Indonesia, since the 2014 Election, continued with the 2017 DKI regional election, and the 2019 Election became the practice of political segregation due to the strengthening of identity politics. This study aims to explain how political and ideological segregation took place in social media through 2019 presidential election setting as a consequence of debates based on ethnicity, religion and inter-group issues in social media.

In order to limit the topics in social media conversation, this study focuses on the issue of Anti-*Pancasila* discussed through tweets, retweets, and replies on *Twitter*. Various hashtags created, such as #2019TetapPancasila versus #2019TetapAntiPKI, or #PKIvsPancasila and #PancasilavsKhilafah indicated the debates among social media users about anti-*Pancasila* issues. This study attempts to explain further narrative wars built by the two hashtags. Using Critical Discourse Analysis (CDA) as a method, the result performs the contestation of discourses and politics of labeling behind the Anti-*Pancasila* issue. It answered my argumentation that the digital revolution has been driven public to grow more politically segregated.

METHODS

I used CDA to interpret the discourse of Anti-*Pancasila* produced in tweets, retweets and replies. This method positions the text as a social practice and to describe the practice of power relations. Fairclough (1992) explained three analyzes conducted in CDA: textual analysis, discursive practice analysis, and social practice analysis, described as follows:

- (1) *The Description Phase* focuses on identifying formal text properties. The investigation of meaning describes the dynamics discourse of Anti-Pancasila in Twitter accounts.
- (2) *The Interpretation Phase* investigates the relationship between text and interaction, or observing the text as a product of certain process, and the source of the interpretation. It is important to find the ideas behind the selection of certain texts to share.
- (3) *The Explanation Phase* observes the relationship between text and social contexts. It's important to analyze the social practice to see the sociocultural context underlying the text production.

RESULTS AND DISCUSSION

1. Counter Ideology: Islam vs Communist

Some contents found contradicting Islam and Communism while discussing the Anti-Pancasila issue, like the following tweet:



Figure 1. @MardaniAliSera's Tweet

In his tweet, @MardaniAliSera, the opponent of Jokowi, showed the contradiction between Communism and Islam. He wrote that communist only used *Pancasila* as camouflage to degrading Islam. To strengthen his assumptions, in the second paragraphs, he built the collective memories about G/30S/PKI's incidents in 1965. Aidit served as chairman of PKI. He explained on how Aidit had claimed to be *Pancasilais*, but finally betrayed it. Therefore, he labeled Aidit as Anti-Pancasila. He made this incident in line with case happened during Jokowi's government: he blamed Jokowi hate Muslims and considered as anti-Pancasila. This attitude was like communists.

The term "communist" in the last paragraphs referred to president Jokowi and his coalition. As opposition, Ali Sera, accused President Jokowi as anti-Islam and opposed

Muslim. There were some indicators encouraged the opposition to label the government as anti-Islamic: Jokowi had criminalized *ulama* and made policies to dissolve HTI as an anti-Pancasila mass organization. It made no difference to what Aidit did, so that he equated Jokowi's government to communism. In his tweet, he also emphasized that Muslims actually supported *Pancasila*.

The tweet referred to the history of clash between Islam and Communism. Anti-Pancasila meant Anti Islam, and it was communist. The same idea was found in the following tweet:

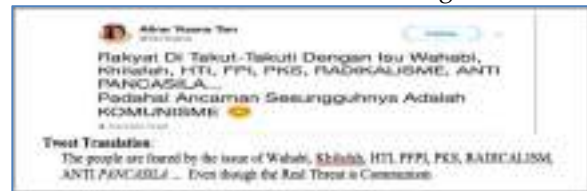


Figure 2. Tweet from @TanYoana

@TanYoana used words in capital letters (Radicalism, Anti-Pancasila, and Communism) to emphasize the issue. Islamic organizations and party (HTI, FPI and PKS); and words connoted as radical Islamic movements, like "Wahabi" and "Khilafah" are also mentioned.

"Radikalisme" used to define ideology that struggled to change the social and political systems violently and drastically (Chulsum & Novia in Sinaga *et.al.*, 2018:7). The tweet placed this term parallel with other terminologies (Wahabi, Khilafah, HTI, FPI, and PKS) as if they have ideological similarities: Islam and equal to Anti-Pancasila. Placing Islam and Anti-Pancasila (both terminologies are used to become contradictory) in a parallel sentence actually was a satire to the government. The word "Komunisme" in second sentence was contradicted to terminologies mentioned in the first sentence. It implied that Communism was the real threat, which referred to the government.

Both tweets positioned the government and communists at the same category that contrary to *Pancasila*. The other tweet with the same pattern performed as follows:



Figure 3. Anti-Pancasila's tweet from @UusRsd

If @YanYoana explained Islamic ideology represented by Islamic organizations opposed to communism, @UusRsd used PKI as a representation of communism. His tweet didn't contradict Communism with Islam, but positioned the government was similar to PKI. He mentioned book titled *Aku Bangga Jadi Anak PKI* whose author represented the government. Ribka Tjiptaning, the writer, was a member of PDIP, government coalition party.

The anti-Pancasila discourse associated with communism was constructed through tweets, retweets or reply from accounts supporting the opposition group. They put the government in line with communists implicitly by making analogy through Aidit, who accused Islam as anti-Pancasila; and representation, such as PDIP figures of PKI descent. This counter-attack on the government was a reaction to the comments of the pro-government coalition who stated *Khilafah* was Anti-Pancasila.

2. The Opposite Discourses of *Khilafah*

The government accusation of HTI and its *Khilafah* system as anti-Pancasila, had triggered discussion on *Twitter*. Some contents used the term *Khilafah*. This term was used by both pro-government and opposition accounts.



Figure 4. Tweet from account @TeddyGusnaldi

@TeddyGusnaldi mentioned "teroris khilafah", which equated people supporting *khilafah* as terrorist, anti-Islam and anti-Pancasila. However, they acted as if they were Islamic and

pro-Pancasila. The word "mendadak" indicated it. Attaching anti-Islamic label to *Khilafah*, which became the enforcement of *Syariah* laws was interesting. It was motivated by the opposition groups claim that accused the government as anti-Islam due to its policy of banning HTI.

The same point of view described at @_54TRIYA_. Replying @AkunTofa, which displayed the pictures of Islamic organizations campaigns, he wrote the following tweet:



Figure 5. Tweet from account @_54TRIYA

@_54TRIYA_ stated FPI, HTI and ISIS supporters (troops) as anti-Pancasila and *Khilafah*. It was also stated "suka jualan agama", which meant to use Islamic values as a tool to transform the Pancasila into *khilafah* system. FPI, HTI and ISIS are called racist and anarchists. All words were written with capital letters with 18 LOL (Laugh Out Loud) emoticon. It was an ethics violation in online interaction because capitalizing in online media means shouting or yelling.

@_54TRIYA_ judged *Khilafah* supporters had Islamic pretense, while @TeddyGusnaldi's stated that group supporting *khilafah* just a sudden Islamic group, which was also parallel to anti-Islamic. Both accounts labeled *Khilafah* supporters abusing religion.

Tweet and reply from @TeddyGusnaldi and @_54TRIYA_ as pro-government accounts contrasted Pancasila with *Khilafah*. Their expressions also emphasized that *Khilafah* was anti-Islam to counter of opposition group that accused the government was anti-Islam. For them, *Khilafah* meant anti-Islam.



Figure 6. Tweet from account @CH_chotimah

@CH_chotimah also confirmed the same thing. The tweet illustrated the same intention. It countered the accusations of opposition groups blaming the government as anti-Islam. She then called the opposition group as anti-Pancasila. They took advantage of Islam to claim outsiders who had different point of view as anti-Islam. The statement “Islam dijadikan tameng” was similar to the terms “menjual agama” and “mendadak Islam”. The tweet also mentioned the opposition group as PKI, interpreted as a counter of the claim that Jokowi was a descendant of PKI.

The accounts of opposition’s supporters also used the word “*Khilafah*” while discussing anti-Pancasila in order to show that *Khilafah* was issue produced by the government intentionally to marginalize Muslims. The following tweet from @NataliusPigai2 was the example:



Figure 7. Tweet from account @Natalius Pigai2

Natalius Pigai was a prominent human rights activist. Similar to HTI, he also became the supporter of opposition. Therefore, in his tweet, he didn’t reject *khilafah*. Instead of vilifying *khilafah*, he suspected CSIS, LB Moerdani, Hendropriyono, and anti-Islam group contrasted to Pancasila and *Khilafah* deliberately, as the strategy to attack their political opponents.

Twitter users responded the pro-government supporters claim that *Khilafah* was anti-Pancasila by constructing diverse discourses on *khilafah* adjusted to their interests and political positions. *Khilafah* was positioned as anti-Islam or even a political tool to attack Islam. For the opposition, there were no tweets, retweets or replies found in discussing anti-Pancasila, which explicitly defended *khilafah*. *Khilafah* was in the grey area for the opposition. They didn’t either defend or refuse because HTI was their coalition.

The term “*khilafah*” has neutral meaning. It has different meaning when it is put in the context of contestation. Its meaning has shifted when used or attached to certain group identities.

3.The Politics of Othering: Labeling and Demonizing

Both government and opposition supporters performed their endorsement for Pancasila as the state ideology. Each accounts supporting either government or opposition constructed their collective identity as pro-Pancasila. They put their position to distinguish opposing group’s position. It was the practice of othering, a core strategy to construct individual and collective identities (Tekin, 2010: 11).

Making labels attached to the opposing group is a good example of othering. The pro-government supporters attached labels: *radikal*, *intoleran*, *rasis*, *anarkis*, *ekstrim*, *penyebarkan hoax* (disseminating hoaxes), and *pemberontak* (rebels) to the supporters of opposition group. While the supporters of opposition group stigmatized the government supporters as *komunis*, *antek PKI* (PKI stooges), *penyebarkan tuduhan keji* (spreaders of vicious), *dungu* (stupid), and *panik*.

Each group labeled others to describe them as deviant, negative, dangerous, and considered as threat. The following tables describe labels used, both for self and other.

Table 1. Labeling Self/Us as Defending Pancasila

Categories of Label Group represented	Ideology	Attitude/ Behavior	Part of Organization
Pro-Government	-	Membubarkan ormas anti Pancasila	NU Banser Militer
Opposition	-	Muslim yang shaleh, Tegas, Toleran, Anti Korupsi	Bukan PKI

Table 2. Labeling Others as Anti Pancasila

Categories of Label Group represented	Ideology	Attitude /Behavior	Part of Organization
Pro-Government	Komunisme	Penyebarkan fitnah Panik Dungu Maling teriak maling Memecah belah	PKI
Opposition	Wahabi Khilafah Radikalisme	Penyebarkan hoax dan hate speech Pemberontak Tidak taat ulama Tidak menghargai TNI Pembela koruptor Intoleran Pembenci militer Pembenci KPK Pemfitnah NU	HTI PKS FPI Ormas anti-Pancasila ISIS

		Teroris Anti-NKRI Jualan agama Rasis Anarkis	
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The tables show that labeling others as deviant is performed by accounts from both groups. However, for the supporters of opposition group attached more negative labels.

Polarization was unavoidable since each account attempted to distinguish between “us” and “them”. Labeling produced as polarization had framed “them” or outsiders in negative lights. It is called demonization. It comes from the word “demon”, as a concrete manifestation of immorality and what is bad (Befu, 2011:17). In a society divided into social categories, demon is a metaphor representing certain groups of people.

Some conditions become the target of demonization. When someone considered immoral, then he/she will become a demon. But the existence of a standard relativism of morality causes each group demonize to each other. They claim the bad other as the demon. It turns out the mutual demonization (Befu, 2011:24).

The tweets, retweets, and replies from account of the pro-government supporters gave different labels for the opposition group, and vice versa. It illustrated the mutual demonization practice. Each group accused to each other, giving each other negative labels that demeaned the outsiders from their own group. Outsiders who didn’t share the same cultural moral and codes were their political enemies, as the targets of demonization. Demonization becomes the politics of representing others as demons. Thus, demonic actions, according to Befu (2011) are a symptom of a sick society.

CONCLUSIONS

Segregation occurred as a result of difference choice of presidential candidates among *Twitter* users. Pro-government users built narrative of *khilafah* system supporters as anti-*Pancasila*. Meanwhile, anti-*Pancasila* discourse was produced by the opposition through communism and anti-Islam issues.

The words “*khilafah*”, “communist”, and “anti-Islam” were defined, narrated by each group in such a way to show the identity of their group and outsiders. The government supporters could accuse the opposition of being anti-Islam, and it is anti-*Pancasila*. However, the opposition groups would state the pro-government groups were anti-Islam so that they were anti-*Pancasila*. These terms may have different meanings when placed in the context of contestation. The meaning depends on the groups that use the words.

This classification is the first step to create hatred which is increasingly maintained through labeling, and further strengthens differences. The differences between two groups are continued and get stronger because it is reminded by labels that are easily recorded in the user’s memory. The feeling of difference continues. Users become proud of one label, and hate to other labels.

Hatred causes certain group demeaning others. Prejudice and generalization are constantly maintained. At this point, demonization is similar to dehumanization as the core of politics of othering. Social media was originally created to unite humans who are separated. Due to the politics of othering, it makes people segregated.

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REPRESENTATION OF FEMALE SEXUALITY: BODY CELEBRATION IN GIRL GROUP (G)I-DLE'S "NXDE" VIDEO CLIP (JOHN FISKE SEMIOTIC ANALYSIS)

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Abstract:

Women in video clip media are often represented in various ways that reflect cultural views and values. Various stereotypes are embedded, where women are often presented as sexual objects or only as background sweeteners. Video clip "Nxde", (G)I-dle voice resistance to the objectification of women's sexuality and express their bodies. The video clip tells the story of the popularity and luxurious life of a star who is treated with objectification. However, on the other hand, the scenes and lyrics in the video clip want to fight the objectification of women's sexuality and try to show their bodies as a form of celebration and freedom. This research aims to find out how the celebration of the female body as part of sexuality is represented in the video clip "Nxde" using John Fiske's semiotic analysis, namely the levels of reality, representation and ideology. The data collection technique is documentation of images from scenes in the video clip. The research conclusions are: 1) The expression of women's bodies in breaking the taboo on sexuality, 2) Representation of resistance to the objectification of women's sexuality, 3) Based on the results of the analysis, it shows that the ideology in the video clip "Nxde" contains a patriarchal ideology. Patriarchal ideology works through the placement of characters, costumes and symbols that refer to male authority.

Keywords: *Sexuality, Body Celebration, Video Clips, John Fiske*

INTRODUCTION

Representation is defined as the use of image or sound signs to describe something that is seen and imagined. Representations in texts and objects giving meaning to what is depicted often form certain stereotypes. When discussing stereotypes, women are not far from the various stigmas attached to them, that women are weak and looked down upon by society. This can put pressure on women, women who are simply seen as sexual objects can lead to exploitation of women. Objectification is a method used by men to control women (Murdaningrum & Prasetyo, 2019).

These practices of objectifying women continue to this day, including the objectification of women in video clips. The women who appear in the video clip are only objects for media purposes whose aim is to make a profit. Attractive appearance and sexy physical visuals are one of the most important goals achieved by women. Video clips place a lot of emphasis on women's appearance and sexual attractiveness (Arnett, 2002).

One of Rihanna's video clips, entitled "Work", shows Rihanna wearing a tight costume and looking sexy. Rihanna's theme of sexuality represents women's freedom of expression by celebrating their bodies. Rihanna showed vulgar scenes aimed at voicing that women can freely express their bodily sexuality (Bayu & Wulan, 2017). Roberts (1997) and Andsager (1999) explain the power produced by female artists by controllingly flaunting sexuality according to their standards.

(G)I-dle try to fight against sexual objectification through the video clip. The video clip "Nxde" tells the story of the popularity and luxurious life of a star. In this video clip, wanting to fight the objectification that women face, tries to show everything to be free from the gaze that is fixated on the image of women. The true meaning of "Nxde" means giving women freedom and breaking the women sexual objectification.

METHODS

This research uses an interpretive paradigm. Interpretive is also social constructivism, the process of interpreting something that a person does in the environment and an aspect outside themselves, consisting of externalization, internalization and objectification (Denzin & Lincoln, 2018). The research object is the video clip "Nxde" by (G)I-dle, this video clip released via YouTube channel (G)I-dle on October 17, 2022. Video clip directed by Son Seung-hee. Data collection in the form of documentation and literature. This research uses John Fiske's semiotic analysis method which analyzes television codes at three levels: reality level, representation level and ideology level (Fiske & Hartley, 2010).

RESULT AND DISCUSSION

The representation in this video clip explains the context of women's sexuality being celebrated, shown in the following scenes:

1) Women's Body Expression: Breaking Sexual Taboos

Women's body expression is a form of self-expression of sexuality from the objectification of women's bodies. Expressing body as a means of empowering women and resistance against discriminating (Eisenstein, 1988). Video clip is one of the media that plays a role in voicing messages about celebrating body sexuality and talking about expressions of body celebration. Michel Foucault's (1978) theory of subjectivity power and knowledge. Sexuality is not only an aspect of individual identity, but a product of power and knowledge that govern the way

humans understand themselves as sexual individuals.



Figure 1. Stills from (G)I-dle's YouTube

Referring to John Fiske's semiotic model, in **level reality** in this scene you can see a cell phone showing a female character doing *live streaming*, walked over and slowly took off his clothes. The scene also displays written comments:

"Show me something sexy!!!"

"I guess she's a pervert"

Representation level this scene has the connotative meaning of the "naked" movement in the scene which has a representation of the female body in the context of a celebration of the body which does not always have a "sexual" meaning. This is an effort to express their sexuality freely and without caring about discrimination. "Naked" is a symbol of freedom from norms that limit body judgment and a way to fight body stigma.

Comment *"I guess she's a pervert"* represents that society views the sexuality of women's bodies as something that is negative. The use of the word "pervert" can reinforce sexual norms that limit women's freedom. These comments are countered by "nude" scenes, becoming a form of celebration of the body sexuality. The importance of respecting individual bodies including the right to be free from discrimination and the right to live without pressure (Szymanski et al., 2011).

This scene uses medium shot. This shot conveys a message of openness between women and their bodies. Camera movement zoom in slowly, wide

angle shot, meaning the perspective of the people who make derogatory comments. Fill light, this can fill in the shadows from brighter headlights (Thompson & Bowen, 2009). This lighting is used to make the characters in the scene the center of attention.

Ideological level scenes in the form of patriarchal ideology. Patriarchy depicted women taking off their clothes, this means the way women express their bodies. Comments are interpreted as a system that limits and space for women to express their bodies sexuality. Patriarchy creates gender inequality, when women want to express their body are often treated as "other" (Beauvoir, 1953). The "naked" scene is a symbol of revealing one's identity, and the act of voicing freedom over body sexuality without caring about other people's judgments.

2) Representation of Resistance to the Objectification of Women's Sexuality

Representation of resistance to the objectification of sexuality involves actions against the view of women as sexual objects. In the digital era, media has an important role in voicing resistance to the objectification women experienced. Sexual objectification influences women's subjective experiences of their bodies and identities. Media displays the objectification and subjectification of women. The power of media fight for issues of objectification and women's rights has become effective (Fredrickson & Roberts, 1997).



Figure 2. Stills from (G)I-dle's YouTube

Reality level this scene shows a group of people wearing black clothes. A group of people gathered in the room, staring at a black and

white painting of a woman that read "Nxde". Then the painting was torn to pieces. The song lyrics for this scene are:

"Now I draw a luxury nude"

"You've got a dirty mind"

Representation level the connotative meaning is shown by a group of people in the scene looking at a painting, representing people who judge women based on the sexuality of their bodies. The scene where the painting "Nxde" is torn apart represents a rejection of people's views that are limited to women's sexuality. *"Now I draw a luxury nude"*, this has the connotative meaning of trying to change the order of sexual objectification and views on "nudity". This means that women's sexuality goes far beyond people's narrow views.

"You've got a dirty mind" represents the judgment of someone to have morally inappropriate, while the term "dirty mind" refers to thoughts that are considered obscene. Representations of female nudity are often caught up in power and social norms that influence how view women's bodies. People need to understand female nudity in a social, cultural and artistic context in forming views of the female body (Sontag, 1967).

This scene uses *medium shot*, the delivery of messages regarding paintings that are relevant to the storyline can be seen. *Side lighting*, producing half-light, half-dark objects (Thompson & Bowen, 2009). Lighting adds a dramatic feel to a scene or painting when the camera shines on it.

Ideological level This scene depicts patriarchal ideology, a group of figures viewing nudity from a perspective that emphasizes men's control over women's bodies. Patriarchy influences how women's bodies are perceived and regulated in society. Patriarchal force women to internalize certain regulated standards of body and physical norms (Bartky, 1990). The torn painting is part of postmodern feminism, symbol of resistance to the objekctification on female sexuality. Postmodern feminism rejects bind women's bodies, the importance of understanding that women have control over their own bodies and identities. (Butler, 1993).

CONCLUSIONS

Video clips and song lyrics "Nxde" (G)I-dle's property depicts the female body which is expressed as a resistance to the women objectification and used to attract the attention of the audience. The two elements of representation that show women use their bodily sexuality as a form of expression of resistance to objectification and breaking the taboo on sexuality.

Although female characters look sexy through reality codes. However, if seen through the representational code Each scene depicts how women become characters who have the power of their body's sexual attractiveness. Women expressing their bodies emerge as a response to culture through ideological codes patriarchal. The patriarchy show in the video clip restrains women aim to fulfill the image imposed by the male gaze. The video clip "Nxde" try to fight for a greater space for women to celebrate and express their bodies according to their own desires.

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STRATEGY MEDIA RELATIONS PT. PERTAMINA GAS IN MAINTAINING GOOD RELATIONS WITH THE MEDIA IN 2022

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Abstract: This research is research that analyses strategy media relations PT. Pertamina Gas in maintaining good relations with the media in 2022. The research method used in this research is descriptive qualitative, using data collection methods, namely interviews and document collection. The object of this research is PT. Pertamina Gas (Pertagas). The research informants were three members of the Pertagas public relations team and two journalists who collaborated with the company.

The aim of this research is to understand how strategy media relations Pertagas is implemented as well as to identify obstacles faced by Pertagas in maintaining positive relationships with the media which is implemented by the Division Communication, Relations & CSR (Comrel) and External Relations (Exrel).

The results of this research show that Comrel and Exrel Pertagas are implementing the strategy media relations namely managing relationships by serving the media by providing company information, building a trusted reputation by giving sponsorship, providing information script via press release, collaborate by presenting spokesperson, providing facilities during coverage and building personal relationships through press luncheon and develop networks. The challenges in media relations are related to managing relations with media that are not registered with the Press Council. Apart from that, the obstacles experienced by Pertagas are related to the need to maintain its reputation as a neutral corporate among government, investors and society.

Keywords: Media Relations Strategy, BUMN Public Relations, Pertagas

INTRODUCTION

Media relations is one of the tasks of public relations with the aim of forming a positive company image. One of the roles and responsibilities of public relations In carrying out its function, it is to convey information about the activities of an organization or company to the public through various types of media. The Public relations tasked with producing important activities for the sustainability of the organization through disseminating information or messages so as to create an image that can impress the public (Rizqiyah et al., 2021).

Media is not only a channel for disseminating information, but also has the power to shape public perception, influence decisions, and build the image of an entity. Media is not only a channel for disseminating information, but also has the power to shape public perception, influence decisions, and build the image of an entity. Media relations included in the realm public relations external tasked with managing and strengthening positive relationships with mass media. The focus is on making media a communication tool that allows organizations to interact with society in order to achieve predetermined goals (Iriantara, 2008).

PT. Pertamina Gas (Pertagas) as one of the state-owned gas sub-holding companies, namely Pertamina (Persero), also implements a media relations strategy. Pertagas media relations strategy is carried out by the Communication, Relations & CSR Division (Comrel) as the person responsible for national scale stakeholders and External Relations (Exrel) as the person responsible for regional scale stakeholders.

Pertagas media relations network targets local media because the transmission pipes are located in several regions throughout

Indonesia, including the islands of Sumatra, Java and Kalimantan. In establishing relationships with local media, Pertamina collaborates with professional journalist organizations such as the Persatuan Wartawan Indonesia (PWI) and the Asosiasi Jurnalis Indonesia (AJI). This collaboration is carried out as a filtering step towards media that are competent in their fields.

Meanwhile, to reach national media, starting in 2022 Pertamina will collaborate with an association consisting of editors and senior journalists from national media with a focus on the energy and mineral resources (ESDM) sector called Energy and Mining Editor Society or what is commonly known as E2S.

In 2022, Pertamina will take a big step by collaborating with E2S as a national media association with the aim of allowing Pertamina to develop a network with media that have not yet collaborated. Then in 2022, Pertamina will start carrying out activities again offline after the Covid-19 pandemic ends. The aim of this research is to understand whether there are obstacles in implementing the strategy media relations That was carried out public relations Pertamina.

METHOD

This research uses a qualitative descriptive approach which aims to thoroughly explain the phenomenon through in-depth data collection (Kriyantono, 2015). The method used is a case study by focusing intensively on a particular object and studying it as a case (Yin, 2014).

Data collection was carried out through in-depth interview techniques where the interviewer asked questions and the interviewee responded to the questions (Murdiyanto, 2020). In addition, data was collected through document studies with the process of collecting data such as documents, papers, office reports and personal letters such as diaries, letters and emails (Creswell, 2015). According to Miles & Huberman, data validity analysis using triangulation techniques can be carried out through several stages, namely data collection, data reduction, data presentation, and drawing conclusions (Murdiyanto, 2020).

RESULTS AND DISCUSSION

The media relations strategy is carried out through relationship management, strategy development and network development. Companies need to manage relations with the media in an effort to establish good relationships with the media, so that organizations can communicate with the public and also listen to public opinions. Some of the relationship management strategies implemented by Pertamina are:

a. By Serving The Media. In the context of serving the media, public relations officer has a very important role in ensuring that the media receives accurate information and necessary confirmation from the company. Pertamina provides information through creation talking points and press release in accordance with the momentum of operational and non-operational activities. After that, the Comrel and Exrel sections will share with the media through collaborating journalist organizations such as PWI and AJI according to Pertamina operational areas spread across several regions in Indonesia using the WhatsApp application as a step in utilizing digital technology. In the composition of PR in the digital era 4.0, the aspect most involved is the many digital platforms and social media in reaching cyber communications related to content management online as a PR strategy in strengthening the company's image and reputation (Rizqiyah et al., 2021).

b. By Establishing A Reputation For Reliability. When a company wants to manage relations with the media, the first step that must be taken is that the company must ensure its integrity and trustworthy reputation. Pertamina always holds an agenda aimed at establishing good relations while improving the company's reputation in the hope that the media will see the good side of the company. Activities carried out by Pertamina include the Pertamina Journalism Event (AJP), Corporate Social Responsibility (CSR) and sponsorship. AJP is implemented as a form of appreciation for journalists' performance in reporting. CSR is implemented to demonstrate the company's social activities as a step to minimize misunderstandings with local stakeholders, namely the local government and the

community. This shows the company's commitment to building a solid foundation based on integrity and honesty in its relations with the public and stakeholders (Sambo, 2019).

c. By Supplying Good Copy. In supplying information texts, Pertamina has provided information texts based on media needs, in the form of: straight news and feature which is packaged attractively and has news value high and equipped with photo documentation of the activity. The news manuscripts created by Pertamina are written in easy-to-understand language using the inverted pyramid and 5W+1H format. Amount Press release Those sent by the Comrel and Exrel Pertamina Section to the media amounted to 97 with the number of stories published by the mass media amounting to 1,872 reports. In an interactive digital context, Pertamina Public Relations position press release them as earned media in accordance with the PESO model theory. From press release This allows Pertamina to gain exposure through platforms or media owned by other parties (Luttrell, 2018).

d. By Cooperations In Providing Material. In this collaboration, Pertamina presents spokesperson as information material when the media is covering it or when the media needs information from companies and/or the public who are directly involved when Pertamina holds an activity. Spokesperson provided are leaders as representatives of the company. Spokesperson This is present to provide clarification, information, or views related to news or issues that are being covered by the media. Needs spokesperson adjusted to the level of news and implementation of activities. With direct access to spokesperson, the media can obtain more complete and in-depth information, and ensure that the news produced includes various relevant points of view related to the activities or issues being discussed. This is an effective strategy in expanding the scope of information provided to the media and enriching the news content presented to the public (Sambo, 2019).

e. By Providing Verification Facilities. In supporting coverage and media gathering activities, Pertamina has prepared facilities in the form of accommodation and transportation in

the form of pocket money as well as providing goodie bags containing merchandise as keepsakes that will be useful for the media. Providing facilities is one of the approaches taken to support the performance of journalists and at the same time can help companies get positive news from journalists. Through a careful approach in providing facilities, Comrel and Exrel Pertamina strive to ensure that cooperation with the media can be established well without creating a negative impression or being detrimental to the company's credibility (Sambo, 2019).

f. By Building Personal Relationship With The Media. In building closeness with the media, public relations practitioners must start with light and easy communication simple. The principles of politeness and propriety must be maintained in every interaction, ensuring that the relationship between company public relations and the media remains professional and does not deviate from the ethical principles that apply in work relationships. Program Media relations Another informal event held by Pertamina is a press banquet. Press dinners are often moments that are considered positive by journalists because there is an opportunity to exchange information informally, build closer relationships, and establish more personal relationships. In 2022, Pertamina will hold 6 press luncheon agendas focusing on the Balikpapan area in accordance with the operational activities of the Pertamina project, namely the construction of the Senipah-Balikpapan gas pipeline.

It is important for companies that want to build personal relationships with the media to start with sincere and good intentions. Companies need to consider the media as relatives worthy of respect, where both parties respect and appreciate the existence and role played by each profession (Sambo, 2019).

The implementation of media relations must also go through the development of strategies to achieve public awareness and to encourage positive public attitudes and actions towards the company. In this case, Comrel and Exrel Pertamina developed a strategy through annual meetings with the Energy & Mining Editor Society (E2S) as media advisors. This concept discusses how issues selected and reported by

the media also become the focus of attention in public relations efforts, describing how the agenda is developed and integrated into organizational communication efforts (Kriyantono, 2014).

Apart from that, Pertamina is also developing strategies towards interactive digital media such as website ownership and social media accounts. In the PESO model theory, ownership of websites and social media by Pertamina is included in the classification owned media. Meanwhile, content uploaded on Pertamina social media is included in the category shared media. Shared media is content uploaded via a platform owned by a company and can be shared by other users (Luttrell, 2018).

In developing networks as a media relations strategy, Pertamina approaches media partners in a family manner. Pertamina clusters the media according to the media registered with the Press Council. Tier 1 is national media, tier 2 is regional media and tier 3 is media that is not officially registered with the Press Council.

Apart from carrying out clustering, Comrel and Exrel Pertamina are collaborating with journalists' professional associations in the Pertamina pipeline operation area, such as PWI and AJI. This collaboration is carried out as a form of filtering and identifying which media are actively involved in carrying out coverage or reporting related to current activities and issues involving Pertamina. The company's goal of building positive relationships with the media and providing education to the public can be achieved through consistent and sustainable efforts in expanding communication networks (Sambo, 2019).

The main challenge facing organizations today is how to ensure the message they want to convey matches the image they want to build. In this case, Pertamina has obstacles in reaching all levels of media, especially tier 3 which is media that is not registered with the Press Council. Then, as a state-owned gas subholding company, Pertamina has difficulty maintaining neutrality among the government, investors and the public.

CONCLUSIONS

Comrel and Exrel Pertamina carry out several media relations strategies, namely: managing relations: serving the media in providing company information, building a trusted reputation through AJP, CSR and Sponsorship, providing information texts for 97 press releases throughout 2022, collaborating in providing materials through spokespersons, providing facilities and building personal relationships with the media through press luncheons. In the implementation of media relations In 2022, Comrel and Exrel Pertamina sections will utilize interactive digital media technology as proven by distribution press release through the media online with WhatsApp and website ownership and Instagram as strategy development media relations.

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PROGRAM MANAGEMENT OFF AIR "DENDANG KELILING" AT PUBLIC BROADCASTER TVRI SOUTH SUMATRA STATION TO INCREASE AUDIENCE INTEREST

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Abstract: This study looks at how the management of TVRI South Sumatra has succeeded in attracting the interest of the public to watch the Off Air Dendang Keliling program at LPP TVRI South Sumatra Station. TVRI is a Public Broadcasting Institution (LPP) that is independent, neutral, non-commercial and functions to provide services for the benefit of the community today. This study aims to determine the management of TVRI South Sumatra which has succeeded in attracting the interest of the public who watch the Dendang Keliling off air program at LPP TVRI South Sumatra Station. This research uses case study method and qualitative research type. The type of data used is primary data in the form of observations and interviews, then using secondary data in the form of literature reviews. The results of this study show that (1) the planning process in the Dendang Keliling program starts from setting concepts, scheduling resource persons and production budgets. (2) In the process of organizing the production of Dendang Keliling requires approximately 30 crew and the assignment of full responsibility owned by the producer. (3) In the process of implementing the Dendang Keliling program in outdoor production, the crew will go directly to the areas and involve the community to participate as performers. (4) The person in charge will also evaluate the team carried out by the monitoring team formed by various fields according to their duties to select

the entire program flow so that at the time of airing there are no errors.

Keywords: Management, Program, Television

INTRODUCTION

Television is a communication tool that in its development has become a primary need for humans. (Adhrianti, 2008). TVRI is a Public Broadcasting Institution that is independent, neutral, non-commercial and functions to provide services for the benefit of the community. Of course, LPP TVRI South Sumatra always presents interesting spectacles and information and is needed by the community in general.

According to an interview from the producer of Dendang Keliling: a featured program from TVRI South Sumatra, the program themed "Dendang Keliling" is a dangdut entertainment program that enters different residential areas outside the city of Palembang. Dendang Keliling which involves the audience to participate in an event program that attracts the attention of the public to convey messages or enthusiasm to the brothers who appear on the screen. This Dendang Keliling event program is an off air program. For off air and on air event programs, the difference is that in its implementation, off air programs are carried out with a certain amount of preparation to take advantage of the time that has been used before. While on air work once and there is only one chance to improve (Efendi et al., 2022).

According to an interview from the producer of Dendang Keliling: the management side of the Dendang Keliling program related to the production process starts from meeting community requests, then the team conducts field hunting, after being considered suitable for production then the producer submits a request to the leadership of TVRI South Sumatra, if approved the request letter is forwarded to the unit manager, then the unit manager makes a request letter for equipment and crew to the Engineering department, then the unit manager forwards to the general department to ask drivers and broadcast facility officers, if all has been done and continue on the day that has been determined by the Dendang Keliling program crew to carry out production. for difficulty level, if road access is inadequate for OB, VAN and other vehicles, open field does not exist and location is difficult to reach.

The "Dendang Keliling" program started in 2019, for the number of episodes one year there are 48 event packages, more or less until now there are 180 Dendang Keliling program packages. Aired every Wednesday and Saturday at 17.00 WIB, through a production process that requires a lot of equipment, funds, and personnel from the creative profession. With a duration of 55 minutes, the segmentation is divided into three segments, each segment is approximately 15 minutes. In the second segment, there are games such as excited dance and there are prizes from these games.

One of the factors that many people like, this is because the event takes dangdut music which incidentally the people of South Sumatra like. The author's interest in the Dendang Keliling program is because this program has uniqueness and innovation compared to other programs, for the Dendang Keliling program in production outside the studio, namely to residential areas within the South Sumatra area.

The Dendang Keliling program has increased airtime and ratings on LPP TVRI South Sumatra it has been proven that this program aims to bring TVRI closer as public TV to the public, especially the people of South

Sumatra province and according to current expectations the Dendang Keliling program is a local program of LPP TVRI South Sumatra which has the most audience ratings.

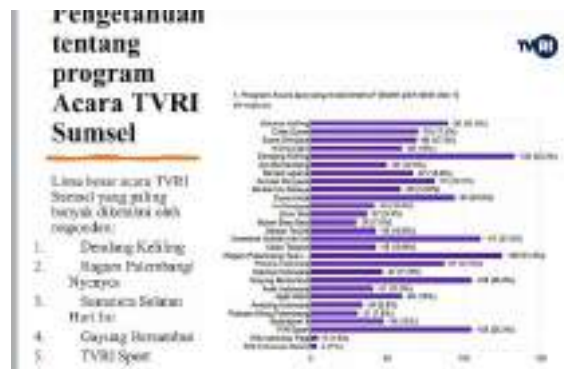


Figure 1. Data obtained from LPP TVRI South Sumatra 2023

The Dendang Keliling event program deserves research, because the program management applies elements of POAC (Planning, Organizing, Actuating, Controlling), the application of POAC in the production process has become a profitable force and encourages the Dendang Keliling event program in carrying out its activities

Likewise, TVRI South Sumatra using effective Dendang Keliling off air program production management will help ensure that the program is a success. The researcher also felt interested to research with the title "Program Management Off Air Dendang Keliling at Public Broadcasting Institution TVRI South Sumatra Station to Increase Audience Interest. So that we know how TVRI's management is done so that they succeed in attracting the attention of people who watch Dendang Keliling.

METHODS

This research uses a qualitative type of research. Research involves collecting data through interviews and observation and analyzing data qualitatively to identify patterns, themes, and concepts that emerge.

Operationally, based on the type of research, this study uses the case study method to explore in depth how the management of the Dendang Keliling off air program at LPP TVRI South Sumatra. This case study method was chosen because it allows researchers to understand deeply about a phenomenon in the real context of Dendang Keliling off air program production management.

The data collection techniques used were interviews and documentation.(M.Pd. Prof.Dr.A.Muri Yusuf, 2014). This interview conducted a Q&A with producer Mr. M Husin Ali and floor director Mr. Gagah Bagaas. Furthermore, documentation, is the collection of data in the form of books, photographs, the internet and writing that has something to do with the problems of researchers. Data obtained from documentation in the form of photos and records related to the production management activities of the Dendang Keliling program at LPP TVRI South Sumatra.

Furthermore, qualitative data analysis in general has 3 steps of work, namely data reproduction, data presentation, and conclusions. At the data reduction stage, the selection process will be carried out, focusing on simplifying, abstracting and coarse data information that arises from written records in the field.

Furthermore, the presentation of data is an activity when a set of information is compiled, thus giving the possibility of drawing conclusions and taking action. The form of presenting qualitative data can be narrative text in the form of field notes, matrices, graphs, networks, and began.

Finally, the conclusions submitted are provisional and may change as supporting evidence is found at a later stage of the investigation.

RESULTS AND DISCUSSION

The results of observations and interviews that have been conducted by the author have several aspects that must be seen and implemented, here are four basic

broadcasting management that have been implemented at TVRI South Sumatra:

a. Planning

In the findings of data that have been conducted research during the production process of the Dendang Keliling program, the crew involved during the production of Dendang Keliling was approximately 30 crew. The entire crew meeting is usually held every 2 weeks if there is a request from the community for this Dendang Keliling event program, discussions about song titles and which song order comes first. After that, coordinate with the music players to prepare and learn the music to be sung, then coordinate with the engineering team for what equipment is needed at this Mobile Dendang.

From the description above that the planning carried out in production is quite good and there are some things that may be the same as the production process of programs on television usually and there are also some things that are different due to several factors that have become producers and characters of a company. Communication between crews is also very good. All tasks given by producers are also said to be in accordance with their respective abilities so that initial to final planning can be carried out properly.

b. Organizing

The organizing function at TVRI South Sumatra, of course, the Dendang Keliling program may be slightly different from broadcasting from other televisions. But basically organizing serves as teamwork that will result in a program production that continues to run smoothly and even this Dendang Keliling program is the most superior in TVRI South Sumatra.

c. Actuating

The implementation of the Dendang Keliling program at TVRI South Sumatra went well and there were no obstacles that were too big in

the production process. The direction carried out by the person in charge is entirely good and almost in accordance with what was written by George Terry, where the factors of direction such as communication, the role of the leader, to several activities that add expertise from the crew, this is what makes there is no gap between the person in charge and his subordinates.

d. Controlling

Supervision is carried out as a step to find out how the development of the Dendang Keliling program from the start of progress or regression in the rating of the Dendang Keliling program. The person in charge will conduct a team evaluation carried out by a monitoring team formed by various fields. Program evaluation is carried out after post-production, which before the program is aired will be controlled by the monitoring team who will select the entire program flow so that at the time of airing there are no errors.

CONCLUSIONS

Conclusion of this study:

1). The planning process is carried out in the Dendang Keliling program from setting the concept to preparing all productions from scheduling resource persons, production budgets to screenings. 2) In the process of organizing the production of Dendang Keliling requires a crew of approximately 30 crew and the assignment of full responsibility owned by the producer, where he plays a role in choosing who will be given tasks according to their respective abilities. 3) In the process of implementing the Dendang Keliling program in the implementation of its production is outdoor. 4) Judging from the process of supervision and evaluation, in addition to supervising all aspects, the person in charge will also conduct a team evaluation carried out by a monitoring team formed by various fields. Program evaluation is

carried out after post-production, which before the program airs the program will be controlled by a monitoring team who will select the entire program flow until the time it airs there are no errors.

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MARKETING COMMUNICATION STRATEGY IMPLEMENTATION OF THE BANTUL REGENCY TOURISM DEPARTMENT'S INSTAGRAM @JELAJAHBANTUL.ID TO INCREASE FOLLOWERS IN 2023

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Abstract: The Bantul Regency Tourism Department has strategically positioned Instagram as a key platform in its marketing strategy. Utilizing Instagram, the department executes effective marketing communications, ensuring swift and extensive engagement with consumers. This study aims to assess the implementation of the Bantul Regency Tourism Department's marketing communication strategy through Instagram, with a focus on increasing followers in 2023 on the @jelajahbantul.id Instagram account as a replacement from @dinparbantul account which was hacked on August 3rd 2023. The research adopts a qualitative approach, employing a case study method. Data for the study were gathered through structured interviews and document analysis. The interviewees included three employees from the tourism department and two followers of the @jelajahbantul.id account. Additionally, document analysis involved examining posts, comments, and direct messages on the Instagram account @jelajahbantul.id, collected through screen captures. The selection of samples followed purposive criteria defined by the researcher. The findings reveal that out of the six strategies implemented by the Bantul Regency Tourism Department on their Instagram account, there have proven most effective in increasing followers: increasing engagement and collaborations. Increasing engagement Excellent service emerged as the most impactful strategy for increasing follower numbers increasing engagement, this strategy was adopted as a distinctive approach to set the department apart from others and excel in public service, while collaboration became the most intensively

applied strategy by the Bantul Regency Tourism Department These two strategies emerged as exceptional, becoming the primary focus for implementation during the post-hack period in the department.

Keywords: Marketing, Communication, Strategy, Instagram, Followers, Bantul Regency Tourism Department

INTRODUCTION

The tourism sector has become the mainstay of every country in its efforts to increase the country's foreign exchange, even in developed countries. Besides contributing to state income, tourism development can also maintain and improve the sustainability of communities' natural, social and cultural environments in various countries. In fact, according to Teles da Mota & Pickering (2020), tourist areas have multiple benefits for individuals and communities, such as recreation, physical and mental well-being, and even in increasing environmental awareness. The unique characteristic of tourism is that it is a renewable resource. For this reason, the tourism sector has become a favourite foreign exchange earner for various countries.

In Indonesia, the development of the tourism sector, especially in Article 2 paragraph (1) of Government Regulation Number 50 of 2011 concerning the National Tourism Development Master Plan for 2010-2025, states that national tourism development includes tourism destinations, tourism marketing, tourism industry and tourism institutions. In article (6), it is noted that the objectives of tourism

development are: a) Increasing the quality and quantity of tourism destinations; b) Communicating Indonesian tourism destinations using marketing media effectively, efficiently and responsibly; c) Creating a tourism industry to drive the national economy, and; d) Develop tourism institutions and governance that can synergize tourism destination development, tourism marketing and the tourism industry in a professional, effective and efficient manner. The success of increasing the number of visitors cannot be separated from the policy of the regent as regional head of the Bantul Regency, which was then implemented by the leadership and all levels of employees of the Bantul Regency Tourism Department. These efforts include using it to introduce marketing communication activities via social media to the broader community. According to Gunelius in Priansa (2017:362), social media marketing aims to build relationships, brands, publicity, promotions and market research.

Basically, the marketing strategies used by the Bantul Regency Tourism Department are divided into digital and conventional. This conventional promotion is through exhibitions and events held by the Bantul Regency Government and the Government above, such as the Bantul Creative Expo, an annual event to commemorate Bantul's anniversary organized by the Regency Government to support the broader community regarding existing MSMEs in Bantul Regency and also introduce the services within the Bantul Regency Government including the Tourism Department. This has become an obligation as regulated in Bantul Regent Regulation No. 170 of 2021 clause 4 that the department has the task of assisting the Regent in carrying out government affairs in the tourism sector. And according to clause 5 Bantul Regent Regulation no. 170 of 2021, the Tourism Department has the function of coordinating planning for implementing government affairs in the tourism sector. Carrying out increases in tourism attractiveness and organizing tourism marketing. The digital promotion carried out by

the Bantul Regency Tourism Department is by utilizing social media, and one of them is by Instagram.

Several previous researches examining the use of Instagram social media related to tourism have been conducted by several researchers. Dwi Fitriani conducted the first research from the Yogyakarta University Communication Science study program entitled Using Instagram as a Media for Promotion of Tourism Potential of the Sleman Regency Tourism Department. This type of research is descriptive qualitative with the conclusion that the use of Instagram has been able to realize the goal of introducing tourism potential and increasing the number of tourist visits. Besides that, it can be concluded that Instagram is a tool for advertising tourism activities, promoting sales of tourism activities with special hotel stay packages, publishing information on tourism activities and interacting with potential tourists.

The second research was conducted by Rizki Andini Herat, Max R. Rembang and John Kalangi in the e-journal "Acta Diurna" Volume IV number 4 of 2015 with the title The Role of the Promotion and Marketing Sector of the Morotai Island Regency Tourism Department in Promoting the Tourism Potential of Morotai Island Regency. This research uses a qualitative descriptive method with promotional mix theory. The conclusion is that to promote and market the tourism potential of Morotai Island, the Promotion and Marketing sector should implement a promotional mix strategy and increase the quantity and quality of its human resources.

Meanwhile, the third research was carried out by Dinda Puspa Prastiyanti and Yulianto from the Hospitality study program at Bina Sarana Informatika University, Yogyakarta, in 2019, entitled Promotional Media at the Yogyakarta Special Region Tourism Department in Increasing Tourist Visits. This research uses a qualitative descriptive analysis approach with

the conclusion that overcoming promotional obstacles includes collaborating with travel agents, maximizing promotion on social media, collaborating with related agencies, communicating with district/city governments to send different participants to train, coordinate and establish a harmonious relationship with the district/city Tourism Department to determine tourism development priorities and provide education to the public about tourism. This research aims to determine the implementation of the marketing communication strategy of the Bantul Regency Tourism Department via Instagram to increase followers in 2023.

METHODS

The type of research used in the thesis is research with a qualitative approach, through this qualitative approach, the researcher tries to explain the research results in a comprehensive and in-depth manner regarding the implementation of the marketing communication strategy of the Bantul Regency Tourism Department via Instagram to increase followers in 2023.

RESULTS AND DISCUSSION

Marketing communication is one of the tools used by many organizations or companies to promote their product in order to increase and reach their goals. In this case, Bantul Regency Tourism Department employed Instagram as one of the marketing communications to promote the tourism destinations in Bantul to the public. In an effort to do that, increasing follower's numbers became their main interest. Thus, the Bantul Regency Tourism Department has carried out various promotional efforts to increase followers on their Instagram, both on old and new accounts. Focusing on increasing the number of followers, the department decided to implement the same strategies used in the previous account in the new account @jelajahbantul.id.

The first step was holding giveaway, followed by increasing engagement, doing collaboration posts, and holding events. The table below is an interview result's example while using giveaway step.

Table 3. 1 Interview Result

Question	As mentioned yesterday, one of the strategies implemented by the Bantul Regency Tourism Department is to increase soft selling to achieve increasing engagement. Why did you choose this strategy?
Social Media Analyst	"The first thing I learned from formal education, coincidentally, my basic education was that tourism and it was taught there, which is called service psychology, which is softly winning people's hearts with things related to our tourism in a good way, which we liken to them as being kings and we are trying to get his heart."

Table 3. 2 Interview Result

Question	Is this strategy considered effective and a plus point differentiating it from another department?
Social media Analyst	Yes, very effective and has very positive points. In fact, it is not only in the tourism sector that excellent service must be implemented, but sometimes its implementation depends on human resources. For example, in other OPDs, the public services section gives the impression that the employees are not friendly;

	in tourism, it is not allowed to be like that. When visitors come, they are immediately provided with service; for example, the door is opened before the visitor asks, and we have to ask first what we can help with, and things as such.
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Increasing engagement becomes the higher-rank strategy to increase followers in 2023. An increasing engagement is proven to build up the followers' loyalty to the account. In this case, the increasing engagement shown by the Instagram admin of @jelajahbantul.id can truly engage interaction and increase loyalty between the department and its followers. This strategy became a superior value and plus point for the Bantul Regency Tourism Department compared to other departments in the Bantul Government's Instagram account.

Furthermore, public services also became a superior value and plus point for the Bantul Regency Tourism Department compared to other departments in the Bantul Government's Instagram account. The implementation of the increasing engagement excellent service urges the admin to be more active to respond to the question, criticism, and suggestions from followers. This response includes via DM feature and in the comment' column.

Collaboration posts become the second highest strategy to increase followers in 2023. By collaborating with partners' accounts who have more followers, it is possible to disseminate information more widely and further which can increase the number of followers. Based on the data, this strategy is proven to increase followers.

CONCLUSIONS

From the analysis of the Bantul Regency Tourism Department's strategies that it used, it can be concluded that the department has four strategies to increase followers in 2023 which are holding giveaways, increasing engagement, doing collaboration posts, and holding events. Based on the data, it can be summarized that the upper-level strategies to be implemented in @jelajahbantul.id account are increasing engagement and doing collaboration posts.

This is the implementation of the strategy that used by Bantul Regency Tourism Department to increase followers in 2023. This is proven by the followers of the account @jelajahbantul.id which previously had 0 followers until now it has reached 1,461 followers in 7 months.

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MOTIVATIONAL DRIVERS FOR WRITING AMONG UNIVERSITY STUDENTS IN ISLAMIC STUDIES

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Abstract: Motivation to write and share religious experiences is essential, especially in Islamic da'wah where preachers excel in verbal communication but write less. Both verbal and written proficiency are crucial for da'wah, making it important for students in Islamic studies to be motivated to write and share religious experiences and knowledge. Yet, there is limited understanding of their motivation for such writing purposes. Therefore, the objective of this study is to describe the students' perceptions on the factors that motivate them to write. Using a qualitative approach, the study conducted interviews with students enrolled in Islamic studies in Universiti Malaysia Sarawak (UNIMAS). The results indicated that feedback significantly influenced students to enhance their writing skills, and various factors, including the choice of topics or genres, technology assistance, and support from lecturers, played essential roles in motivating them to write. Additional drivers, such as increased reading, positive mindset, writing opportunities, good intentions, and family support, were also identified. Based on these findings, the study recommends further investigation into the impact of a supportive writing environment on the writing motivation of university students in Islamic studies, particularly at UNIMAS, to enhance the effectiveness of such an environment.

Keywords: Motivational Drivers, Writing, University Students, Islamic Studies

INTRODUCTION

Writing serves as the fundamental basis for evaluating one's learning and intellectual capabilities. It empowers individuals with communication and critical thinking skills, facilitating the clear expression and refinement of ideas for personal and collective understanding. Additionally, writing constitutes a vital professional skill that enhances overall communication and reading proficiency, contributing to a more enriched life. As a result, numerous Malaysians encounter challenges in effectively conveying their thoughts in writing, potentially hindering their academic and professional success (Wan Ibrahim & Othman, 2021; Moses & Mohamad, 2019). In summary, writing plays a pivotal role in personal development, positively impacting everyone's life.

A significant domain where the motivation to write and share written content is crucial pertains to the expression of religious experiences and beliefs, an area lacking sufficient research. In the context of Islamic da'wah, speakers excel in verbal communication, particularly in oratory skills, but written communication is comparatively underutilised. In the realm of Islamic da'wah, proficiency in both spoken and written communication is essential for preachers (Mohd Noor, Suyurno & Mohd Sairi, 2022). Students studying Islamic studies and related fields should be motivated to write and share their religious experiences and knowledge. However, there is limited

understanding of their motivation levels for engaging in writing for these purposes.

Therefore, exploring students' perceptions of the factors that motivate them to write is essential for creating effective and engaging learning experiences, promoting intrinsic motivation, and addressing challenges to ultimately enhance students' overall writing skills and lifelong learning habits.

METHODS

The objective of this study is to describe the students' perceptions on the factors that motivate them to write. Employing a qualitative approach, the research conducted interviews with 11 participants (6 females and 5 males) enrolled in Islamic studies at Universiti Malaysia Sarawak (UNIMAS).

The selection of students in UNIMAS pursuing Islamic studies as the study's sample is based on their pivotal role as future Islamic preachers. These students are tasked with engaging and attracting the younger generation through innovative and modern means of preaching to foster a closer understanding of Islam (Arifin, 2018).

This study employed the thematic analysis method to scrutinise the data gathered from interviews. Thematic analysis shares analytical procedures with content analysis, encompassing the creation of initial codes, identification of themes, review, and refinement of themes, culminating in the definition and naming of identified themes. Following the stages outlined by Vaismoradi et al. (2013) and Braun and Clarke (2012), the final step in thematic analysis involves presenting the findings derived from the preceding stages. In this study, these procedures were adapted to offer guidance to the coder during the data analysis phase.

RESULTS AND DISCUSSION

The findings from the interviews unveiled various motivators that prompted students in

Islamic studies at UNIMAS to engage in writing. These factors encompassed feedback and praise, the selection of topics or genres, assistance from technology, guidance from lecturers, and additional elements like heightened reading, a positive mindset, writing opportunities, good intentions, and familial support.

1. Feedback and praise

Each of the 11 participants affirmed that receiving feedback and praise served as a motivating factor for them to increase their writing efforts and enhance their writing skills. Here is an excerpt:

"Receiving praise for my writing would undoubtedly bring me immense joy, fuelling a desire to continue creating. On the other hand, if I encounter constructive criticism, it stirs enthusiasm within me, prompting a diligent search for areas to enhance and steer my writing towards improvement."
(Participant 1)

This discovery mirrors the results found in Eckstein et al.'s (2023) investigation into how L2 writers perceive and value praise. In their study, participants exhibited a preference for performance-based praise over praise centred on the individual. These findings provide educators with valuable insights, particularly regarding the formulation of praise statements in response to student writing.

2. The selection of topics or genres

The feedback from all 11 participants indicated that the selection of topics or genres played a role in inspiring students to engage in writing. Here is an excerpt:

"In light of the present circumstances, the focal point is the Palestinian-Israeli issue, a topic of significant concern. Personally, I am deeply drawn to addressing the imperative of peace, emphasising its vital need to be acknowledged and cultivated. By documenting this issue, I aim to contribute to a broader awareness, underscoring the

paramount importance of peace on a global scale.” (Participant 2)

This discovery aligns with the findings of Driscoll et al.’s (2020) study, which delved into the role of genre in comprehending and fostering writing proficiency. While their research indicated that both basic and sophisticated genre knowledge contribute to writing development, their findings imply that a deeper understanding of genre correlates more strongly with writing proficiency.

3. Technology assistance

The input from all 11 participants highlighted that technology or digital tools played a facilitative role in their writing process, primarily due to the convenience they offered. These tools aided in effortlessly sharing ideas and disseminating information through social media platforms. Additionally, they served as valuable sources of information and allowed participants to stay connected with their favourite writers. Here is an excerpt:

“When it comes to digital technologies or tools, my primary avenue for disseminating my writing is through them. The prevalent use of social media platforms, particularly *Facebook*, is a key factor in my approach. Consequently, I frequently share and communicate the content I write through posts and messages on *Facebook*.” (Participant 5)

This discovery resonates with the results of Wen and Walters’ (2022) investigation, which aimed to assess the influence of technology on the writing abilities of elementary students. The outcomes of their meta-analysis reaffirmed that technology exerts a moderate impact on the quality of writing and a significant impact on the quantity of writing among elementary school students. Additionally, the authors identified the type of technology integration and writing genres as two critical variables that influence the causal relationship between

technology and writing performance for elementary students.

4. Guidance from lecturers

Each of the 11 participants expressed gratitude for the guidance provided by their lecturers. They viewed lecturers as qualified experts, motivators, and mentors. The feedback from lecturers, comprising encouragement, comments, and suggestions, was highlighted as a crucial factor that actively motivates them to engage in writing. Here is an excerpt:

“I have a lecturer who serves as my mentor. The manner in which he establishes contact is through casual greetings, frequent conversations, and offering insights and ideas. Simultaneously, he provides unwavering support for my endeavours. In instances where my actions may conflict with certain principles, he delivers constructive reprimands without causing undue distress. (Participant 4)

5. Other factors

a. Increased reading

The majority of participants encountered the challenge of a lack of ideas in their writing. Consequently, they engaged in extensive reading and sought additional sources of information to overcome this obstacle. In addition to reading, they also turned to short stories as a means of garnering inspiration:

“The familiar hurdle I encountered during my writing process was, as usual, the notorious Writer’s Block. Struggling to advance my writing, I adopted a strategy of seeking inspiration by delving into books, perusing the works of other writers, and watching short stories to spark ideas. Additionally, I revisited my initial writing plans, amplifying my motivation to overcome the block and resume my writing flow.” (Participant 10)

This finding mirrors the results uncovered in Atayeva et al.’s (2019) investigation, which explored the impact of students’ reading skills on their academic writing abilities. Their

findings indicated that a consistent reading habit had a significant influence on the academic writing proficiency of college students.

b. Positive mindset

A significant number of participants encountered the challenge of facing criticism or condemnation for their writing. Despite this, it did not discourage them from continuing to write. Instead, they viewed the feedback as valuable lessons, accepting the comments as constructive insights to fuel their ongoing improvement:

"In the current landscape, people or netizens tend to be more critical of others' writing. However, this has not deterred my enthusiasm. As Saidina Ali wisely advised, "Pay attention to what was said, don't pay attention to who said it."" (Participant 7)

This discovery resonates with the findings unveiled in Zhu, Yao, and Lu's (2024) research, which investigated the interplay between a growth mindset, students' feedback literacy in writing, and their engagement with feedback. The study highlighted a positive correlation between possessing a growth mindset and exhibiting all five aspects of student writing feedback literacy: valuing feedback, recognising various feedback sources, making assessments, handling emotions, and taking appropriate actions.

c. Writing opportunities

One participant encountered the challenge of not receiving a positive response. In response, this participant sought advice and guidance from experts in the field of writing:

"Certainly, I have encountered challenges in my writing journey. One such obstacle is the lack of response from those around me regarding my written work. In such instances, I actively seek inspiration and guidance from more experienced individuals, asking for insights on areas I can improve to sustain and enhance my writing efforts." (Participant 1)

d. Good intentions

A participant held the belief that, in all our endeavours, incorporating a good intention is crucial, as it serves as motivation for successful completion:

"Every endeavour we undertake comes with its set of challenges. Regardless of the nature of these challenges, our key is to maintain a focus on the right intentions. With proper intent, our determination remains unwavering, allowing us to persist until we achieve completion." (Participant 2)

e. Familial support

In addition to the motivational role of lecturers in encouraging students to write, family members, especially parents, also play a crucial part in supporting their children's writing endeavours:

"I encounter various challenges in my writing journey, particularly grappling with issues such as a shortage of creative ideas and a lack of familial support." (Participant 11)

CONCLUSIONS

The interviews conducted with students in Islamic studies at UNIMAS unveiled a rich tapestry of motivators that propel them to engage in writing. The multifaceted nature of these motivators includes the impact of feedback and praise, the significance of selecting compelling topics or genres, the facilitative role of technology, the guiding influence of lecturers, and supplementary factors like increased reading, maintaining a positive mindset, seeking writing opportunities, fostering good intentions, and the support of family members.

These findings collectively underscore the dynamic interplay of various motivators that contribute to the engagement of Islamic studies students in writing activities. The diversity of these influences emphasises the nuanced and multifaceted nature of the writing process, highlighting the importance of a supportive

ecosystem encompassing feedback, guidance, technology, and personal resilience. Based on these findings, the study recommends further investigation into the impact of a supportive writing environment on the writing motivation of university students in Islamic studies, particularly at UNIMAS, to enhance the effectiveness of such an environment.

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DISTRIBUTION AND EXHIBITION STRATEGIES IN COMMUNITY-BASED FILMS: A CASE STUDY ON THE SHORT FILM DUSNER

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Abstract: The process of film production involves several stages, including pre-production, production, post-production, distribution, and exhibition. Distribution and exhibition represent the final stages in the filmmaking process, marking the point where a film meets its audience. While commercial cinemas typically serve as the distribution channel for feature films, short films often find their distribution through film festivals. Film festivals offer an alternative distribution platform, especially favored by community film enthusiasts. The MM Kine Klub UMY, a community film organization, engages in distributing its films through film festivals. Notably, the short film *Dusner* secured the first position in the Regional Short Film Festival competition organized by Language Development and Fostering Agency, Ministry of Education, Culture, Research and Technology in 2022. Additionally, *Dusner* participated in various national and international film festivals, garnering numerous awards. This research aims to identify effective distribution and exhibition strategies within a community context. The study employs a qualitative descriptive method, utilizing interview and documentation techniques for data collection. Data analysis includes data reduction, data presentation, and

drawing conclusions. The findings reveal that MM Kine Klub UMY employs a sidestream approach to distribute and exhibiting its films, involving festival submissions and alternative screenings. Consequently, concluding that the strategic selection of distribution and exhibition methods contributes to the accessibility of *Dusner* to its intended audience.

Keywords: *Strategy, Distribution, Exhibition, Film Community, Short Film*

INTRODUCTION

The film industry in Indonesia is currently experiencing rapid development along with advances in audio-visual technology. The use of language in audio and visual aspects of films is expected to convey messages more clearly and interestingly. The film is not only a work of art, but also a communication medium that utilizes audio-visual elements to convey messages to the audience. In this context, film is considered an effective mass communication tool, targeting its target audience. The audio-visual character of film enables the delivery of a large amount of narrative in a relatively short period. When watching a film, the audience seems to be able to penetrate space and time that can tell a story of

life and can make the audience affected (Asri, 2020).

The development of the film industry has increased the interest of young people in getting involved in the world of film. In various big cities in Indonesia, especially in Yogyakarta, there has been an increase in the number of film communities. These communities can be general or based on Student Activity Units (UKM). The activities held by these communities are very diverse, ranging from film production and screenings to film discussions in various locations.

Some communities focus on film production, while others emphasize film screenings and discussions. Some communities even specialize in screening short films in alternative spaces. This phenomenon has led to an increase in activity in alternative spaces, which are increasingly active in attracting the attention of and supporting filmmaking communities. With these diverse activities, it can be seen that young people's interest and participation in the film industry are growing rapidly (Barry, n.d.).

Films produced by film communities do not only focus on the production stage but also target distribution at film festivals at home and abroad, as well as being exhibited at alternative screenings. As Arifianto & Junaedi (2014), mentioned, film is not only a production, but also involves distribution and exhibition strategies. The success of a film depends on the post-production stage, where distribution and exhibition become the determining factors for the success of a film. Distribution and exhibition are needed to expand the market and as a link between the filmmaker and the audience (Smits et al., 2018).

One of the community-produced short films that has had prominent distribution and exhibition is *Dusner*. Produced by Umar Al Jufri and directed by Yusuf Hasim, the film tells the story of Petrus (22) and Mores (21), two students who traveled through the forests of Papua to meet a shaman who is the last speaker of the Dusner language, to test the collaboration of an *online* dictionary application with the language. However, on the way, they are faced with inner conflicts and various other obstacles.

The film was produced by the film Student Activity Unit (UKM) at Universitas Muhammadiyah Yogyakarta called MM Kine Klub. *Dusner* won first place in the Regional Language Short Film Festival competition held by Language Development and Fostering Agency, Ministry of Education, Culture, Research and Technology in 2022 (*Bangkit Bersama Melalui Inovasi Untuk Memajukan Bahasa Indonesia*, 2022).



Picture 1. Dusner Poster

This research aims to analyze the distribution and exhibition strategies at the community scale for the film *Dusner*. The selection of the right strategy in the distribution and exhibition

process within the community has a significant impact on the success of this film, including whether the film can be enjoyed by its audience or not.

METHODS

The method used in this research is descriptive qualitative because the data presented is in the form of descriptions and information on a situation obtained. Therefore, in qualitative research, the data generated in the study can be presented through words (Fadli, 2021). This research was conducted in Yogyakarta with the research subjects being the producer of the Film *Dusner* and the head of the Distribution and Appreciation Division of MM Kine Klub UMY. The research techniques used were interviews and documentation.

In the process of processing data, researchers need to analyze, understand, and compile the information that has been obtained. This involves systematizing data derived from interviews and documentation. The process includes organizing the data into categories, dividing it into units, synthesizing, identifying patterns, selecting relevant aspects and drawing conclusions so that they can be understood more easily.

There are three main steps in data analysis, namely data reduction, data display, and data verification. In qualitative research, data validity is very important. Triangulation is used as a technique to test the validity of data by comparing or checking data using other sources outside the data itself. Source triangulation involves comparing and rechecking data from several sources to ensure the accuracy and truth of the information obtained. Thus, the triangulation technique becomes a useful tool to

ensure the reliability and validity of data in the context of qualitative research (Sugiyono, 2018).

RESULTS AND DISCUSSION

In the world of film, distribution is the last stage after passing through three phases, namely pre-production, production, and post-production. Distribution, though invisible, is an art itself as films operate behind the scenes, away from the public eye and the hustle of production during the exhibition stage (Sasono, 2011).

The distribution mechanism remains one of the three inseparable elements of film economics: pre-production, production, post-production, and distribution-exhibition. Pre-production involves the stages of creating story ideas, screenplays and the formation of production crews. Meanwhile, production is the execution of a film that has matured in pre-production. The production of a film is the moment of determining how a story becomes a spectacle before entering the post-production stage. Post-production includes the final result of pre-production and production, where the film that has been made goes into the editing stage. Once edited, the film is distributed according to the producer's wishes through the film's publicist.

Dusner has a unique distribution and exhibition strategy. As a sidestream film, by utilizing a sidestream strategy, *Dusner* can access greater flexibility and innovation in disseminating its work. This approach allows filmmakers to achieve success without being completely tied to conventional distribution channels. Through sidestream, they explore alternative distribution channels, such as film festivals, alternative screenings, and community collaborations, opening up new opportunities to reach more specific audiences, and expanding the creative

impact of their work beyond the boundaries of traditional distribution channels.

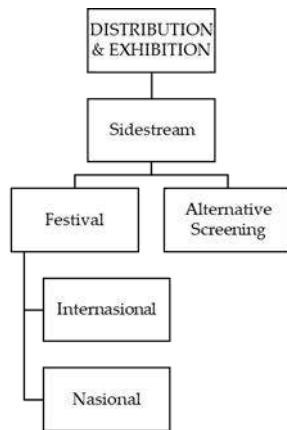


Chart 1. Distribution and Exhibition Flow Strategy for Dusner

a. Film Festival

Film Festival is an important platform in film distribution that allows short film to be appreciated by the audience. In every film festival, films can be placed in competition and non-competition categories. One example is the film Dusner, which successfully passed the distribution stage through festivals, both in the non-competition and competition categories.

The presence of categories in film festivals makes the festival experience more interesting, as each film gets a chance to be judged according to festival standards. It is important to note that each festival has a different way of selecting films, so the films shown reflect the diversity of the film industry. Accordingly, film festivals are not only a place of distribution but also a platform for filmmakers to share their work with

a wider audience. Below are the lists of festivals that the film Dusner participated in:

Table 1. List of Dusner Festivals

No	Film Festival	Years	Mention
1.	Festival Film Budaya dan Bahasa Kemendikbud	2022	1st place
2.	A Living Land" Naryrn, Kyrgyzstan	2023	In-Competition
3.	<i>Bandung International Student Film Festival</i>	2023	Best Fiction
4.	Festival Film Budaya Nusantara	2023	Best Student Fiction
5.	Festival Film Purbalingga	2023	Official Slection – Non-Competition Program
6.	Lake Toba Film Festival	2023	In-Competition
7.	Festival Film Bahari	2023	Official Slection – Non-Competition

Reference: MM Kine Klub Archives

b. Alternative Screening

The next effort is to attend alternative screenings. Alternative screening locations are usually held at campuses, pavilions, and cultural centers

(Arifianto & Junaedi, 2014). Alternative screening is a sidestream path for a film, where alternative screening becomes an opportunity for the film community like MM Kine Klub in the distribution of short films Dusner.

The collaboration between communities is done to bring the film closer to the audience. Because at every screening, there will be a discussion between the *filmmaker* and the audience. This is done to appreciate the *filmmaker* and the film.

Table 2. Alternative Screening List

No	Alternative Screening	Date	Place
1.	Jogja-NETPAC Asian Film Festival	30-11-2022	Empire XXI
2.	Joxine-Dapur Film	15-01-2023	Mamake Jogja
3.	The Freeshow #JNMBloc!	20-01-2023	JNM Bloc
4.	Skenanya Skena	16-03-2023	Sleman Creative

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Reference: MM Kine Klub Archives

CONCLUSIONS

From the discussion and analysis in the previous chapter on community-based film distribution and exhibition, especially on the short film Dusner, can be concluded that strategy is crucial in determining the success of a film after it's produced.

Implementation of the strategy in the short film Dusner adopts a *sidestream* approach, where the distribution and exhibition of the film are done through film festivals and alternative screenings. This strategy proved its effectiveness in reaching a wider audience, as well as providing an opportunity for the film to gain maximum appreciation.

Thus, author asserts that the role of distribution and exhibition strategies is crucial in determining the success of a film, especially when it involves the community. A smart and targeted approach can have a significant positive impact on the acceptance and appreciation of films in the community.

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BUNYAMIN WARIS PERSONAL BRANDING STRATEGY THROUGH INSTAGRAM ACCOUNT @BENYSUKASUKA18 AS A LANDSCAPE PHOTOGRAPHER

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Abstract: Bunyamin Wari is an Indonesian landscape photographer who has been recognized by the world and has various achievements at the international level. His photos are often uploaded through Instagram social media named @benysukasuka18. To distinguish Bunyamin from other photographers, there is a need for strong personal branding. The purpose of this research is to find out the personal branding strategy used by Bunyamin Wari in his Instagram social media as a landscape photographer. This type of research is qualitative case study research and analyzes it using 8 concepts of personal branding formation according to Montoya. The theoretical framework in this research includes personal branding, the concept of personal branding formation, and Instagram as a personal branding media. The results of the research show that Bunyamin Wari always has a uniqueness in the photos he uploads on Instagram. Bunyamin uses angle, color tone selection, and dramatic impression in each photo. Bunyamin Wari also applies 8 concepts of personal branding according to Montoya. With this, Bunyamin succeeded in forming his personal branding as a landscape photographer on Instagram social media that is different from other photographers. Due to the strong personal branding that he has, his photo work can be recognized by others because of its uniqueness.

Keywords: Landscape, Media Social, Personal Branding, Photographer

INTRODUCTION

Social media is one of the most popular forms of mass media because social media offers faster information delivery and two-way communication that allows users to interact with each other online. Social media is a medium for socializing so that it has the power to influence the public more quickly because of people's dependence on what is informed through social media. *Personal branding* comes from English, namely personal which means personal, and branding itself is taken from English *branding* which means forming a brand or brand. So that personal branding can be interpreted as an activity carried out by someone in creating a personal brand. In the business world, a brand is defined as the views or emotions of potential buyers formed through various buyer experiences with a product. If the definition is applied to a person or personally, a personal *brand* is a view and emotion that a person has on that person which defines the overall experience in the inter-personal relationship (Yusanda et al., 2021)

Everyone must have *personal branding* that is shown to the public as an identity. *Personal branding* can be built through various things such as showing expertise, personality, and uniqueness of character that can be wrapped into an identity with all its advantages. *Personal branding* is an image or thought that appears in the minds of people towards something that is seen or heard (Butar Butar & Fithrah Ali, 2018). The presentation of *personal branding* is done by making strategic steps regarding the content they

will display to be uploaded to their respective *Instagram* social media accounts. Where what they upload is a reflection of their *personal branding* and identity as a teenager. *Personal branding* itself is very important because it can add value to a person in the eyes of many people. In addition, with *personal branding*, a person becomes easy to remember because of something very 'typical' of him or her (Efrida & Diniati, 2020) Bunyamin wari is one of the Indonesian photographers who actively uploads his shots on *Instagram* social media. His social media named @benysukasuka18 is always colored with his shots containing *landscape* photos. Bunyamin wari, who is often called beny, began to like *landscape* photography when he often went to several countries. Reporting from Gatra.com, Beny feels that the natural beauty in various parts of the world is a shame if not immortalized. He thinks that what he sees must be as beautiful as what other people see. The trick is to capture it through *landscape* photography.

As a *landscape* photographer, the content uploaded by @benysukasuka18 has some striking things. Starting from the selection of consistent color tones, the dramatic impression in each photo, and the *moody style* in each *landscape* photo. This is an important point in building *his personal branding* as a *landscape* photographer. The content of the photos he uploads always makes us not believe that the work was captured in various regions in Indonesia. Consistency in the style and color tones he chooses also further strengthens the *personal branding* of Beny himself.

Landscape photography is a style of photography that emphasizes nature as its object. But not only showing nature as it is, landscape photography also displays details with dramatic and strong colors or tones. Thanks to his landscape photography work, Beny has received awards at the international level. He displays Indonesia's nature dramatically through landscape photos and won third place in the world-class International Photo Awards (IPA) for the nature and landscape category. Beny became the first Indonesian landscape photographer to bring Indonesian photo spots and get this title. In 2021 Beny also received the Naature Best Photography

Asia award, the Maria Lusia Memorial 2021, and many other awards.

This is applied by Bunyamin Wari in *his Instagram* account, by strengthening his character in building *personal branding*, eventually it will appear in the minds of others by itself about the *personal branding* that Beny himself has built. This makes Bunyamin Wari look different compared to other *landscape* photographers on *Instagram*. Finally, the audience will be able to recognize just by looking at the photo that this is Bunyamin Wari's work.

METHODS

This type of research is qualitative case study research. case study is part of a qualitative method that wants to explore a particular case in more depth by involving the collection of various sources of information. Case study as an exploration of *bounded* systems or cases. A case is interesting to study because of the distinctive features of the case that have meaning to others, at least for researchers. (Raco, 2018). This research uses this method to capture the complexity of a case. The case is a single and special case. The study was also conducted because the case is unique, important and useful to the reader and society in general. By understanding the case, the researcher will capture the significance for the interests of a particular society, organization or community. Understanding the unique case will provide input for other groups and organizations to overcome the problems faced. in this study, the sources were Bunyamin Wari himself and one of Bunyamin Wari's followers, Helmi.

In this study, researchers will use the eight laws of personal branding according to Montoya, the theory will be used to dissect how the personal branding strategy has been carried out by Bunyamin Wari through his *Instagram* account.

RESULTS AND DISCUSSION

In this case, the researcher will explain the results of the study using the eight laws of personal branding according to Montoya (Montoya, 2002).

1. The Specialization

Personal branding should have something different from other people. Specialization makes personal branding look credible. Bunyamin Wari is consistent and focuses on 1 field of photography, namely landscape photography. He has consistently and continuously produced landscape photos on his Instagram for 5 years since 2019.

2. The Leadership

Leadership requires one to be recognized as competent and credible in their field. In this case, Bunyamin Wari has been recognized as one of the best landscape photographers in Indonesia. He has won numerous international awards. Among others, the International Photo Awards (IPA) in the nature and landscapes category. In 2021 Beny also received the Nature Best Photography Asia award, the Maria Lusua Memorial 2021, and many other awards.

3. The Personality

Social media personalities should be in line with real-life personalities. Good personal branding does not only describe advantages or perfection in social media. Bunyamin Wari through his Instagram account @benysukasuka18 describes himself as he is. He often shares his daily activities at home, and this is shown by the way he replies to comments or captions, which are not excessive, as they are and do not show arrogance.

4. The Distinctiveness

The thing that can distinguish Bunyamin Wari in his interview with researchers is that he can create a unique composition or angle in each of his photos. Many of his Instagram landscape photos explore the beauty of landscapes in Indonesia, but because of the selection of unique compositions and angles, it makes it seem as if the photo was not taken in Indonesia. The selection and consistency in color tones can also distinguish his work from other landscape photographers.

5. The Visibility

The photos uploaded by Bunyamin Wari on Instagram are repetitive and consistent in landscape photography. We can see his Instagram feeds that starting from 2019 only upload landscape photos. Dramatic color tones and moody styles are also always applied in all his uploads.

6. The Unity

The reality of life must be in line with the personal branding that he has built in social media. Because what is displayed on social media will have an impact on real life. In this case, Bunyamin Wari often shares his travel stories when documenting photos in an area. This shows that there is a unity between what is displayed on social media and what is done in everyday life.

7. The Persistence

Good personal branding cannot be produced in a short time. Proven since 2019, Bunyamin wari has uploaded 302 posts related to landscape photography. Persistence can also be seen from the similarity of each photo he uploads, starting from the color tone, style, composition, and angle in taking photos. This makes people interested, proven by the fact that Bunyamin Wari has 2 million followers in just 5 years he started his Instagram account.

8. The Goodwill

A personal brand should have good intentions and bring positive value to the audience. The number of followers he has means that he can inspire many people in landscape photography. A photographer must also earn the trust of the audience. The photos uploaded on Instagram @benysukasuka18 are proven to authentically belong to Bunyamin Wari.

CONCLUSIONS

Personal branding is very important if someone wants to brand themselves. This cannot be done in a short time, forming personal branding needs consistency and constancy in it. Based on the discussion using the eight laws of personal branding, he has consistency as a landscape photographer. in his Instagram account uploads, he only focuses on landscape photography. Bunyamin has also received various awards at the international level for his photographs. The use of different angles and compositions with other photographers can also be seen in his personal Instagram account. consistency in tone and dramatic style is also always maintained by a Bunyamin Wari.

This research found that Bunyamin Wari has succeeded in creating his Personal Branding as a landscape photographer. According to the Eight Laws of Personal Branding, he has covered all the points and has strengths in some of them. Bunyamin Wari also has 2 million followers on his Instagram account, which shows his credibility as a landscape photographer who only uploads his photos on his personal account.

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MARKETING COMMUNICATION STRATEGY OF SM TOWER MALIOBORO YOGYAKARTA IN ATTRACTING VISITORS (STUDY ON SM TOWER MALIOBORO YOGYAKARTA IN 2023)

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Abstract: Tourism is a strategic sector for Indonesia in increasing foreign exchange earnings from the non-oil and gas sector. Yogyakarta, as a tourist destination, attracts many visitors seeking various types of accommodation such as hotels, villas, motels, and so on. With the presence of different accommodation options, Yogyakarta has become a top recommendation for tourists who want to enjoy their holidays. This research aims to identify and describe the Marketing Communication Strategies of SM Tower Malioboro Yogyakarta in Attracting Visitors in the year 2023. The research methodology uses qualitative descriptive study. This research utilizes data collection techniques through interviews and documentation using the Promotional Mix analysis. The research results indicate that, as a relatively new hotel, SM Tower Malioboro Yogyakarta continues to strive to enhance marketing communication strategies using Integrated Marketing Communication (IMC), which includes the use of advertising in various media (social media and print media), attractive offers to support sales promotion, public relations & publicity by organizing events to enhance the hotel's reputation, personal selling, and implementation of direct marketing through direct visits to related companies. The implication is that the application of IMC becomes an integral part of marketing strategy to enhance tourist attraction and visits.

Keywords: Integrated marketing communications, Hotel, marketing communications, Strategy, Muhammadiyah

INTRODUCTION

Tourism plays a vital role in increasing Indonesia's foreign exchange earnings from the non-oil and gas sector, with a significant impact on communities in tourist destinations (Sutrisno). In accordance with Law Number 10 of 2009 Article 14, tourism activities include aspects such as attractions, transportation, accommodation, entertainment, and others (Aliansyah & Hermawan, 2021).

Indonesia's Yogyakarta is a popular tourist destination. This city attracts visitors with its natural beauty, history, culture, and gastronomy. Yogyakarta's varied educational institutions create a lively environment with individuals from various locations. Yogyakarta is an attractive location that offers guests a profound experience with its historical charm, traditional arts, and natural beauty (Umami, 2015).

Yogyakarta is home to numerous educational institutions and numerous hotels, villas, and motels, making it a popular tourist destination in Indonesia. The city also has international franchising hotels like Mercure Yogyakarta Malioboro and Novotel Yogyakarta, which Accor owns. The Hotel Archipelago in Yogyakarta offers several hotels, including Hotel Neo Malioboro By ASTON, fave hotel Malioboro -

Yogyakarta, Harper Malioboro Yogyakarta by ASTON, The Alana Hotel & Conference Center Malioboro Yogyakarta by ASTON, The Alana Yogyakarta Hotel & Convention Center, Royal Malioboro by ASTON, and Hyatt Regency Yogyakarta. Despite its popularity, the Muslim population in Indonesia is facing challenges in building hotels due to increasing demand.

Muhammadiyah, founded in 1912 in Yogyakarta, Indonesia, is an Islamic organization that focuses on education, social welfare, and health services for the Muslim community. It was founded by a cleric named KH. Ahmad Dahlan, muhammadiyah has various charitable businesses, such as schools, hospitals, orphanages, and other social institutions. (Nashir, 2018).

The increase in tourism and growth in the hotel industry in Yogyakarta can benefit hotel owners, even if it is not directly related to tourism. Muhammadiyah, an organization that has been involved in Indonesian development since 1912, has recently expanded into the hotel sector, with the opening of SM Tower Malioboro Yogyakarta on June 24, 2023 (Aanardianto, 2023).

SM Tower Malioboro Yogyakarta is a relatively new hotel that strives to attract visitors by employing Integrated Marketing Communication (IMC) strategies. The researcher is studying SM Tower Malioboro Yogyakarta, a newly established hotel by the prominent Islamic organization Muhammadiyah in Indonesia. The hotel needs to survive and compete in the hospitality sector, focusing on marketing activities to attract visitors. The study aims to examine the use of Integrated Marketing Communication and social media in developing the hotel's tourism business and increasing engagement, as well as its role in Islamic preaching.

METHODS

This study employs a qualitative method with a descriptive approach to provide a systematic and

in-depth analysis of factual occurrences (Sekarbuana, 2017).

This research will obtain data through interviews with informants and documentation. Through interviews, researchers will ask for information related to research from informants (Herdiansyah, 2019). Documentation will be used to collect data directly from documents provided by SM Tower Malioboro Yogyakarta (Subadi, 2006).

Data analysis is a technique used in data collection and analysis to extract results from research. It involves data reduction, data sharing, and data analysis to ensure the data aligns with the research objectives (Fitrah, 2017).

The study uses data triangulation as a validating strategy to obtain accurate and credible information. This technique reduces the amount of information available through various methods in qualitative research. The research aims to integrate and disseminate data from the study as a tool for data validation (Miawaty, 2020).

RESULTS AND DISCUSSION

The researchers will explain the results of their study on the Marketing Communication Strategy of SM Tower Malioboro Yogyakarta, which is divided into two sub-sections as follows:

THE STRATEGY OF SM TOWER MALIOBORO YOGYAKARTA IN SETTING VISITOR TARGETS

SM Tower Malioboro Yogyakarta is a hotel that is motivated by the need for organizations to have adequate meeting places. Muhammadiyah has to partner with other hotels to hold events, but this is only sometimes efficient. This hotel aims to meet Muhammadiyah's needs and expand its presence in the tourism sector through Muhammadiyah-owned enterprises (BUMM).

According to (Tjiptono and Candra, 2007), SM Tower Malioboro Yogyakarta implements marketing communication strategies to achieve its targets and goals in increasing its customer

base in 2023. This strategy will classify the market using methods such as Segmentation, Targeting, and Positioning.

1. Segmentation: SM Tower Malioboro Yogyakarta targets two main market segments: the Muhammadiyah and government sectors, alongside tourists, due to their significant potential in Yogyakarta.
2. Targeting: Despite lacking four-star certification, the hotel caters to the specific needs of Muhammadiyah, government, and tourist segments by providing comfortable rooms, quality dining options, meeting facilities, and friendly service.
3. Positioning: Positioned as an attractive accommodation choice for Yogyakarta visitors seeking high-quality standards, SM Tower Malioboro emphasizes comfort, standard-compliant amenities, and its strategic location in Malioboro and Yogyakarta's zero point.

THE ROLE OF ADVERTISING AS MARKETING COMMUNICATION AT SM TOWER MALIOBORO YOGYAKARTA

SM Tower Malioboro Yogyakarta's marketing communication strategy for attracting visitors in 2023 includes an integrated approach that incorporates elements of the promotional mix like Advertising, Sales Promotion, Public Relations, Personal Selling, and Direct Marketing (Kotler et al., 2016).

The IMC of SM Tower Malioboro Yogyakarta is using advertising promotion to enhance branding and increase product/facility sales. Advertising includes online media like social media and websites, as well as conventional media like radio, radio, magazines, and TV.

SM Tower Malioboro Yogyakarta employs various promotional media, including magazines, social media, and websites, to reach its target market. Advertising in Suara Muhammadiyah magazine is crucial for subscribers and members of the Muhammadiyah

network. Social media and website advertisements are also used to reach potential customers. The majority of SM Tower's customers are aged 30 and above and are part of the Muhammadiyah community. The frequency of advertisements in magazines and websites is adjusted to their respective publishing schedules. Social media advertisements are posted daily to promote products and provide live updates to followers.

SM Tower Malioboro Yogyakarta utilizes various promotional strategies, including advertising, sales promotion, direct marketing, personal selling, and public relations. Sales promotions provide discounts to hotel guests at certain events, while direct marketing involves collaborating with companies to be a joint workforce. Private sales promote hotel services and facilities to potential customers. Public relations aims to build reputation and positive relationships with the media, communities, and government bodies. By implementing this communication strategy, SM Tower Malioboro Yogyakarta attracts more customers and maintains its position in the hotel area.

SM Tower Malioboro Yogyakarta uses IMC building and social media as a strategy, actively posting content, engaging with guests, building relationships, and effectively targeting specific audiences, enabling the hotel to effectively reach large markets and increase its presence in potential areas.

In the context of comparing the use of Integrated Marketing Communication (IMC) between international hotel franchises in Yogyakarta and SM Tower Malioboro Yogyakarta, there is a significant difference. SM Tower Malioboro Yogyakarta, a new hotel with the Muhammadiyah label, prioritizes an advertising-focused IMC strategy to attract visitors, as well as using other IMC elements such as sales promotion, public relations, direct marketing, and personal sales. While advertising is the main focus, the use of other IMM elements can reinforce the overall marketing strategy. In

addition, SM Tower Malioboro Yogyakarta distinguishes itself by giving discounts to Muhammadiyah citizens who stay in hotels or hold an event in the hotel ballroom by showing Muhammadiyah members' sign cards (KTAM). This approach not only strengthens ties with Muslim citizens but also raises awareness among Muslims about hotel branding and expands potential markets. On the other hand, international hotel franchises in Yogyakarta unite all the elements of IMC with a more comprehensive and diverse approach, including the use of global branding to attract visitors from various markets.

SM Tower Malioboro Yogyakarta's Integrated Marketing Communication (IMC) department serves as the primary focus, with all content creation decisions made by company officials. While the company provides detailed instructions, global execution is often limited to the specific tasks within the Marketing Communication department, resulting in effective coordination between strategic decision-making and operational implementation in the IMC process.

CONCLUSIONS

This research reveals that SM Tower Malioboro Yogyakarta, a new hotel owned by Muhammadiyah, has successfully implemented various integrated marketing communication strategies to attract visitors in 2023. Through careful market segmentation, targeting specific segments related to Muhammadiyah and government activities, and emphasizing quality and comfort as market positioning, SM Tower Malioboro Yogyakarta aims to strengthen its attractiveness in the Yogyakarta hotel market.

Through the Integrated Marketing Communication (IMC) approach, this hotel utilizes a promotional mix including advertising, sales promotion, public relations and publicity, personal selling, and direct marketing. The hotel's main strategy is to leverage social media as the primary platform for building branding, direct interaction with followers, and

disseminating targeted messages to specific audiences.

In comparison to international franchising hotels in Yogyakarta, SM Tower Malioboro Yogyakarta highlights its advantages by offering discounts to Muhammadiyah members and organizing special events for them, strengthening ties with the community and expanding its potential market. Furthermore, the hotel also emphasizes the importance of coordination between strategic planning and operational implementation in the application of IMC, with a focus on efficiently utilizing each element of the promotional mix to strengthen its brand position in the Yogyakarta hotel market.

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EFFECTIVE HEALTH COMMUNICATION STRATEGIES IN THE MILITARY HOSPITAL OF WEST JAVA: A CIVIL SOCIETY APPROACH

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Abstract: This study investigates health communication strategies at West Java's Military Hospital within a 'madani' society context, emphasizing active participation, democracy, and social justice. Using a qualitative approach with case studies and interviews among healthcare professionals, patients, and community members, it aims to grasp health communication's nuances in this distinct environment.

The study shows that blending traditional and modern communication, customized for West Java's cultural context, improves patient involvement and health outcomes. It underscores the need for culturally relevant health education, community participation, and technology's role in health information dissemination. Additionally, it discusses healthcare providers' challenges in narrowing the medical knowledge-community understanding gap.

This research enhances the discussion on health communication within military settings, emphasizing the impact of culturally tailored strategies on health outcomes and community empowerment. It showcases the madani society framework's role in revolutionizing healthcare communication, leading to a more informed, active, and healthier society.

Keyword: *health communication, military hospital, madani, civil society, traditional, modern*

INTRODUCTION

To enhance health communication in a 'madani' society, which is based on active citizenship, democratic engagement, and social justice (Furqon, 2022), it is important to examine how traditional and modern communication methods can work together effectively (Iwokwagh, 2013).

The Military Hospital of West Java provides a setting where all factors come together, creating an ideal environment for such an investigation. This study aims to investigate the implementation and effectiveness of health communication strategies in a context that combines military precision and civil society involvement, in line with the vision of 'madani'. This vision, as described by (An-Naim, 2008), emphasizes the integration of civil society values into institutional frameworks.

This research employs a qualitative approach by incorporating the perspectives of healthcare professionals, patients, and community members (Rolfe et al., 2018). It aims to uncover the intricate nature of health communication inside the hospital environment. This methodological decision aligns with the endorsement of (Baxter & Babbie, 2003), who highlight the value of case studies and interviews in uncovering the intricacies of human experiences and interactions. The study aims to shed light on the complex relationship between cultural norms and health communication methods in Indonesian military healthcare by examining the perspectives of the stakeholders. While this relationship has been investigated before, it remains incompletely understood (Kreuter & McClure, 2004).

This study also uses (Dutta, 2008), framework, which stresses culture in health communication tactics. It claims that cultural roots are essential to developing messages that empower communities. The findings aim to advance culturally responsive health education research. (Freudenberg, 2000) have long stressed the significance of culturally relevant health communication that respects community norms and beliefs.

On the technological side of health communication, the research supports (Kreps & Neuhauser, 2010), who advocate using technology to improve health. This study examines how technology spreads health information and can bridge medical and lay knowledge. This is important in military healthcare, which combines structure with adaptability (Madsen et al., 2023). This study intends to shed light on efficient health communication in 'madani' military healthcare facilities.

METHODS

This research aims to examine how successful health communication techniques at the Military Hospital of West Java relate. This objective is achieved through qualitative research using case study data collecting and analysis. According to (Yin, 2009) case studies allow in-depth research of complicated phenomena in their real-life situations. This technique is useful for comprehending health communication in a 'madani' community, which requires a thorough investigation of cultural, social, and technical variables.

A case study technique allows researchers to examine how health communication tactics are implemented and received at the Military Hospital of West Java and how they affect community health information acceptance and use. This technique allows us to discover and understand the elements that affect health communication tactics in a specific and cultural setting. This study uses qualitative analysis to reveal effective health communication practices in West Java's military and civil contexts and suggest ways to improve future health communication strategies.

The main approach for gathering data will involve conducting comprehensive, semi-structured interviews. These interviews will allow for an in-depth examination of the experiences and viewpoints of a diverse group of participants, providing flexibility in the overall process. (Kvale & Brinkmann, 2009) support this approach, affirming that interviews are efficacious in acquiring ample qualitative data. A

purposive sampling technique will be employed to selectively choose healthcare professionals, patients, and community members, ensuring the incorporation of a wide range of perspectives. The sampling technique adheres to (Patton, 2014) suggestion for qualitative research, which emphasizes selecting occurrences that yield significant information and shed light on the research issues.

A popular method for identifying, assessing, and recording qualitative data patterns is theme analysis (Braun & Clarke, 2006). This adaptable method allows detailed data representation.

The study will prioritize ethical issues, strictly following the norms of confidentiality, informed consent, and the opportunity to withdraw.

RESULTS AND DISCUSSION

Integration of Communication Strategies. The study highlighted the effectiveness of combining traditional methods like community meetings and focus groups with modern digital tools, including social media and health apps, to enhance patient engagement and outcomes in West Java Military Hospitals. This blended communication strategy broadens reach and supports interactive exchanges between healthcare providers and patients.

Culturally Sensitive Health Education. The study emphasizes the effectiveness of culturally tailored health education in West Java, showing that programs respectful of local customs and norms significantly boost health literacy and engagement compared to generic strategies.

Community and Technology Intervention. Active engagement in health workshops and building programs, along with technology use like social media, plays a crucial role in boosting community health empowerment and promoting wellness.

Challenges in Health Communication. The research identifies key challenges in health communication, such as knowledge disparities between providers and communities, reluctance towards health behavior changes, and uneven technology access, underscoring the need for more creative and inclusive strategies.

Table 1. Key Findings

Research Aspects	Findings
Communication Strategy	Integration of traditional and modern strategies improves engagement and health outcomes.
Health Education	A culturally sensitive approach is more effective in raising health awareness.
Community Engagement	Community engagement through technology and physical activities enhances health empowerment.
Challenge	Knowledge gaps, resistance to change, and limited access to technology are key challenges.

The current study, conducted at the Military Hospital of West Java, reveals a significant connection between health communication tactics and the cultural dynamics of a 'madani' society. The analysis indicates that combining traditional and modern communication methods, according to the societal norms and values of West Java, greatly improves patient involvement. This notion has been extensively studied by (Nutbeam, 2000) in the field of health promotion. These findings align with the theoretical foundations of the 'madani' society, which prioritizes active engagement and fairness in social interactions, as described by (Giddens, 1991) in his study of modernity and self-identity. The significance of culturally responsive health education in enhancing health outcomes is of utmost importance, as it aligns with the cultural competency framework outlined by (Betancourt et al., 2003). The study's findings on the successful integration of cultural sensitivity into health communication highlight the significance of culturally competent strategies in health education, which have been proven to enhance the efficiency of healthcare provision.

The dissemination of health information has been significantly facilitated by technological improvements. Nevertheless, the analysis also uncovers the digital gap as an enduring obstacle, consistent with the conclusions drawn by

(Viswanath & Kreuter, 2007), who examine the difficulties of health communication in the digital era. Although technology is widely available, its usefulness is constrained by differences in access and literacy levels, which can hinder the fair distribution of health information.

The difficulties recognized by healthcare providers in this study, specifically in converting medical knowledge into a format that is understandable to the general public, are indicative of the communication obstacles examined by (Street Jr et al., 2009). These obstacles not only impede comprehension but also potentially affect the effectiveness of health results. To overcome these obstacles, one must engage in a continuous cycle of receiving feedback and making necessary adjustments. This method is endorsed by (Hargie, 2016) in his research on proficient interpersonal communication.

CONCLUSION AND LIMITATION

This study highlights the urgent requirement for incorporating culturally sensitive and technologically sophisticated communication strategies to improve health outcomes in military healthcare settings, especially in countries that prioritize 'madani' principles of civic participation and social fairness. It reveals that effective health communication in environments like the West Java Military Hospital necessitates a holistic and adaptive methodology, combining traditional and modern strategies, emphasizing culturally sensitive health education and community engagement. The findings offer significant insights into customizing health communication to bolster community empowerment and improve health outcomes, highlighting the ongoing need to explore health communication's complexities in military contexts serving civil society.

The study's findings are limited by its qualitative nature, which provides depth but lacks broad applicability. The unique cultural and sociological aspects of West Java's Military Hospital may not represent other healthcare settings, suggesting a need for cautious application of its conclusions elsewhere.

The study contributes to health communication discussions by underscoring the importance of culturally aware and technologically savvy methods to improve health outcomes. It showcases how a 'madani' society can foster an informed and engaged community, while also pointing out the challenges and complexities in health communication.

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SUARA 'AISYIYAH MAGAZINE: STRENGTHENING OF PROGRESSIVE TEACHING ISLAMIC MEDIA IN INDONESIA

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Abstract: Suara 'Aisyiyah (SA) magazine is the only women's mass organization magazine that exists today since it was published in 1926. Nowadays Suara 'Aisyiyah magazine has 12,500 circulations spread across Indonesia. Initial purpose of Suara Aisyiyah voiced the interests of the organization. Today among struggles of the ideology of conservatism and fundamentalism, Suara Aisyiyah magazine continued to be active in voicing of progressive of Islamic values. This paper aims to explore the role of Suara 'Aisyiyah magazine for strengthening its position as a magazine with Islamic progressive. The research method used in this research is a case study approach with qualitative descriptive research. Data collection techniques are documentation and in-depth interviews. The findings of this study show that a Suara 'Aisyiyah is a magazine that extends ideas of progressive Islamic. *Secondly*, Suara 'Aisyiyah was a channel for strengthening the ideology of Aisyiyah movement based on Islamic progressive values for leaders and members. *Third*, in managing magazines as media products, Suara 'Aisyiyah faces challenges in the development of information technology that causes audiences to migrate to online media.

Keywords: *progressive Islam, magazine, Suara Aisyiyah, women organization*

INTRODUCTION

The spread of media supported by the presence of the printing press marked the beginning of the 20th century which was identified as a time of national movement. Various organizations that

flourished during the national movement, including Muhammadiyah and 'Aisyiyah, have used the media as a 'mouthpiece' to voice the organization's views, spread the values believed in by the organization, and become a tool for the movement's struggle.

Suara 'Aisyiyah which was published by 'Aisyiyah on October 1926. The magazine had at least three roles, namely, *first*, the role as an organizational communication medium because 'Aisyiyah at that time had already spread to various regions in the East Indies so that Suara 'Aisyiyah's function was likened to 'Aisyiyah's radio and air plane. *Second*, the role of literacy, especially for native Muslim women. The founders of Suara 'Aisyiyah wanted Suara 'Aisyiyah to be able to provide literacy or teaching to women who at that time had limited access to knowledge. *Third*, the role of spreading the progressive values and views of Muhammadiyah-'Aisyiyah.

The choice of this verse is very progressive because 'Aisyiyah actually raised a verse that shows that women can do the same pious deeds as men, whereas at that time the cultural values of society placed women as second-class citizens who played quite a role in the domestic sphere. This verse shows that the basic values promoted by Suara 'Aisyiyah is progressive Islamic values which place women as equally noble as men.

Toward to age of 97 this year, Suara 'Aisyiyah magazine continues to strengthen its positioning as a magazine managed by 'Aisyiyah, a

progressive muslim women's organization through its various rubrics. 'In the Aisiyiah document Principles of Thought for the Second Century it emphasizes women's progress with equal relations between men and women. These values, which are the reference for Suara Aisiyiah magazine, continue to be promoted in several issues through various themes that are of concern to organizations and public. Strengthening Aisiyiah's positioning as a progressive muslim women's organization through Suara Aisiyiah magazine is not an easy role due to the various challenges of the development of various ideologies that are growing in society and the challenges of the digital world. Based on this background, it becomes significant to explore the role of Suara 'Aisiyiah magazine in promoting the values of progressive Islam amidst ideological challenges and digitalization.

Referring *Mediating the Message of Influence on Mass Media Content book*, Shoemaker and Reese (1996) explained that there are 5 factors that influence news reporting, namely the individual level, media routine level, organizational level, extra media level and ideological level. At the individual level, it is explained that individual journalists such as the religion or beliefs held by journalists, gender, educational background and political orientation of journalists (1996: 60-61). Next, at the level of media routines, namely the mechanisms and processes for determining news (1996: 105-108). At the organizational level, media owners are a very influential factor in determining the coverage of an issue in the media apart from individual journalists and media routines (1996: 155-161). Furthermore, Shoemaker mentioned influencing factors that influence reporting, namely the extra media level and ideology. Extra media factors include the closeness of journalists to sources, relationships with advertisers, policy influence, technological influence and government policy influence (1999: 166). The next factor is the ideological factor that influences media reporting, the ideology that the

media believes will influence media reporting (1996: 213).

Suara 'Aisiyiah magazine is a unique media, namely a magazine founded by a women's organization but its target audience is the general public. Suara 'Aisiyiah magazine, has become a da'wah tool that really supports the growth and development of 'Aisiyiah. Since its inception in 1926, SA has played the role of being the organization's mouthpiece for communicating to external and internal parties (Hayati, 2008). Suara Aisiyiah magazine has become a da'wah tool that really supports the growth and development of 'Aisiyiah to date to inform Aisiyiah's programs, internalize ideology, socialize organizational culture and socialize various organizational policies. As an organizational magazine, in its development Suara Aisiyiah magazine's reader segment is Aisiyiah members. There are various ways in which organizations use various communication channels to connect organizational members, especially for a mass organization like Aisiyiah whose members are spread throughout Indonesia with high levels of organization from the national level to the community. Goldaber (1990:70) describes organizational communication as the process of creating and exchanging messages in a network of interdependent relationships to overcome an uncertain and changing environment.

Media is also the dominant source for individuals to obtain images and images of social reality, for society and groups collectively and presents normative values and assessments mixed with news and entertainment. Internal media is a means within an organization to make it easier to obtain information and communicate between members of the organization (Ruslan, 2007: 201)

METHODS

This research uses a case study method, with a qualitative descriptive research type. The case study method is an empirical investigation that investigates contemporary phenomena in real life (Yin, 2009). This method is strategy for

answering research with why and how questions, and the reality being studied is contemporary events. This case study research describes how Suara Aisyiyah magazine is managed for the 2018-2023 period. Data collection techniques are in-depth interviews, document data and observation. Interviews were conducted with the Editor-in-Chief, members of the Editorial Board and editors; and document data including magazines, journals, photographs, and 'Aisyiyah organization documents.

RESULTS AND DISCUSSION

1. Suara Aisyiyah Management as Organizational Magazine

Suara 'Aisyiyah is a magazine published for internal organization as well as public media that can be accessed by the public. This is in line with one of Suara 'Aisyiyah's missions to provide literacy to the public and broadcast the views of progressive muslim women. The wide reach of Suara 'Aisyiyah can increase the chances of achieving Suara 'Aisyiyah's mission. The main segmentation of Suara 'Aisyiyah readers are 'Aisyiyah-Muhammadiyah members, whether they are leaders, members or sympathizers; as well as the wider community, both men and women. The expansion of reader segmentation to a wider audience is gaining momentum, especially through the publication of the Suara 'Aisyiyah website to reach a younger segment of readers. A part from that, broadcasting progressive Islamic views regarding issues of women, children and vulnerable groups is very important for young groups to influence their religious views regarding these issues.

Suara 'Aisyiyah is expected to be a source of information regarding 'Aisyiyah's views, movements and programs, including the delivery of recitations. This strengthens SA strategic position in broadcasting the values and views of Progressive Islam which glorify women. Recitation is a strategic forum in the community

to convey Islamic insight so that when customers or readers use SA as a reading source to fill recitations, it is hoped that the material with progressive Islamic content contained in several Suara Aisyiyah rubrics can color the community's religious views.

2. Suara Aisyiyah Positioning as Progressive Muslim Magazine

Suara Aisyiyah magazine is one of Aisyiyah's charitable efforts at the national level (PP Aisyiyah, 2000). As a magazine that was born from an organization with progressive Islamic values, media management must also be in accordance with the organization's values. Aisyiyah's voice has become a mouthpiece to strengthen the organization's positioning by promoting progressive Islamic values through all its rubrics, from the Editorial Plan which is the organization's thinking in responding to an issue to Singgang-Singgung rubric. Aisyiyah's voice becomes a communication bridge between the organization and members, between the organization and external stakeholders (Tanwir Document, 2012).

The organization's values in the form of an advanced or progressive view of Islam, especially on women's and children's issues, are a reference for Suara 'Aisyiyah in its publications. *Second*, literacy of women's degrees, because since the beginning the writings that have been most widely reviewed have been writings that have raised women's awareness that their degrees are as noble as men's as taught in Islam. *Third*, Literacy, Love of Knowledge and Love of the Motherland, which explores the importance of women studying and contributing, as well as an invitation to fight for the Indonesian homeland. *Fourth*, Islamic and Indonesian Identity Literacy, Suara 'Aisyiyah also contains writings about the public sphere which can be a space for women to contribute to the country's development. Several columns in Suara 'Aisyiyah, such as Hikmah, Kalam, and Sakinah Family, contain issues of women, children, and current issues from the perspective of

Progressive Islam to broadcast progressive views. On the website, there are several articles that are most widely read, including themes about "Is it true that 'Aisyiyah married when she was a child", "the priority of honoring one's wife", "it is sunnah for a wife to fast, does she have to get her husband's permission?".

3. Politics of Packaging Issues Through Rubricating

Suara 'Aisyiyah has an editorial political policy, including regarding issues of concern to Suara 'Aisyiyah as well as the values or perspectives that underlie the selection of themes, reporting or coverage angles, and manuscript selection. In accordance with the media tagline of Suara 'Aisyiyah, namely Inspiration for Progressive Women, the editorial staff of Suara 'Aisyiyah makes Progressive Islam a value or perspective in media management. *Second*, the principle of equality between family members; *Third*, the Principle of Justice; *Fourth*, the Principle of Love or *ma'waddah wa rahmah*; *Fifth*, the principle of fulfilling life's needs in this world and the hereafter. These five principles are also the basic values in writing related to family in Suara 'Aisyiyah media. In the Sakinah Family column there is an article that contains support that husbands can provide to working wives in accordance with *karamah insaniyah* values.

Editorial politics at Suara 'Aisyiyah also includes rubrics in magazines and websites that reflect media content and encourage the achievement of Suara 'Aisyiyah's mission. The rubrics in Suara 'Aisyiyah include the Hikmah, Main Coverage, Kalam, Education, Health, Ideas, Cakrawala, Kak Aisy Consultation, Qaryah Thayyibah, Inspiration, Organizational Lens, Dynamics and Literacy rubrics.

The Kalam rubric has the characteristics of writing that serves as a guide for 'Aisyiyah ulama (people who convey Islamic teachings either orally or in writing), to give recitations so that the positioning of this rubric is strategic enough to influence society at large. The themes and

writings in this rubric are also adapted to the perspective of progressive Islam. Apart from that, there is a main coverage column that reviews the major themes in each edition of the magazine. Suara 'Aisyiyah also has a special column about the family, namely the Sakinah Family which contains articles related to actual family issues that refer to the concept of the Sakinah family with five progressive principles. Furthermore, the organizational lens has the characteristic that the rubric contains writings related to organizational policies or programs that reflect the values of progressive Islam.

CONCLUSIONS

There are several important conclusions: *First*, Suara 'Aisyiyah is a magazine that extends ideas of Progressing Islamic values as seen in the teaching of equality of godly deeds for men and women, Islam as a mercy for all nature, values of peace, and movement social praxis are in accordance with Muhammadiyah's religious views which are progressive and glorify women. Suara 'Aisyiyah raises themes related to women and children's issues, especially those that are still controversial because there are still religious beliefs that are considered detrimental to women, even though Islam is a religion of mercy and teaches equality. *Second*, Suara 'Aisyiyah was a channel for strengthening the ideology of Muhammadiyah-Aisyiyah movement based on Islamic progressive values for leaders, managers of business charities, and 'Aisyiyah members. *Third*, in managing magazines as media products, Suara 'Aisyiyah faces challenges in the development of information technology that causes audiences to migrate to online media. 'Aisyiyah uses websites and social media to reach young people and wider reader segments outside 'Aisyiyah so that insights about progressive women's and children's issues can be published widely.

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Suara 'Aisyiyah Edisi 95 Tahun Suara 'Aisyiyah, Oktober 2021.

DIGITAL CONTENT MARKETING STRATEGY ON THE MILENIALIS.ID INSTAGRAM SOCIAL MEDIA ACCOUNT (@MILENIALIS.ID) FOR THE PERIOD JANUARY - FEBRUARY 2023 TO INCREASE BRAND ENGAGEMENT

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Abstract: The study explores the role of social media in managing marketing content in the digital era. It focuses on the effectiveness of Milenialis.id Instagram's digital content marketing strategy in increasing brand engagement, highlighting the importance of relevant, informative, and entertaining content. The qualitative descriptive data analysis involves three stages: data reduction, presentation, and conclusions. Data collection techniques include interviews with Milenialis.id's CEO, content planner, copywriter, admin, and graphic designer, observations on Instagram from January-August 2023, and data insight documentation from the Instagram account. The study uses Milenialis.id from January-August 2023, utilizing source triangulation techniques for data validity. It covers eight content marketing strategies, including goal setting, target market mapping, content creation, distribution, reinforcement, and evaluation.

Keywords: Content Marketing, Instagram, Milelukiss.id, Brand Engagement.

INTRODUCTION

The internet and social media have revolutionized information access, sharing, and business operations, with mobile devices enhancing the ease of carrying out activities. (Sembiring et al., 2022). In the past two years, smartphone apps have become a major contributor to the growth of digital media engagement, with two-thirds of that growth

coming from social media use (Anderson, 2016). Li et al., 2023 in their research, the use of social media in searching for fast and actual information has a strong influence, also having a positive impact on creativity in general (Zhang & Mao, 2023).

In the digital era, social media has become a crucial platform for managing content marketing and is now the center of company marketing strategies. (Saraswati & Hastasari, 2020). The platforms used such as Facebook, Twitter/X, Instagram, Tiktok, and Whatsapp enable global reach, direct interaction with customers, and sharing of engaging visual content.

From various social media and with their various functions, the author focuses on one of the social media applications, Instagram, which is in great demand. They highlight Instagram as a popular and successful marketing tool, transforming from a photo-sharing app (Salunke & Jain, 2022). Reporting from reportal data (2023), the number of Instagram users at the beginning of 2023 was 89.15 million users, making Instagram social media the second most used social media in Indonesia (Triaputri & Muljono, 2022). Instagram, launched in October 2010, has evolved from a simple photo sharing platform to a multimedia platform supporting various content types, including photos, videos, Stories, IGTV, and Reels, initially serving as a promotional channel and focusing on filtering and comments. (Šikić, 2021). The shift to algorithms allows platforms to serve content

according to user preferences, enhancing user experience.

A brand's engagement can be increased through relevant, informative, and entertaining content, building audience trust and interest. A well-prepared marketing strategy helps reach the target market, ultimately leading to loyal customers and a successful marketing campaign. (Saraswati & Hastasari, 2020). In content marketing, brands design strategies to maintain loyalty and consistent support, focusing on brand engagement as a basis for performance evaluation.



Figure 1.1 Milenialis.id Instagram account
(source: Author, 2023)

Instagram is being used by digital news media to promote and share articles, increasing brand engagement. Milenialis.id, an Indonesian platform for young Indonesian writers, uses infographics and meme elements to build literacy among its followers. The platform's visual content, sourced from various articles, is youthful, showcasing the platform's commitment to promoting literacy among young Indonesians.

METHOD

This research focuses on the digital content marketing strategy on the Milenialis.id Instagram social media account for the period January - August 2023 in increasing brand engagement. Therefore, this research includes a qualitative descriptive research method.

Descriptive research is research that aims to collect information regarding the status of an existing symptom, namely the symptoms that

existed at the time the research was conducted (Zellatifanny & Mudjiyanto, 2018).

According to Krisyantono (in Akhmad, 2015) descriptive qualitative research is a technique that describes and interprets the meaning of data collected by paying attention to and recording as many aspects of the situation being studied at that time as possible to obtain a general and comprehensive picture of the actual situation.

RESULTS AND DISCUSSION

Milenialis.id has content marketing strategy in general, namely by creating content that can provoke engagement and range (reach) as well as considering content that is appropriate to the audience of the Milenialis.id Instagram account. Milenialis.id carries out eight steps and stages in doing so content marketing similar to Kotler et al., 2017, namely:

1. Setting Goals

The initial step in content marketing is setting goals, allowing for a more detailed strategy. Content marketing changes orientation from "selling" to "helping," which requires a different marketing approach (Holliman & Rowley, 2014). In Milenialis.id's Instagram content marketing focuses on awareness, expanding reach, and increasing interaction. Branding is done with various of content to attract audiences, with positive results in increasing page views over time.

2. Audience or Target Market Mapping

Marketers need to identify target audiences, with separation based on traditional criteria such as location, demographic characteristics, psychographics, and consumer behaviour. Milenialis.id, for example, focuses on the 18-24 year age group. By packaging content taken from the web whose audience is the same as Instagram, Milenialis.id raises topics related to the audience to increase engagement. As in the research of

Ciunova-Shuleska et al., 2022, communal incentives and rewards can increase the intention to like commercial content, including personal opinions and lifestyle brands.

3. Content Ideation and Planning

The next stage involves creating content and planning, combining marketing themes with specific format results and a strong narrative. Milenialis.id has successfully demonstrated that their original content increases engagement and differentiates the brand from competitors (Serbetcioglu & Göçer, 2020). The content is presented to reflect the character of the younger generation, which often complains about their lives. This approach maintains consistent brand values and provides added value through interesting and positive content (Ho et al., 2020).

4. Content Creation

Milenialis.id's content creation process involves planning uploads and briefs using Google Spreadsheet and Docs tools. Graphic designers create visuals with predetermined guidelines uploaded by the admin on Instagram and Twitter, utilizing part of the internal team.

5. Content Distribution

Milenialis.id uses a content marketing strategy focusing on owned, paid, and earned media channels, prioritizing channels they control, as per Cheng & Mitomo, 2020 study, which suggests variety positively correlates with user terminal type.

Milenialis.id employs a strategic marketing approach, leveraging Instagram stories and post features to boost user engagement on both owned and paid platforms, as research conducted by Balliauw et al., 2021.

6. Content Amplification

To enhance a marketing strategy, it's crucial to understand the audience, conduct keyword research, and optimize content with solid facts and visually appealing elements. Text-based posts are less responsive, while visual content with classic aesthetics is more popular (O'Connell, 2020, Kusumasondjaja, 2020). Milenialis.id focuses on content strengthening through CTA, audience interaction, direct messages, and visual support for building strategies. (Lim & Childs, 2020), one of which is Meme media is one strategy; building sustainable relationships with users can increase support for the brand (Mazzarolo et al., 2021), in line with research by Chipp & Chakravorty (2016). However, there needs to be SEO optimization and consistency in content uploading, indicating the need to shift to an Interaction model to meet consumer needs (Chipp & Chakravorty, 2016).

7. Content Marketing Evaluation

After content distribution, social listening and analysis are used to monitor performance fluctuations, with BWM interval results indicating content criteria as the most crucial success factor. (Jami Pour et al., 2021). Milenialis.id uses Instagram analytics data to evaluate content engagement for one month, assessing whether the content is relatable and shareable by KPIs. Metrics include likes, comments, shares, and save. This aligns with Keegan & Rowley, 2017's six-stage framework: setting goals, identifying KPIs and metrics, collecting and analysing data, creating reports, and making decisions.

8. Content Marketing Improvements

The content performance analysis stage is crucial for identifying areas for improvement in distributed marketing

content, as regular improvements are necessary to enhance its effectiveness. According to Holliman and Rowley, 2014, valuable content is described as content that is useful, relevant, interesting and timely. In research conducted by Singh et al., 2023, post timing enhances marketing impact, and Millennials prioritize informative, persuasive, and interactive content when uploading to social media. The content arrangement becomes evaluation material after uploading, influencing their engagement.

CONCLUSION

The research suggests that the primary strategy for boosting brand engagement is to create engaging content that enhances interaction, reach, and audience while maintaining the typical Milenialis.id design and writing style. Furthermore, Milenialis.id carries out eight stages in managing content marketing on Instagram, namely setting brand-related goals, mapping target markets, initiating and planning content, creating content, distributing content, strengthening content, evaluating content marketing, and improving content marketing. Milenialis.id should focus on original content with writing and tips to boost audience engagement and awareness. A soft selling approach should be used, with briefs leading to articles on the web. A refreshment in content design and using Instagram ads and Reels can reach outside Milenialis.id.

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BONDAN HAMLET BECOMES BERDIKARI ENERGY VILLAGE THROUGH THE NEW RENEWABLE ENERGY PROGRAM (CORPORATE SOCIAL RESPONSIBILITY STRATEGY OF PT KILANG PERTAMINA INTERNASIONAL RU IV CILACAP)

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Abstract: Corporate Social Responsibility (CSR) serves as a means for companies to integrate local culture and wisdom into their business strategies. PT Kilang Pertamina Internasional (KPI) RU IV Cilacap implements CSR strategy through the development of New Renewable Energy (EBT) in Bondan Hamlet, with qualitative descriptive research methods and case study approaches. The company also designs the program by making a roadmap, starting from the initiation of the program to the stage of independence or exit program. This research is focused on the 2021-2022 period, where the program has reached the exit program, the sustainability of CSR programs, and community independence by considering the local wisdom of Bondan Hamlet. In this period, Bondan Hamlet formed and developed the Bondan Sukses Sejahtera cooperative, constructed the Early Warning System Rob Flood (EWSRF), Bondan Hamlet as an EBT laboratory, and became a Berdikari Energy Village. The results of this study use a bottom-up approach with the concept of sustainability, as well as an analysis of program planning and implementation based on social mapping to understand needs, potentials, supporting factors, and inhibiting factors. The supporting factor is the potential of a supportive environment to implement EBT-based programs, such as high solar and wind; the social aspect is in the form of community enthusiasm to develop very high in Bondan Hamlet. While inhibiting factors are challenging to access, monitoring can only be done sometimes, and there is potential conflict. The solution involves the role of local heroes as

mediators and community development officers as liaisons between the community and the company.

Keywords: Corporate Social Responsibility (CSR), New Renewable Energy (EBT), Community Empowerment, Exit Program, Bondan Hamlet.

INTRODUCTION

Corporate Social Responsibility (CSR) is a program implemented by several companies. Universally, CSR can help companies build corporate image and stakeholder relations. In Indonesia, CSR is a form of the company's commitment to have a positive impact on society and the environment, especially in the company's operational areas.

Corporate Social Responsibility can also be interpreted as a form of social responsibility by companies where companies also have economic and legal obligations to other parties who have interests or are commonly referred to as stakeholders (Marnelly, 2012). CSR was initially voluntary, but over time, many argued that this became mandatory. This is required through Law Number 40 of 2007 article 74 concerning Limited Liability Companies (Fibriana, 2011).

Corporate Social Responsibility programs are currently carried out by many companies that live from the extraction of natural resources, such as mining companies. CSR in the mining industry has developed since 1990 and is proliferating due to the demands of external parties both nationally and

internationally so that the mining industry can do business with more attention to the social and environmental impacts caused (Sharma & Bhatnagar, 2014).

Indonesian mining companies that implement CSR programs include PT Adaro Indonesia, engaged in the coal mining sector; PT Freeport Indonesia, engaged in the copper and gold mining sector; PT Aneka Tambang, engaged in the nickel, bauxite, and gold mining sector; PT Pertamina, engaged in the oil and gas mining sector.

This research discusses an Indonesian mining company, PT Pertamina, which runs businesses in the upstream and downstream sectors. The company has six Refinery Units (RU) in various regions of Indonesia and abroad. The largest RU, Cilacap RU IV, is responsible for processing the most oil and supplying oil and gas fuel throughout Java and Bali. The CSR program research at PT Kilang Pertamina Internasional (KPI) RU IV Cilacap focuses on this area, as it is the largest of the six RUs owned by Pertamina.

PT KPI RU IV Cilacap, a global energy company, prioritizes sustainability by integrating environmental, social, and governance aspects into its business strategy. The CSR program of PT KPI RU IV Cilacap focuses on empowering communities in the Cilacap Regency with five main pillars: Smart, Healthy, Green, Self-reliant, and the Partnership and Community Development Program. The program not only helps empower the community but also builds positive relationships with stakeholders to improve the company's reputation.

This study discusses the CSR program of Bondan Hamlet in Ujung Alang Village, Cilacap Regency. This CSR program, including the construction of a Hybrid Power Plant (PLTH) with solar and wind energy sources, has received awards and can provide solutions to electricity problems in Bondan Hamlet, which was previously considered a disadvantaged area in 2017 (Shodikin et al., 2023).



Figure 1. PLTH Bondan Hamlet

PT KPI RU IV Cilacap's CSR strategy, focusing on the Bondan Hamlet EBT program for 2021-2022, aims to address energy issues and empower local communities through cooperative formation and local potential development. This research focuses on remote areas and explains the CSR strategy to build involvement or participation with the local community.

METHODS

This research uses a post-positivistic paradigm and qualitative descriptive research, focusing on a detailed description of phenomena through a case study method. Case study is a method that aims to study and investigate an event or phenomenon regarding an individual, such as the life history of a person who is the object of research (Bimo Walgito, 2010). The data analysis for PT KPI RU IV Cilacap's Corporate Social Responsibility strategy involves reviewing data from various sources, including interviews and documentation. The Miles and Huberman model is used for data reduction, presentation, and conclusions. Data source triangulation is used to verify the validity of the data by comparing or double-checking the degree of confidence in information obtained from different sources.

RESULTS AND DISCUSSION

1.1 CSR Strategy Planning in accordance with Good Corporate Governance

The renewable energy CSR program is motivated by the condition of Bondan Hamlet, which has not been covered by electricity. The data analysis carried out refers to the Social Mapping study from the Social Development Studies Center Universitas Gadjah Mada. The results of this study explain the potential problems and geographical and social conditions that exist in Bondan Hamlet. Then, there is research assistance in data analysis assisted by the Cilacap State Polytechnic, which collaborates with other stakeholders such as the Bondan Hamlet government and the Environmental Agency (Shodikin, 2024). The Community Development Officer of PT KPI RU IV Cilacap reveals that the company ensures beneficiaries are groups based on a Certificate Letter. The company also prepares a strategic plan for five years and a work plan for one year, indicating the program's conclusion.

This renewable energy program is in accordance with the principles of good corporate governance, namely fairness, transparency, accountability, and harmonious responsibility (Marnelly, 2012). Based on the data obtained by the researcher, fairness can be proven by the Bondan Hamlet government as a stakeholder issuing policies or village rules that regulate the management of PLTH, and the community is required to carry out routine maintenance. Then transparency, PT KPI RU IV Cilacap when making decisions involving stakeholders and related parties in Bondan Hamlet. Furthermore, regarding accountability, as well as before implementing the program, PT KPI RU IV Cilacap has divided important actors that must be identified to maintain the sustainability of the program in the community, called local figures or local heroes who contribute to program development. Then, finally, responsibility can be proven when running the program, referring to the company policies adopted,

such as the ISO 26000 standard. This proves that Bondan's Hamlet renewable energy program is in accordance with the principles of good corporate governance.

1.2 Bottom-up Approach and Application of Triple Bottom Lines

Through the results of interviews obtained from Administration & Data Analyst Corporate Social Responsibility PT KPI RU IV Cilacap, the approach taken in this program is a bottom-up approach. This is done by collecting problems in Bondan Hamlet and conducting research on what potential can be developed, then Pertamina builds a Hybrid Power Plant (PLTH). The approach taken aims to provide opportunities for the community to voice ideas and ideas related to the program carried out through Group Discussion Forums.

The basic concept of CSR program implementation is better known as Triple Bottom Lines, namely Profit, People, and Planet (Yonatan Januar et al., 2017). Based on research, Pertamina renewable energy program aligns with the Triple Bottom Lines concept. The company seeks economic benefits and contributes to the community through its renewable energy program. Pertamina empowers the community through the Bondan Sukses Sejahtera cooperative and provides training on pond processing and PLTH maintenance. The company also prioritizes the environment through its use of PLTH as an environmentally friendly alternative energy, demonstrating its commitment to the Triple Bottom Lines CSR program.

The company also prepares a Roadmap within five years, focusing on 2021-2022 to achieve independence. The research focuses on the formation of the Bondan Sukses Sejahtera cooperative, Early Warning System Rob Flood, Bondan Hamlet as an EBT laboratory, and being designated as Berdikari Energy Village. Bondan Hamlet is

designated as Berdikari Energy Village because the development of renewable energy programs can empower the community in the hamlet. This designation is based on data from the Community Development Officer of PT KPI RU IV Cilacap.

1.3 PT Kilang Pertamina Internasional Becomes Public Support for Remot Areas

Empowerment programs benefit outsiders through awards and innovations, which can be registered for patents to protect copyright. They can also serve as a reference for remote program implementation, as explained by the Community Development Officer of PT KPI RU IV Cilacap.



Figure 1.3 EBT Bondan Hamlet Receives Award ISRA 2023 (Instagram @pertamina_ru4)

Bondan Hamlet's renewable energy program is supported by a supportive environment to implement EBT, namely high solar and wind heat. The social aspect in the form of community spirit is developing very well. However, geographical challenges, such as access to Bondan Hamlet, which is difficult, must require a boat, which takes 2 hours, so monitoring can only be done sometimes. Then, there are areas for improvement in the administration and conflicting interests between members, which can be overcome by local heroes and community development officers serving as deterrents and liaisons with the company.

Community Development Officer PT KPI RU IV Cilacap said that he conducts monthly and post-program evaluations using the Community Satisfaction Index (IKM) and Social Return on Investment (SROI) to assess the program's progress and identify obstacles.

Table 1.3.1 Summary of IKM in 2021

Number of respondents	38
Weighing Value	0,055
Index Value	3,51
Conversion IKM Value	87,69%.
Category	Excellent

Table 1.3.2 Summary of IKM in 2022

Number of respondents	38
Weighing Value	0,055
Index Value	3,61
Conversion IKM Value	90,00%.
Category	Excellent

The results of the quality assessment of the implementation of Sustainability of Renewable Energy in Bondan Hamlet in 2021-2022 received an a grade and were in the "excellent" category. Therefore, the community in Bondan Hamlet, in addition to reaching the exit program stage or independence that year, is also delighted with the CSR program that is run.

CONCLUSIONS

The CSR program started from the problem of electricity needs, then Pertamina showed its commitment through the development of renewable energy. Data analysis was conducted from Social Mapping Universitas Gadjah Mada. Exciting things are also obtained from the implementation of the program, namely, CSR can be carried out in remote areas, and there are exit program stages for community

independence. This program is in accordance with the principles of good corporate governance and the concept of triple bottom lines. The company also applies a bottom-up approach to gather ideas related to the program. The results of IKM research in 2021-2022 also received an outstanding category.

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INCLUSIVE COMMUNICATION FROM THE PERSPECTIVE OF MADANI SOCIETY

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Abstract:

The Madani Society and Inclusive Communication are examined in this thorough review. Diversity, equity, academic performance, and social integration are promoted via inclusive communication. Islam-based Madani Society fosters peace and unity across diverse religions and nationalities. The Prophet's open greeting in Madinah and Muakhah's planned execution show how these ideals can solve social problems and unite communities. Malaysia's diverse culture requires respectful communication to foster equality and peaceful coexistence, as the assessment emphasises on applying the Madani culture philosophy. This qualitative research uses library research methods. Analyses used descriptive content analysis. According to research, open communication, social togetherness, and the Madani Society notion promote society's well-being and inclusivity.

Keywords: *Inclusive Communication, Madani-Society, Diversity, Equity and Social Integration*

INTRODUCTION

Lev Vygotsky (1978) and other educational theories emphasize social interaction during learning. According to Vygotsky's sociocultural theory, communication is a fundamental activity that helps people understand and generate meaning in a social setting.

Inclusive communication in education involves the deliberate and reflective use of communication tactics and strategies to ensure

fair and impartial access to knowledge, comprehension, and engagement for all students, regardless of background, ability, or learning style. The goal is to provide an inclusive, esteeming, and dynamic learning environment for all students.

A "Madani era" is characterized by strong Islamic ideals, ethics, and principles. The Madinah government model of Prophet Muhammad (peace be upon him) is often cited. There may not be scholarly evidence for the phrase, yet many Islamic doctrines discuss inclusivity.

In Malaysian institutions, where ethnic and linguistic diversity is common, students' inclusive communication habits are lacking. The varied student body, which includes people from different cultural, linguistic, and ethnic origins, cannot fully participate without inclusive communication tactics. Hashim and Wok (2018), who stressed the need for cultural inclusion in higher education to increase learning, show that this topic is underemphasized.

Limited inclusive communication increases academic, engagement, and social inclusion disparities. Kaur and Singh (2019) stressed the importance of cultural diversity in communication. Failure to do so may lead to pupils feeling excluded, which can affect their well-being and academic performance.

From the Madani perspective, establishing inclusive communication among Malaysian students is complicated. Malaysia's cultural and linguistic diversity requires initiatives to improve cultural awareness and sensitivity, promote a widely recognized language that respects linguistic diversity, and provide language support. Workshops and seminars are needed to emphasize inclusivity because pupils don't understand Madani principles.

LITERATURE REVIEW

This extensive review examines inclusive communication and Madani society.

Inclusive Communication techniques make everyone feel appreciated and involved (Morgan & Weerakkody, 2020). This technique improves academic performance, diversity, and social integration (Niemic & Walburg, 2019; Hodges et al., 2021; Fernandes & Almeida, 2019). Compassionate policies and training are needed because language, cultural, and technical hurdles can inhibit communication (Archer, 2018; Peters et al., 2020).

Madani societal concept

Narcholish (2019) said "madani society" originally meant Muhammad's Medina Islamic community. Madani society wanted a cultured, Allah-following Islamic community. Madani values are in the Medina Charter. The development of democracy, society, and nation depends on society. Democracy, civics, justice, egalitarianism, and morality balance individual freedom and social stability.

When minority rights were not a political or social issue, the Madinah Charter taught Muslims how to accept and benefit other religious communities, according to Badruzzaman (2022). The Charter established general guidelines for nonviolent coexistence among Madinah's religious groups.

The Medina Charter requires Muslim communities to be good neighbors and stand together against foes. Keep the oppressed safe. Free speech and religion. All Madinah people had equal rights and duties under the Charter (Muslih, 2010).

According to the Medina Charter, tolerance and mutual aid are important.

Ardiansyah (2020) defines religious tolerance, or *tasamuh*, as letting people believe in their religion with freedom.

He stressed that religious tolerance demands nonviolent *dakwah*. Individuals should respect others' viewpoints and decisions. A Muslim who embraces another faith and gives *dakwah* carefully promotes religious tolerance. SAW's Medina example will follow.

To conclude, Madani Society promotes peaceful coexistence and solidarity among all religions and nations through Islamic values. Muslims appreciate peace, wealth, and happiness, and Madani society values diversity (Anwar Ibrahim, Elkarimah, 2016). It's universal, indivisible, and anti-discriminatory (Kartanegara, 2016).

Thus, inclusive communication, social unity, and Madani Society foster diversity, equity, and peace.

METHODS

The study was qualitative. The strategy helps researchers grasp the topic (Kumar, 2018).

Using library research, the researcher learned about the issue. Malay, English, Arabic, scientific studies, theses, and papers, as well as Western academics' English writings and perspectives, are used to analyze the research's data.

This research uses the bottom-up inductive method to find patterns and draw conclusions (Lodico et al., 2010). This method lets academics

examine inclusive society, historic Madinah society during prophet Muhammad SAW's time, and Madani idea.

(Hisn al-Muslim 224)

RESULTS AND DISCUSSION

First Greeting in Madinah

عَنْ عَبْدِ اللَّهِ بْنِ سَلَامٍ، قَالَ لَمَّا قَدِمَ رَسُولُ اللَّهِ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ الْمَدِينَةَ انْجَفَلَ النَّاسُ إِلَيْهِ وَقِيلَ قَدِمَ رَسُولُ اللَّهِ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ فَجِئْتُ فِي النَّاسِ لَأَنْظُرَ إِلَيْهِ فَلَمَّا اسْتَبَيَّنْتُ وَجْهَ رَسُولِ اللَّهِ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ عَرَفْتُ أَنَّ وَجْهَهُ لَيْسَ بِوَجْهِ كَذَّابٍ وَكَانَ أَوَّلَ شَيْءٍ تَكَلَّمَ بِهِ أَنْ قَالَ " أَيُّهَا النَّاسُ أَفْشُوا السَّلَامَ وَأَطْعِمُوا الطَّعَامَ وَصَلُّوا وَالنَّاسُ نِيَامَ تَدْخُلُونَ الْجَنَّةَ بِسَلَامٍ ". قَالَ أَبُو عِيسَى هَذَا حَدِيثٌ صَحِيحٌ .

'Abdullah bin Salam said: "When the Messenger of Allah (s.a.w) arrived- meaning in Al-Madinah – the people came out to meet him. It was said that the Messenger of Allah (s.a.w) had arrived, so I went among the people to get a look at him. When I gazed upon the face of the Messenger of Allah (s.a.w), I knew that this face was not the face of a liar. The first thing that he spoke about was that he said: 'O you people! Spread the **Salam**, feed(others), and perform Salat while the people are sleeping; you will enter Paradise with(the greeting of) **Salam**.'" (Sahih)

(Jami` at-Tirmidhi 2485)

This the first time the prophet SAW reached Madinah. None of the Madinah people have ever recognized the Prophet. Madinah, a diverse community consist of dominant Ansar (Auz and Khazraj) and minority Jews will be cherished with love and kindness. Indeed the hadith mentioned the usage of أَيُّهَا النَّاسُ , no specification or addressing specialty to either Ansar or the Jews. The Prophet applied an inclusive greeting to raise the first awareness of unity, respect, and loving to each other. In another hadith,

قَالَ رَسُولُ اللَّهِ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ: (لَا تَدْخُلُوا الْجَنَّةَ حَتَّى تُؤْمِنُوا، وَلَا تُؤْمِنُوا حَتَّى تَخَابُوا، أَوْ لَا أَدْلُكُمْ عَلَى شَيْءٍ إِذَا فَعَلْتُمُوهُ تَخَابْتُمْ، أَفْشُوا السَّلَامَ بَيْنَكُمْ)

The Prophet () said: "You shall not enter Paradise until you believe, and you have not believed until you love one another. Shall I tell you of something you can do to make you love one another? Spread the greetings of **Salam** (peace) amongst yourselves (i.e. between each other).

Mushfique (2016), explained this hadith indicates that **Salam** is the foundation and reason for love, which is a component of the indication of the wholeness of faith, ultimately allowing us to enter His heaven.

The Prophet carefully selected the appropriate words during significant events to spark the spread of Islam and its importance to the people of Madinah. The Prophet emphasized the importance of maintaining mutual respect and manners when responding to greetings from non-believers too.

عَنْ أَنَسِ بْنِ مَالِكٍ، قَالَ قَالَ رَسُولُ اللَّهِ - صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ - " إِذَا سَلَّمَ عَلَيْكُمْ أَحَدٌ مِنْ أَهْلِ الْكِتَابِ فَقُولُوا وَعَلَيْكُمْ " .

It was narrated that Anas bin Malik said "the Messenger of Allah() said": "When any of the People of the Book greets you with Salam (peace), then say, Wa 'alaikum(and also upon you)."

(Sunan Ibn Majah 3697)

Thus, if a non-believer greets us without insulting us, we should respond similarly or better. Islam emphasizes morality and manners, therefore communicating in society is needed.

Execution of Muakhah in Medina Among Muslim

Madinah houses Ansar, Muhajirin, and Jews. The Muhajirin followed Our Majesty from Mecca to Medina. Unhoused Muhajirin immigrants. Natives of Madinah are Ansar. Muslim Aus and Khazraj tribes. Medina is their homeland, hence the Ansar have all amenities.

Arab converts and Jews from Bani Qainuqa, Nadhir, and Quraizah. Probably 4,400. Of the three factions, 1500 Bani Qainuqa Jews were the largest (Ibn Saad, 1968).

5-8 months later, SAW migrated to Madinah. Ansar-Muhajirin contacts were developed after building a mosque. Brothers 45 Muhajirin and

45 Ansar. Yet another account claims 100. 50 Muhajirin (Irwan Santeri, 2021).

While in Anas bin Malik's house building the mosque, the Prophet experienced this. Zubair and Salamah bin Salamah, Abu 'Ubaidah bin Abdullah bin al-Jarrah and Sa'd bin Mu'az, Bilal and Ubu Ruwayhah, and others (Al-Muba)

During difficult times, the Prophet's Muakhah (formal brotherhood) solved social issues. It tackled adaptability and economy issues and empowered Madinah's people to develop a strong, united society. To adapt a sensible vision to a similar situation, study and practice it consistently.

The Concept of Madani Society in Malaysia

Social and interpersonal relationships require relational requirements. Meeting relationship needs through communication is essential for building human nature's social relationships, which Madani promotes through prosperity, respect, and compassion. We require communication to form, maintain, and break relationships.

Nonverbal indicators can indicate someone's interest, and words can initiate a conversation, according to Ali Salman (2023). Returning the favor creates trust. Communication to convey compassion, well-being, esteem, and empathy is essential to relationships.

He advised various Malaysians to realize that relationship communication may fail. In Madani society, being meek, combative, or domineering can harm relationships. These situations require respectful and caring communication. Sponsoring neighborly community events and saying "You're a great friend" shows dedication.

The Madani Society to Promotes Inclusive Society

The study identifies five key elements crucial for further research and understanding of the narrative and its relevance in Malaysia:

1. Islamic Democracy: The Madani Society promotes equal rights and duties for all members regardless of ethnicity or religion. This promotes diversity by encouraging active decision-making.

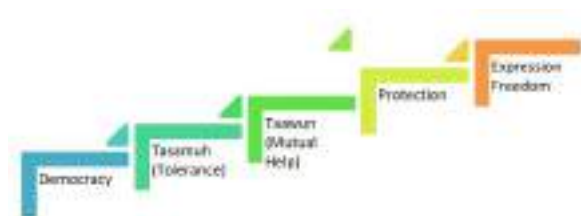
2. Tolerance (Tasamuh): The Madani Society accepts people's choices and beliefs without coercion. Peace and harmony are promoted by this inclusive, diversified atmosphere.

3 (Taawun): Mutual aid promotes communal cooperation. Cross-religious and cultural assistance is anticipated, establishing a sense of shared responsibility and acceptance.

4. Minority Protection: The Madani Society stresses minority rights based on the Medina Charter. Through peaceful cohabitation and protection of persecuted people, it fights discrimination and creates an inclusive community.

5. Communication and Religious Freedom: Madani society values communication and religious freedom. Honest discussion and neighborliness between Muslims and other religions fosters understanding and tranquility.

These factors promote Madani Society cohesion and inclusivity by emphasizing democratic values, tolerance, mutual aid, minority protection, and freedom of expression and religion.



CONCLUSIONS

Inclusion, diversity, equity, academic success, and social integration are stressed in the assessment of Inclusive Communication and the

Madani Society. Despite language and cultural barriers, inclusive policies and training are essential. Following Muhammad's Medina Charter's emphasis on peaceful collaboration and minority protection, the Madani Society seeks a well-educated, democratic, fair, and moral community. As shown in the Prophet's welcoming approach in Madinah and Muakhah's implementation among different groups, kindness and mutual aid promote adaptability, economic security, and community cohesiveness. The review emphasizes respectful communication's function in creating social unity, equality, variation, and peaceful cohabitation in Malaysia's diverse society using the Madani Society idea.

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CATEGORIES OF PLAYERS IN HALAL COSMETIC VALUE CHAIN: PRELIMINARY FINDINGS

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Abstract: The global halal cosmetics industry is lucrative and valued USD 9637.6 million in 2022 and expected to grow further to USD 12220 million by 2030. This growth is attributed to the increasing numbers of the population of affluent Muslims. However, past studies revealed the lack of knowledge of consumers on the industry practices, on the ingredients in cosmetics products, and on the rules of permissibility of cosmetics. In such a situation, the consumers often fall prey to fraudulent and harmful cosmetics products. This lack of knowledge is contributed by the complexity of the cosmetics value chain, in which most times the activities within the value chain remain hidden from the public view. A first step toward resolving these issues is to understand the elements in the value chain of cosmetics. Specifically, the purpose of this study is to identify the different categories of players in the halal cosmetic value chain. Understanding of the different categories of the players in the industry based on the value chain is fundamental in supporting understanding of the practices in the industry and ultimately help educate the consumers. This article, which presents the preliminary findings of the study, revealed that cosmetic producers can be categorized based on their functions in the value chain and the size of their operations. Among the companies involved in halal cosmetics, their growth strategies of vertical integration are common in the industry, indicative of the dynamic and evolving nature of the industry value chain.

Keywords: Halal Cosmetics, Halal Value Chain, Industry Players, Malaysia

INTRODUCTION AND PURPOSE OF STUDY

The lucrative global cosmetics industry centered around selling hope and fantasy via beauty, achieved a remarkable market value of USD 299.77 billion in 2022, and is projected to increase to more than 39 per cent or approximately equivalent to USD 417.24 billion by 2030 (Fortune Business Insights, 2023). ASEAN (2014) defines cosmetics as “any substance or preparation intended by its manufacturer to be placed in contact with the various external parts of the human body such as the skin epidermis, hair, nails, lips and external genital organs or with the teeth or the mucous membranes of the oral cavity with a view exclusively or mainly to cleaning them, perfuming them, changing their appearance, correcting body odors, protecting them or keeping them in good condition” (ASEAN, 2014).

In line with the growing demands of consumers on cosmetics, halal cosmetic emerged as the new segment or the new niche market within the broad cosmetic market. Halal cosmetics is defined as beauty products that contain ingredients permitted by Islamic law and fatwa (ILIM, 2021). Sugibayashi et al. (2019, pg. 2) describe halal cosmetics as “products, sourced from halal ingredients and produced in accordance with the halal system, intended to be

applied on a specific part(s) of the body, whether as leave-on or rinse-off, for the purpose of beautifying, cleansing, protecting, and changing the appearance of the body". The global halal cosmetics industry is lucrative and was valued at USD 1,934 million in 2022, USD 9637.6 million in 2023, and is projected to value USD 12220 million by 2030 (Industry Research, 2024).

Cosmetics products are utilized everyday. However, past studies revealed the lack of knowledge of consumers on the industry practices, on the ingredients in cosmetic products, and on the rules of permissibility of cosmetics (Adham et al., 2023). In such a situation, the consumers often fall prey to fraudulent and harmful cosmetics products. Adham et al.'s (2023) study also pointed out value chain for halal cosmetics as long processes, with some extend beyond the industry and usually cross the national borders. This value chain which involved values being exchanged across many players are generally hidden from public view. A first step toward resolving these issues is to understand the elements in the value chain of halal cosmetics. Understanding the value chain provides a comprehensive view about the industry, which helps educate the general public.

The purpose of this study is to identify the different categories of players in the halal cosmetic value chain. To achieve this purpose, the study utilized a conceptual framework, shown in Figure 1, that was developed based on the basic concept of value chain (Stobierski, 2020). The basic concept of value chain is utilized to explain the categories of players in the halal cosmetic value chain. Based on the basic concept of value chain, halal cosmetic value chain can be conceptualized as a process that involve players creating values in a chained process, from the suppliers to the manufacturers and finally through the distributors (wholesalers and retailers or agents), the values (in the form of cosmetic products or services) are delivered

to the end consumers. The chained process of value creation created values that generate profit to all players along the cosmetic value chain, the suppliers, manufacturers and distributors.

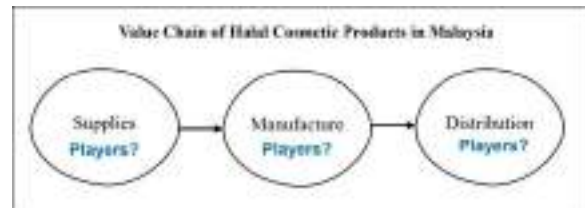


Figure 1. Conceptual framework of the study

METHODS

To achieve the purpose of this study, a basic qualitative research design was chosen. This design was deemed suitable as it allows in-depth understanding about a particular topic of interest (Merriam & Tisdell, 2016). In this study, the aim is to understand the elements in the value chain of cosmetics specifically the different categories of players in the halal cosmetic value chain. Employing the purposive sampling method, data were purposefully collected from selected informants directly involved in halal cosmetics business in Malaysia, consisting of producers, brand owners, and agents or retailers. The study included a total of 15 informants. The number of informants was established using the concept of saturation point, which suggests that data collection can be ceased when no new conclusions can be drawn from the subsequent informants (Merriam & Tisdell, 2016).

Data were gathered primarily through interviews and through information that was provided by the producers or retailers on their websites and other media that were accessible in the public domain. Interview questions were developed based on the conceptual framework of the study. Interview data were recorded with the permission of the informants, and were transcribed verbatim, which generated interview transcripts. These transcripts were analyzed using a thematic analysis approach, from which the findings of the study emerged,

were systematically categorized, which ultimately fulfilled the study's purpose.

RESULTS AND DISCUSSION

Broadly, the categories of cosmetics providers in the value chain can be grouped into four categories, large companies, OEMs, SMEs, and individual providers. The group of large companies comprised three main players of cosmetics: large cosmetic companies, hypermarkets, and chain pharmacies or stores. The OEMs are specialized providers of manufacturing services for halal cosmetics. Within the SMEs group, their function in the value chain varies from one company to the other. The last group comprised individual home-based businesses and agents.

Large multinational cosmetic companies generally have control over their entire value chain. Hypermarkets and chain pharmacies are among the big retailers of cosmetics. They usually began their business by carrying the products of others. However, over time, some of the hypermarkets and chain pharmacies or stores began to produce their own brands. This forward integration is aimed at serving as a one-stop center for customers. The production of these store-brand cosmetics is outsourced to OEMs, with the stores using their own brands. The OEMs are contract providers of manufacturing services for halal cosmetics. These OEMs can be large or small, and they can be exclusively manufacturers, or their roles can be expanded into business advisory and consultation.

Within the SMEs group, their function in the value chain varies from one company to the other. Forward integration is a common strategy among SMEs. In Malaysia, the majority of the businesses in cosmetics, including cosmetics producers and brand owners, are SMEs. Brand owners are the major group of players in the cosmetic industry in Malaysia. One SME, **MR Moringa** began its business on a small scale in

2016. The owner of the company owned a few Moringa orchards, where the trees were planted organically, around Terengganu. This owner had begun planting the Moringa trees much earlier and had actively utilized Moringa leaves as ingredients in her cooking. By 2016, the Moringa trees were fully grown, and the owner used the tree leaves as the main ingredients in her Moringa-based products. Up to 2023, all production in this company were outsourced to an OEM halal manufacturer, through which MR Moringa products are granted halal certification. The company owns the MR Moringa brand and sells its products through agents. By the end of 2023, the company offers three categories of products: health, food, and cosmetics, which are sold through its agents. Its cosmetic products include essential Moringa oil, Moringa soap, Moringa bath gel. Later in 2023, the company began to develop its own halal processing facility for its Moringa leaves.

Another SME, **Perfume Heaven**, which was incorporated in 2017, started as a perfume trading company. Later, the owner decided to make the company's own perfume due to his concern with the ingredients utilized in perfume, some of which are not permissible in Islam. During the initial stage, it sourced its ingredients from suppliers, but later on, the company produced some of the essential oils on its own. The company conducted its own R&D, and its factory processes the ingredients into perfume, and either sells its perfume directly or via agents. It also acts as an OEM for other brand owners.

The main business of **Zeti Roses** is a rose orchard, offering a variety of rose plants for sale. Its businesses also include Rose R&D Center, Rose Therapy Center and Landscape Consultant. Zety Roses also supplies special care products for roses and other plants based on organic materials and sells fertilizers and provides a guidance and tutorial package for rose plants. In selling its rose plants, Zety Roses operated an agent system with agents in different states in

Malaysia. More recently, Zety Roses has vertically integrated downstream to selling cosmetic products, such as rose-based serum and lip care, rose water, rose oil perfume, as well as rose soap and hand lotion products. The company conducted its own R&D and marketed its own cosmetic products but outsourced the manufacturing to OEM. It utilized its own ingredients as well as outsourced some ingredients from others.

One SME, which is **Solution Inspirasi**, is a full-fledged brand owner and marketer company. The company outsources its perfume production to an OEM. The OEM provided the ingredients and manufacturing services for its products as well as business mentoring and coaching. Its perfume products, which are JAKIM halal certified, include EDP (sold under the brand Voorkant), car perfume, and organic essential oils, have been on the market since 2021. The company sold its products directly to customers via its online and offline outlets, as well as establishes an agent system, with agents in different states in Malaysia and in some parts of Indonesia. By 2024, the company focuses on business customers. Since its establishment, the company has entered the international market by establishing international business partnerships for marketing and sales in Indonesia. One of the owners being Indonesian, eases the company's entry into Indonesia markets.

The above producer SMEs actively utilized agents, who sell the cosmetic products to end customers. These agents earned a certain percentage of sales, and they received help from the brand owner in terms of product supplies and advertisements.

The halal cosmetic value chain also comprises independent providers, which are generally small-scale home businesses. For this business setup, the providers develop the idea of cosmetic products, usually based on the trend of the moment, and they outsource the production

and packaging entirely to the OEM, which are halal certified. They are the brand owners responsible for marketing activities of the product and conducting market research to study consumer preference and acceptance. This business thrives on word-of-mouth and the personal networks of the providers.

Another category of cosmetic producers is **direct importers of cosmetics**, which are the group of individuals or companies that directly import cosmetic products, most times without any particular brands, and repackage and sold them in Malaysia. These products are generally not halal-certified, and sold directly either to end consumers, or businesses, and they are either branded by the importers, or sold as unbranded goods.

CONCLUSIONS

Based on the above discussion, the players and the parts of the value chain that they are involved in are identified. These preliminary findings revealed different categories of cosmetic producers, which are full-fledged producers, exclusively OEMs, and exclusively brand owners. There are also brand owners who are directly involved in producing their own supplies of ingredients. Over time, strategies of backward integration, in which the company vertically integrate to become an ingredient producer, are among the strategies implemented by halal cosmetics companies.

In reverse, there are small farmers who then evolve and vertically integrate to produce their own products and become brand owners. Among the OEMs, forward integration to become brand owners is common in the industry. Outsourcing strategy is common among major hypermarkets in their pursuit of developing their own in-house brand and expanding their businesses. These strategies embraced by the players in the value chain of cosmetics are indicative of the dynamic and evolving nature of cosmetic providers and the industry. These findings enhance understanding

of the players that are involved in the production of cosmetics and enlighten the researchers, end consumers and stakeholders.

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MOTIVATION AND INTENTIONS TO GO VIRAL AMONG SOCIAL MEDIA USERS IN MALAYSIA

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Abstract: Social media serves as a platform for electronic word-of-mouth (e-WOM). However, it is not yet clear what motivates individuals to share information on social media. Whether it is driven by personal or social-oriented motivations, the desire for self- or other-self-satisfaction seems to be a key driver. In this context, a study explored the link between motivations and intentions to go viral on social media. The research model was based on the Theory of Reasoned Goal Pursuit (TRGP) and the Information, Motivation, and Behavioral Skills model (IMBS). The analysis of 408 social media users revealed that personal motivations are the primary drivers behind the intention to go viral on social media. The study also found that social motivations partially influence individuals' intentions to go viral on social media. These findings bring avenues for future research to expand on viral behavioral intentions, including their impact, ways to control, and acceptable content to share on social media.

Keywords: Motivation, viral intentions, social media, topics, e-WOM

INTRODUCTION

Social media interactions happen through communication or social applications. When

people frequently interact on social media, it is known as electronic word-of-mouth (e-WOM). This interaction can result in viral behavioral intentions (VBI) because sharing and receiving information can be very influential (Kawamoto & Hatano, 2014; Kim, 2015; Alhabash, Baek, Cunningham, & Hagerstrom, 2015).

Viral topics on social media are not specific and can disappear quickly. A topic that goes viral today may no longer attract attention the next day (Boppolige & Gurtoo, 2017). When information is rapidly shared from one user to another (Hemsley, 2011), one of the reasons is people's inability to control their emotions and impressions (Berger, 2014), which can cause the information to spread like a virus.

Numerous campaigns have been launched to educate people and fight against the spreading of fake news (sebenarnya.my, 2020). However, it is important to understand why individuals choose to share such news on social media and their methods to make it go viral. This paper aims to identify the factors that motivate people to go viral on social media and the techniques to achieve that.

Self-interest and interpersonal activities are essential to social media usage (Gentile, Twenge,

Freeman & Campbell, 2012; Sprecher, 2014). Individuals are cautious about sharing information, even if it helps build relationships and impressions (Utz, 2010; Carpenter, Green & LaFlam, 2011). Additionally, feelings of closeness and reciprocity are among the key elements that make social media interaction meaningful (Sprecher, 2014).

Individuals share information on social media for various reasons, such as individualism and altruism (Ho & Dempsey, 2010), gratifications (Yusufova, 2013), impressions and experiences (Wang, Li, Li & Peng, 2014), appearance control (Lyu, 2016), self (Johnson & Ranzini, 2018), as well as interests and feelings (Vilnai-Yavetz & Levina, 2018). Sharing information will stimulate emotions and thoughts that can increase influence (Kim & Yang, 2017) and reach target audiences (Kim & Chock, 2017), including satisfying other users, especially during group discussions (Bayona & Castaneda, 2017).

Social media sharing, or e-WOM, is the first step in turning information into viral content. It can increase the potential for information to spread because a message or content will reach the audience's attention at extraordinary speed (Botha & Reyneke, 2013). One factor contributing to these actions is individual behavior by pressing the like button, sharing, or commenting on information they found on social media (Alhabash et al., 2015).

It is argued in the Theory of Planned Behavior (Ajzen, 1991) that an individual's willingness to act is influenced by their intention. Before intending to act, the individual must be motivated (Theory of Reasoned Goal Pursuit; Ajzen & Kruglanski, 2019). According to Katz, Blumler, and Gurevitch (1974), media use is individualistic and oriented toward satisfaction (West & Turner, 2007). Therefore, motivation is essential in predicting behavior, including the intention to act.

Hypothesis:

1. Personal motivation positively relates to

the intention to share (H1), give comments and re-share (H2) on social media.

2. Social motivation positively relates to the intention to share (H3), give comments and re-share (H4) on social media.
3. Motivations predict the intention to share (H5), give comments and re-share (H6) on social media.

METHODS

The nature of the study required all 408 users between the ages of 20 and above to be active on social media and experience viral information through sharing, commenting, and re-sharing. Using a Likert scale of 1-5, the data was measured in four parts: a) patterns, b) personal motivations, c) social motivations, and d) viral intentions. Data collection was conducted within 54 days on Facebook and WhatsApp using convenience and snowballing techniques and analyzed using Structural Equation Modelling – Partial Least Square (SEM-PLS 3.3.2) to test the relationship and prediction between variables.

RESULTS AND DISCUSSION

Personal motivations were positively related to the intention to share ($\beta=0.734$, $p=0.000$) or commenting and re-sharing ($\beta=0.516$, $p=0.000$); however, social motivations only positively relate to commenting and re-sharing information ($\beta=0.251$, $p=0.004$). Personal motivations encourage a social media user to go viral, while social motivations only encourage a user to comment and share information on social media. Therefore, H1, H2 and H4 are fully supported.

Next, there is a strong relationship between motivations and the intentions to go viral on social media. The study found that motivation plays a more significant role in sharing information than commenting and re-sharing with other users. The R² value obtained for predicting the motivation towards sharing intentions was 67.8% and 56.0% towards commenting and re-sharing information on social media.

CONCLUSION AND RECOMMENDATION

The TRGP explores individual motivation that impacts intentions and actions. It has shown that this model can be applied to viral studies where different motivations lead to different intentions. This confirms that people desire to satisfy themselves through sharing, commenting, and re-sharing information on social media.

Sharing content on social media that goes viral can have a significant impact on shaping society's attitudes, norms, and behavior. While individuals may be motivated to share content for personal satisfaction, the act of sharing, commenting, and re-sharing can expand knowledge and beliefs, providing opportunities to explore viral information further.

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PRODUCTION AND DISTRIBUTION OF INSTAGRAM CONTENT @KARTIKALIEM IN IMPROVING THE BRAND IMAGE MARCH-NOVEMBER 2023

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Abstract: The management of content distribution becomes one of the elements that play a key role in media technology. It also involves strategies designed to ensure the content produced by an organization or individual reaches relevant audiences in an efficient yet effective way, innovations are also necessary for the industry to penetrate the global market and contribute to economic improvements. Social media that's been used a lot today is Instagram. Instagram is one of those social media whose primary function is to upload and also share photos and videos online. Social Instagram also plays a role in fashion and lifestyle, many accounts and brands compete for Instagram attention. This is what makes the social intelligence platform a medium to form the promotion and the brand image of its products and services. @kartikaliem's Instagram account has a management of @kartikaliem account, with more followers and more leverage than its competitors' Instagram account, with more followers and intensity in uploading content on its Instagram, than other competitors' Instagram accounts. @kartikaliem's Instagram account in the last 6 months from March 2023 to November 2023 is increasingly active producing consistent content for both portraits and reels on Instagram, effectively improving the brand image. However, the research has been unable to respond to the improved brand image for the same Instagram account in the fashion industry.

Keywords: Management, Instagram, Brand Image.

INTRODUCTION

In today's digital age, social media has become an inevitable platform to build and enhance brand image. Among the popular social media platforms, Instagram has become one of the most dominant, with millions of active users every day. This research investigates the influence of Instagram content production and distribution management, with a focus on @kartikaliem's account, on enhancing brand image. In this case, content distribution management is one of the elements that play an important role in media technology. Content distribution management also helps build the image of the brand, Innovation in content is an important aspect in building and improving the brand image in today's media.

It can be seen that content is closely related to social media, social media that is currently widely used is Instagram. Instagram is one of the most popular platforms today, Instagram was launched on October 6, 2010, and was first released for the iOS platform. As released by We Are Social in 2021, the Instagram application downloader is also increasing in number every day. The number of Instagram users in Indonesia in 2021 is 85 million (Riyanto, 2021).

Instagram social media also plays a role in the fashion and lifestyle industry, the quality of content on Instagram is very important. Poor content in terms of image, style, or message can damage a brand's image. One example of the fashion industry using the Instagram platform as a medium to build brand image in the social media space is @kartikaliem which is a clothing

business that sells and rents products in the form of party dresses consisting of various types, ranging from traditional kebaya to modern party dresses, not only that @kartikaliem also provides custom dress services both traditional and modern where Kartikaliem makes Instagram as a media branding and promotion. Currently, @kartikaliem has 10.6 thousand followers with 1,060 posts. This research aims to find out the production management and distribution of Instagram @kartikaliem content in increasing Brand Image among consumers from March 2023 - November 2023, where during that period Instagram @kartikaliem was more active in producing and distributing content to build Brand Image.

2 competitors use Instagram concepts that are quite similar to @kartikaliem's Instagram but it can be seen from the data that the competitor's Instagram account is still lacking in terms of followers and posts, not only that, the content of competitors is monotonous and lacks interaction with the audience so that the main problem raised from this research is to find out what kind of Instagram content production management strategy is used by Instagram @kartikaliem and what kind of content is in great demand by the audience of the @kartikaliem Instagram account where the @kartikaliem Instagram account in the past 6 months has been increasingly active in producing consistent content for both feeds and Instagram reels so that it can improve brand image.

Qualitative data collection techniques are used in research to gain an in-depth understanding of a phenomenon and explore the meanings, perceptions, and views of individuals or groups. The qualitative data collection techniques used are interviews and documentation. In this context, this research will discuss how the production management and distribution of @kartikaliem Instagram content in improving brand image. The purpose of this research is to find out whether the content produced affects the brand image built by the Instagram account owner @kartikaliem.

The theory that is used as a reference is according to the research proposed by Matthew B. Miles and Michael Huberman in Djamel's book, the qualitative data analysis process is carried out interactively and continuously until it reaches the stage where the data has been obtained thoroughly. The analysis steps include reducing data, presenting data, and making relevant decisions (Saraswati & Hastasari, 2020).

In previous research conducted by Fajar Junaedi and Muria Endah Sokowati (2019) examining Mojok.co digital media where this research was conducted to examine the production management of Mojok.co digital media and the mapping of content presented by Mojok.co, this research provides a perspective on media production management, it can be seen that the relationship between humans and the media is determined by the fulfillment of demands by the parties involved. Humans see new media as media that can fulfill their expectations (Sokowati & Junaedi, 2019).

Previous research conducted by Abdul Wakil with the title The Role of Brand Image and Product Quality in Increasing Customer Loyalty states that the strength of a brand is the ability to capture tastes and customer loyalty. Brand image is also related to confidence and trust in the brand (Wakil et al., 2020).

Muhamad Mirzan Hasan Bisri & Pitoyo conducted previous research on marketing content contained in the Finansialku.com Instagram account, according to respondents the content can help improve the Brand Image of the Finansialku.com account. The content produced can be easily understood by respondents with content that can explain and educate about the product and the content provided to meet public needs. (Muhamad Mirzan Hasan Bisri & Pitoyo, 2019).

METHODS

The research method used in this study is a descriptive qualitative approach, based on the philosophy of postpositivism, where the data obtained is in the form of sentences and statements. The focus of this research is a case

study that investigates in depth how the production and distribution management of @kartikaliem's Instagram content. Researchers attempt to obtain data that is relevant to the field, and then describe the findings by the data. Data collection was done through in-depth interviews and documentation. Interviews were conducted with parties who were directly involved in the process of planning and implementing promotional content production on @kartikaliem's Instagram account, including Kartikaliem's manager, Kartikaliem's Instagram admin, and Kartikaliem's editor. Meanwhile, the documentation used is photos, and literature relevant to the research topic. Qualitative data analysis by reducing data that has been obtained from field notes, then organizing the data and drawing conclusions. Source data triangulation techniques were also used to verify the credibility and validity of the data used, by checking data from different sources.

RESULTS AND DISCUSSION

Based on interviews conducted with Kartikaliem regarding their Instagram content management and brand image-building strategies.

1. Brand Image and Strategy:

Some of the key findings can be highlighted by Carotene's objective of showing elegant and classy pictures through its Instagram content, by collaborating with the corresponding brand has become a means to increase the brand image of Carotene, and not only does it make regular assessments to monitor audience involvement and assess the progress and efforts of improving the image and content of the radar's Instagram text remain consistent.

2. Content Production Process:

Specifically using Instagram has been used as a promotional tool for Kartikaliem products since 2013 with the creation of content involving admin and owner and assisted by editors, using natural lighting to bring out the details of the product. Content production includes stages

such as preparing products as objects, preparing equipment such as sculpture, lighting, and camera, and editing and rechecking the video's photocopying

3. Audience Engagement and Preferences:

The main purpose of Instagram information is to be able to help customers find clothing references for various events and to help create the client's dream dress and wishes. The taste of the audience is pointing toward simple, elegant views like the image built by carotene with clear details that can easily be seen in content with a short duration of the content. Time constraints have been identified as a challenge during the content-manufacturing process, especially when balancing the need for documentation with the availability of products. The process of reprocessing and post-production processes also involve the owner doing a review of music selection, editing techniques, transitional editing, filming, and effects before uploading Instagram content.

CONCLUSIONS

Production management of transition content from products before being worn by clients to being worn by clients on @kartikaliem's Instagram content reels has a significant role in building brand image. Kertikaliem focuses on maintaining an elegant and classic brand image through cooperation between brands, not only by having a fairly structured and innovative production management, and the production team can create content that attracts audiences. Kartikaliem simply uses good production management principles, such as maintaining consistency, quality, and interaction with the audience, so that the brand image of @kartikaliem Instagram can be continuously improved and can produce positive and interesting content. With attention to detail and continuing to adapt to new trends, the @kartikaliem Instagram account can continue to maintain and strengthen its image on the Instagram platform. Based on the description of

the discussion about the production management of @kartikaliem Instagram content in improving the image through the production process starting from the planning, organizing, implementing, and monitoring stages, it can be considered successful. This can be seen from the number of followers on Instagram @kartikaliem currently reaching 10.6 thousand followers. Kartikaliem's Instagram production team has succeeded in carrying out Instagram content production management well so that it can achieve the main goal of building a good image of Kartikaliem by increasing the number of followers and engagement rate of each content published.

This production management system that has been implemented makes product sales also experience growth because of the promos offered specifically to students, quality and interesting content can also provide entertainment to @kartikaliem Instagram followers and other audiences and increase interest in the products featured in @kartikaliem Instagram content.

This research is expected to be useful for the development of @kartikaliem's Instagram content creation. By using content with transition editing techniques wisely and creatively, you can build a strong and deep brand image on social media platforms such as Instagram. To maintain a consistent brand image, make sure that the content uploaded on Instagram always reflects the message and values of your brand. This will help your audience to recognize your brand better.

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CORPORATE SOCIAL RESPONSIBILITY STRATEGY IN IMPROVING CV. GASELA IN THE CIAMIS COMMUNITY 2020-2023

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Abstract: Corporate Social Responsibility (CSR) is an obligation that must be fulfilled by the company to various parties who have interest in the company. Such is the case with CV. Gasela is one of the companies that implement CSR programs as a form of social responsibility to the community. This study aims to explain how the implementation of Corporate Social Responsibility (CSR) strategies implemented by CV. Gasela in 2020-2023 as an effort to improve its image, as well as find out what types of CSR programs are on CV. Gasela. The method used in this study is a qualitative descriptive method with a post-positivistic paradigm and data validity test used through source triangulation techniques. The results of this study show that the implementation of Corporate Social Responsibility (CSR) CV. Gasela has a positive impact on people's lives. Community is a key element of Corporate Social Responsibility programs that can help create social, economic, and environmental balance. Therefore, the implementation of Corporate Social Responsibility (CSR) helps companies adapt to the surrounding environment and improve the company's image, so that people become more familiar with the company.

Keywords: CSR, Image, Company

INTRODUCTION

In the era of globalization marked by higher competition, a competitive advantage is needed that can be used to maintain the continuity of the company. The company's

image must be improved as a valuable asset because it affects customer attachment and loyalty (Tarigan, 2018).

One of the methods used to shape and maintain the company's image by improving community welfare is the Corporate Social Responsibility (CSR) program (Noor et al., 2020). According to Kotler and Lee (2005: 3), CSR is defined as improving society's welfare through business practices based on the company's considerations and contributions of resources owned by the company.

Based on the assessment criteria of the Global CSR Summit and Award, companies are considered to have good CSR quality if they meet four criteria: (1) according to the needs of society (original); (2) sustainable; (3) innovative and (4) have a positive impact on society (high impact) (Tjondro et al., 2016).

This is the case with CV. Gasela is one company that implements CSR programs as a form of social responsibility to the community. CV. Gasela is a business entity engaged in services and goods in the form of snacks that has been established since 1998. CV. Gasela, located in Cikoneng, Ciamis Regency, West Java, was founded by Mr. Didin Rojedin in 1998. CV. Gasela operates in several fields, such as Gasela Car Wash, Gasela Futsal Stadium, Gasela Plastik, and Tawes Fish Cap Special Macaroni. The company is proliferating by improving its finances, increasing its workforce, and expanding its facilities and equipment.

The researchers also observed numerous prior studies examining Corporate

Social Responsibility, which can serve as references for the latest research (Laro & Tuhana, 2023), with the title: Implementation of CSR in Maintaining the Company Image of PT Angkasa Pura 1 Kupang (2023) written by Eugenia Oktaviani Adensi Laro. The findings indicated that efficient implementation and organization of CSR initiatives enhance the company's reputation and trustworthiness. This is reflected through the positive perception of the community that sustainably improves the company's image.

The research noted that CV. Gasela shows a solid commitment to implementing CSR programs on an ongoing basis to enhance the company's positive reputation. This is because positive collaboration between the company and its environment is a must to run an effective company operation. Based on this, the researcher is interested in conducting research titled "Corporate Social Responsibility Strategy in Improving the Company Image of CV. Gasela in the Ciamis Community Environment in 2020-2023".

METHODS

This research uses descriptive qualitative research to describe the problems studied precisely. This qualitative study focuses on comprehending societal issues by considering the comprehensive, intricate, and detailed aspects of real-life situations or natural environments (Anggito & Setiawan, 2018: 8-9). Meanwhile, the paradigm used in this research is the post-positivistic paradigm..

This research is a form of research with a case study method. This case study uses various data sources to explain and systematically describe multiple aspects of individuals, groups, programs, or events in-depth and comprehensively (Rahmadani & Andalas, 2023). The data collection techniques used were interviews and documentation with informant selection techniques using purposive sampling. Informants were selected because researchers considered them to be individuals

who had an in-depth understanding of the problem being studied.

RESULTS AND DISCUSSION

One of CV. Gasela in improving its image in the Ciamis community is implementing CSR programs. The implementation of CSR by companies can strengthen and maintain the company's image. Companies can use CSR strategies to improve their image, which will affect their existence (Kartikasari & Yulianto, 2017).

Phillip Kotler and Nancy Lee, in their book "Corporate Social Responsibility, Doing the Best for Your Company and Your Cause" (2005), say that activities that can be a strategy to improve the company's image are CSR by increasing interaction with stakeholders.

a. Corporate Social Responsibility Program Activities

Kotler and Lee cited by Kartini (2013: 63) in (Kartika & Dewi, 2018) mention six categories of Corporate Social Responsibility (CSR) activities, namely:

- 1) Cause promotion is a company's effort to support fundraising.
- 2) Cause-related marketing is a marketing strategy that connects companies for mutual benefit.
- 3) Corporate social marketing is the implementation of campaigns to change people's behavior and community welfare.
- 4) Corporate philanthropy is an initiative where companies directly contribute to charities or issues considered essential.
- 5) Community volunteering and social responsible business practices involve employees or franchise members volunteering in the local community.

- 6) Social responsible business practices are actions in which companies adjust business practices and investments to support social issues and environmental preservation to improve community welfare.

Based on the explanation above, the Corporate Social Responsibility (CSR) activities of CV. Gasela can be classified into the Corporate Philanthropy category. Corporate Philanthropy carried out by this company is reflected in various activities, such as providing scholarships for the children of outstanding employees, donating funds for the construction of educational facilities, providing Holiday Allowances (THR), and free Umrah awards for employees who show good performance.

Thus, through this Corporate Philanthropy activity, CV. Gasela has played a significant role in enhancing the neighboring community's quality of life and welfare, thereby reinforcing its strong connection with the local populace. This is also true of the principles of CSR, which emphasize the importance of companies contributing positively to solving social problems and improving the welfare of the surrounding community.

This is also by the definition of CSR by The World Business Council for Sustainable Development (WBCSD: 2000), which states that CSR is a sustainable determination of the business community to carry out ethical practices in contributing to economic development efforts while improving the quality of life of workers and their families, as well as local communities and society at large.

b. Relationship Between CSR and Company Image

The CSR communication strategy carried out by the company to improve its image, the company must have interesting CSR issues and be able to strengthen its reputation. These exciting issues can be obtained from communications designed in a planned manner by the company and packaged attractively and according to stakeholder needs.

Referring to Saidi and Abidin (Rachmawati et al., 2015), the implementation of CSR activities, there are four common patterns commonly practiced by companies:

- 1) Direct involvement. Organizations implement corporate social responsibility (CSR) initiatives directly through the coordination of social events or contributions to the community, bypassing intermediaries.
- 2) Through foundations or corporate social organizations. The company establishes its foundation under the company or its group. This model is an adoption of the model commonly applied in companies in developed countries.
- 3) Collaboration with other parties. This partnership includes the management of funds and the implementation of social activities.
- 4) The company provides support joins a consortium. The company has trust in institutions or consortium parties that are proactive in finding cooperation partners and developing mutually agreed programs.

Judging from the Corporate Social Responsibility (CSR) implementation model in CV. Gasela, it can be seen that the company uses the first model. Through this model, CV. Gasela more effectively involves stakeholders in the planning and implementation of CSR programs. By interacting directly, the company can understand the needs and expectations of stakeholders so that CSR programs can be more targeted and have maximum positive impact.

From the findings above, it can be concluded that CV. Gasela succeeded in gaining a positive image from the surrounding community. This shows that the efforts made by the company in running the Corporate Social Responsibility (CSR) program have had an impact that is recognized and appreciated by the local community.

RECOMENDATION

This research suggests that for CV. Gasela, it is essential to run the CSR program by the plan that has been made to ensure success and the right impact. The company must ensure transparency in its CSR contributions, which should demonstrate its societal and environmental responsibility in response to the impacts generated.

CONCLUSIONS

The company adopts the Corporate Philanthropy category by contributing to the community by providing scholarships and donating funds for education using this model, CV. Gasela can more effectively interact with stakeholders, so the CSR programs implemented can be more targeted and have maximum positive impact. This is reflected in the positive image that CV. Gasela from the surrounding community shows that the company's efforts to strengthen relationships with its local community have been successful and recognized by the local community.

Thus, the implementation of CSR by CV. Gasela benefits the surrounding community, helps strengthen the company's image, and increases stakeholder trust through CSR principles that emphasize the importance of a company's positive contribution to the welfare of society and the environment.

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LEVERAGING IR4. TECHNOLOGIES TO EMPOWER MADANI 320

HALAL COSMETICS CONSUMERS

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Abstract: In the rapidly evolving landscape of the Halal cosmetics market, the MADANI society represents a significant demographic with unique needs and preferences rooted in Islamic principles. As ethical consumers, members of the MADANI society seek transparency, authenticity, and adherence to Halal standards in their cosmetic products. The study delves into how Industry 4.0 technologies and data analytics can empower discerning consumers, such as the MADANI society, in the burgeoning Halal cosmetics market valued at USD 84 billion. Through qualitative literature review, it assesses the potential of IR4.0 technologies including blockchain, artificial intelligence, and data analytics to enhance transparency, authenticity, and compliance with Halal principles thereby strengthening consumer trust. Findings suggest these technologies can improve supply chain transparency, personalize consumer experiences, and drive innovative product development, fostering long-term market viability. Additionally, the research highlights the alignment of these advancements with Maqasid Syariah principles, emphasizing justice, fairness, and environmental stewardship. By addressing trust and transparency concerns and promoting ethical practices, this study contributes to a future where technological innovations empower consumers, promote sustainability, and drive growth in the Halal cosmetics market.

Keywords: Halal cosmetics; MADANI society; IR4.0 Technologies; Trust; Transparency.

PRELIMINARY FINDINGS

The global Halal cosmetics market, currently valued at USD 84 billion, is driven by the burgeoning 2.2 billion Muslim population prioritizing ethical considerations (SGIER, 2023; Bhutto et al., 2022). Amidst this growth, the MADANI society, dedicated to ethical consumption and Halal principles, remains a pivotal consumer segment (Aji et al., 2020; Lin, 2017). However, concerns persist regarding product authenticity and ethical sourcing, necessitating trust and transparency for brand loyalty (Lin, 2017).

Industry 4.0 technologies offer promising solutions for a transparent Halal cosmetics ecosystem (Masooda, 2023; Zaid, 2020). Blockchain technology (BC) ensures traceability and verifies ethical sourcing, empowering informed consumer decisions (Krishnan, 2023; Hendayani, 2023). Big data analytics (BDA) tailors product recommendations and marketing strategies, catering to diverse Madani society needs (Krishnan, 2023). Additionally, artificial intelligence (AI) and augmented reality (AR) enhance consumer experiences through virtual try-on and immersive engagement (Elder, 2024). These advancements align with Maqasid Syariah principles, promoting justice, fairness, and consumer protection (Hendayani, 2023; Larsson, 2018). Data-driven insights foster brand loyalty and address concerns, contributing to sustainable growth (Krishnan, 2023). By minimizing waste and encouraging ethical sourcing, technology aligns with Islamic environmental stewardship (Al-Jayyousi).

This study synthesizes existing literature on Halal cosmetics and Industry 4.0 technologies, aiming to elucidate their impact on the Madani society and industry sustainability. Integrating these technologies with Maqasid Syariah principles advocates for an ethical and sustainable market environment, paving the way for empowered consumers and sustainable growth in the Halal cosmetics market.

CONCEPTUAL FRAMEWORK

The conceptual framework for leveraging technology in the Halal cosmetics market revolves around three key components: Blockchain (BC), Big Data Analytics (BDA), and Artificial Intelligence (AI). BC serves as the foundation for fostering trust and transparency by ensuring product traceability and verifying compliance with Halal principles and ethical sourcing practices. This transparency aligns with Maqasid Syariah's emphasis on consumer protection and transparency. BDA complements BC by enabling informed consumption through the analysis of sentiment, purchase patterns, and product preferences. Brands can use these insights to develop personalized product recommendations and formulations tailored to diverse segments within the MADANI society, promoting sustainability in line with Maqasid Syariah's environmental stewardship principle. AI further enhances the consumer experience by personalizing interactions and marketing campaigns based on individual preferences, thus empowering consumers to make choices aligned with their ethical values and the principles of Maqasid Syariah. This conceptual framework integrates these three technological components to create a transparent, consumer-centric, and sustainable Halal cosmetics market that resonates with the values of the Madani society.

LITERATURE REVIEW

Understanding the MADANI Consumer

In a recent publication by Mazwin Nik Anis, the acronym MADANI was introduced to represent core values including Sustainability, Prosperity,

Innovation, Respect, Trust, and Compassion. This framework underscores the significance of these values in guiding consumer behavior. With Malaysia's Muslim population estimated at 20.547 million and Indonesia's at 239.906 million, Wong (2023) notes a commonality in values and perception of Islam as a way of life in both countries. Aji et al. (2020) highlight the influence of Prophet Muhammad (pbuh) in establishing a Madani society characterized by the principles of basic human rights and commitment to eradicating discrimination and injustice.

In this context, Madani society seeks cosmetics aligned with their religious beliefs and personal values, emphasizing ethicality and quality. Hadiati et al. (2024) note their adeptness with technology and openness to innovation. Despite this, concerns persist regarding product authenticity, ingredient sourcing, and adherence to Halal principles.

Technology's Role in Building Trust and Empowering Consumers

Technology plays a pivotal role in fostering trust and empowering consumers in the marketplace (Rane, 2023). Blockchain stands out as a fundamental tool for transparency, enabling robust tracking of product origins and maintaining unalterable records (Azizi et al., 2021). This equips consumers with vital information about sourcing practices, facilitating informed purchasing decisions aligned with their ethical values and strengthening trust with brands.

Artificial Intelligence enhances the consumer experience by personalizing interactions and addressing concerns through virtual try-on experiences (Elder, 2024). Moreover, AI analyzes consumer data to generate customized product suggestions and targeted marketing strategies, catering to the diverse needs of the Madani society (Haleem et al., 2022).

Data analytics provides valuable insights into consumer trends and preferences, enabling brands to anticipate trends, innovate, and offer personalized product recommendations (Mariani and Wamba, 2020). By aligning products with the specific needs and values of

the Madani society, companies ensure their market success and long-term viability.

Halal Cosmetics Consumption and Alignment with Maqasid Syariah

Maqasid Syariah offers a comprehensive framework guiding Muslims to lead virtuous lives and make ethical consumption choices (Khalish et al., 2020). In the realm of Halal cosmetics, adherence to these principles ensures products align with Islamic values, benefiting consumer well-being and societal welfare.

Blockchain (BC) technology ensures product traceability, verifying adherence to Halal principles and ethical sourcing (Iftekhhar et al., 2020). This transparency empowers consumers to make informed decisions, in line with Maqasid Syariah's emphasis on consumer interests and transparency (Aziz et al., 2023). Additionally, BC safeguards personal data, aligning with the principle of preserving property.

Big Data Analytics (BDA) enables companies to analyze consumer preferences, offering insights for tailored product recommendations (Niu et al., 2021). Customized offerings cater to diverse segments within the Madani society, respecting individual preferences and regional differences (Shah, 2022). Moreover, data analysis identifies and addresses issues like waste generation, promoting sustainability in line with Maqasid Syariah's environmental stewardship principle (Huang et al., 2020).

AI-powered virtual try-on experiences facilitate informed product choices, aligning with the preservation of life principle. AI also customizes marketing campaigns, promoting responsible consumption and respecting consumer intelligence (Shah, 2022). Empowering consumers to align choices with ethical values upholds the principle of preserving faith.

FINDINGS

Industry 4.0 technologies offer promising solutions to address trust and transparency concerns in the Halal cosmetics market. Blockchain ensures product authenticity and ethical sourcing, while data analytics enables

personalized marketing strategies tailored to the Madani society's preferences. AI and AR enhance consumer experiences, fostering engagement and informed decision-making. These advancements align with Maqasid Syariah principles, promoting justice, fairness, and environmental stewardship. By empowering the Madani society and driving sustainable growth, these technologies have the potential to reshape the Halal cosmetics industry.

Consequently, the impact of these technologies reaches well beyond mere financial benefits. The creation of a more just, transparent, and sustainable ecosystem is in direct alignment with the values and principles cherished by the Madani society. This seamless integration sets the stage for a future where ethical beauty thrives in tandem with technological advancement.

DISCUSSION AND CONCLUSION

This study underscores the significant impact that adopting Industry 4.0 technologies and data analytics can have on the Halal cosmetics market, specifically for the discerning Madani consumer segment. By responsibly utilising these advancements, brands have the opportunity to establish trust, promote transparency, and meet the changing demands of today's society. By conducting thorough research and analysis, businesses can make well-informed decisions when it comes to purchasing. This not only helps to build stronger brand loyalty but also plays a crucial role in driving sustainable growth within the industry.

In addition to the economic advantages, incorporating these technologies in accordance with the principles of Maqasid Syariah promotes ethical consumption, fair treatment in the supply chain, and environmentally responsible practices. This fosters valuable connections with Madani society, shaping a future where ethical beauty seamlessly integrates with technological progress.

This study makes a valuable contribution to the knowledge on how these technologies can

empower consumers and encourage ethical practices. However, it is important to emphasise the need for additional research and collaboration. This will guarantee that we maximise the potential of these advancements for a prosperous Halal cosmetics industry that operates with integrity, openness, and brings benefits to both consumers and the environment.

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TIKTOK, DA'WAH AND COMMUNITY SOCIAL RESPONSIBILITY: AN EXPLORATORY STUDY AMONG YOUNG MUSLIMS

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Abstract: This study explores the reasons behind young Muslims' use of the TikTok application to share da'wah content, as well as their preferences and the social implications of this practice. The goal of the study is to gain a thorough understanding of the factors influencing this digital engagement and how they affect the growth of social responsibility among young Muslims. First, using qualitative research techniques like interviews, the study explores the factors that motivate young Muslims to use TikTok as a platform for da'wah content dissemination. Secondly, the study seeks to pinpoint the unique aspects of the TikTok application that appeal to young Muslims engaged in the spread of da'wah. Thirdly, the study looks at how TikTok affects young Muslims' social responsibility development. The research was conducted through qualitative semi-structured interviews and guided by Uses and Gratification Theory to shed light on thematic analysis. The research findings address the complex role that TikTok plays in the lives of young Muslims, revealing how this social media platform both influences and mirrors their religious and social identities and, in turn, affects how committed they are to community social responsibility.

Keywords: TikTok, Da'wah, Young Muslims, Social Responsibility, Digital Engagement.

INTRODUCTION

Today's communication industry, particularly that in Malaysia, is entering a new era. The world is advancing quickly in the 4.0 Industrial Revolution age, driven by automation and cyber technology. Digital technology has replaced manual procedures with more automatic ones, changing how humans perform activities (Junglas et al., 2008). The rise of the digital era is seen by traditional society as a component of the disruption or change that has taken place. The upheaval of the established order brought about by modernisation also affected cultural norms and individual behaviour in several ways (Inglehart & Baker, 2000). Nowadays, using technology is regarded as essential in the digital age. Humans at least have smartphones to aid them in their daily lives. People now own social media accounts on sites like Facebook, Instagram, TikTok, and others in addition to smartphones. These kinds of things have grown commonplace and have the power to alter how people connect in the digital age. Moreover, everything seems easier in our digital age. But let us not become careless and unappreciative of Allah SWT because of this comfort. That is the nature of human nature;

when God tests people via a calamity, many can still pass, but when He tests them through pleasure, many forget and become ungrateful (Huda, 2003). As a result, spreading kindness via social media including by using it as a platform for da'wah is one way to combat the detrimental impacts of technology advancements (Sensing, 2023). This can also be regarded as part of community social responsibility. Social responsibility is an ethical framework in which a person works and cooperates with other people and organisations for the benefit of the community (Derrick, 2006). Through this community social responsibility, every individual in society must take their role in correcting what is wrong, especially on social media. Each individual in a society also needs to work together so that all the problems of the community can be solved.

Due to the development of technology that is so significant nowadays, it is time to switch to da'wah approaches and strategies that are more direct to objects by considering the conditions of space and time that follow developments in direction and culture and are following the empirical facts (Hauser, 2012). Islamic da'wah, according to Umar (1995), is an attempt to wisely guide people towards the correct path in line with God's laws for profit in this life. Furthermore, TikTok is one of the applications that has become quite popular, especially with younger users because of its easy-to-use design and short-form video content. Other than that, TikTok is also the most entertaining application for sharing short videos. Millions of viewers result from condensed time and material (Lee & Lehto, 2013). Simultaneously, there has been an increase in curiosity about how social media, religious expression, and community involvement connect, particularly in the context of Islam. Da'wah has traditionally been carried out through lectures and Tabligh approaches or one-way communication (Yulia et al., 2021). Preaching may be done using a wide range of media, including radio, television, and even applications on smartphones, which are presently possessed by nearly all social groups.

These days, a lot of well-known Muslim Religious Scholars spread their da'wah via social media platforms like YouTube, Instagram, Twitter, and TikTok.

Qayyum (2015) asserts that social media offers us a tremendous chance to connect with those who might not be familiar with Islam or Muslims. Proselytisation is one of Islam's primary uses of social media, and Islamic preachers value this practice. Preachers are not the only people who use social media; everyday Muslims also use it to interact with one another and to continue sharing Hadith and passages from the Qur'an. The Muslim world has more educational options because of social media. They may interact with Islamic experts on social media and take online classes from them. Through voice and video calling on social media, preachers may also expand their da'wah to Muslims and non-Muslims while educating them on the Qur'an and Sunnah.

The present paper provides insight into the changing dynamics of religious outreach in the digital era by examining how TikTok is used as a platform for Da'wah activities and its effect on the community's social responsibility. Gaining insight into the reasons behind, difficulties encountered, and results of using TikTok for community social responsibility and Da'wah purposes can help us better understand how social media shapes religious discourse, encourages community involvement and encourages social responsibility in the younger Muslim population.

METHODS

This research applies qualitative methodology which can be defined as a multimethod and approaches its subject matter through an interpretive, naturalistic lens. Accordingly, qualitative researchers investigate phenomena in their natural environments to explain or interpret phenomena in terms of the meanings that individuals assign to them (Lincoln, 2005). For this study, a qualitative method is selected to be the main design for this research. An interview can be defined as a conversation

aimed at obtaining information. An interviewer facilitates the conversation and poses questions during a research interview, while the interviewee provides answers to the questions (Easwaramoorthy, 2006). Therefore, semi-structured interview is the method used to collect data in the research. The semi-structured interview is one technique for gathering data that is based on asking questions inside a pre-established theme framework. The questions are not predetermined in terms of order or wording. Semi-structured interviews are frequently qualitative when used in research.

The participants for this research are selectively chosen. The interviewee were selected according to several criteria. The participants must be someone who actively uses social media TikTok and uses it for da'wah purposes or using TikTok to conduct social responsibility. The major purpose of the interview is to hear from participants from their perspective regarding what features of the TikTok application that respondents identify when spreading da'wah content and how the TikTok application can influence the development of young Muslim's social responsibility in the community.

To analyse the data, the research implemented thematic analysis. It includes the process of finding, analysing, and interpreting themes or patterns of meaning within qualitative data is done through the use of thematic analysis. Thematic analysis was applied to find patterns within and across data concerning participants' lived experiences, views and perspectives, behaviour, and practices (Akhtar & Boniwell, 2010).

RESULTS AND DISCUSSION

The findings indicate various motivations among research participants. For example, Participant 1, Participant 2, and Participant 6 mentioned the aspect that motivates them is particular because of being an active audience on TikTok platform. Participant 1 said that through TikTok, she can stimulate active engagement with her followers. On the other hand, Participant 2 informed that TikTok can increase the reach of Da'wah content

to a diverse audience. While Participant 6 enjoyed the active youth presence on TikTok to create content that will be in line with the users' interest, as indicated in the interview: "The active youth presence on TikTok motivates me to share da'wah content, tailored to their interest" (Participant 6).

The research findings also outline specific features of the TikTok platform that appeal to young Muslims who particularly engaged in spreading da'wah content. The findings found out that majority of participants interviewed mentioned that short videos are most effective method for conveying messages. For example, Participant 2 mentioned that TikTok's has a unique feature allowing users to creatively create and share short videos, which last between 15 and 60 seconds. It is then depends on the ability of the users to speak succinctly and effectively whether to convey da'wah messages that can quickly grab the attention of the audience. The specific feature of TikTok indicates its modern application to grab people's attention. Nonetheless, Muslim users can still captivate audience's attention regarding Islamic content.

Lastly, the results also sheds light on the social responsibilities that emerge for those actively involved in using TikTok as a medium for religious outreach. The discussion also emphasises on how the use of the TikTok Application influences the development of young Muslims' social responsibility in the community. Three of seven respondents exemplify the themes of awareness regarding social responsibility when they identify the use of TikTok to spread da'wah. Participant 1 believes that Muslims must have a deep sense of self-awareness to use TikTok for Da'wah, following in the footsteps of Prophet Muhammad (PBUH) in promoting the teachings of Islam. This responsibility involves embodying ethical conduct, cultural sensitivity, and authenticity to effectively share the message of Islam in alignment with contemporary methods and societal values.

CONCLUSIONS

The era of information technology is seen as an unprecedented chance to spread Tawhid and Islam's teachings. The present article shows that TikTok platform serves as a powerful tool for da'wah, enabling discussions on local or international issues faced by the Muslim community. It is recognised as a form of digital activism, allowing users to advocate for religious causes and actively participate in conversations. Other than that, it is important to encourage responsible technology use, emphasising the need (Islam T. Md., 2019). "O you who have believed, protect yourselves and your families from a Fire whose fuel is people and stones," declared Allah (SWT) in the holy Quran (66:6). To overcome ignorance regarding a particular issue, spread true Quranic teachings, and enhance public awareness on Islam. Based on the finding, it shows that TikTok has a unique features that can be used by users to promote Islam including local and international issues. This also influences users' social responsibility and acts as a catalyst for social change. Nevertheless, users should learn to navigate TikTok's opportunities, and able to recognise its role as a valuable medium for contemporary religious outreach and to develop the sense of social responsibility.

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CONTENT ANALYSIS OF THE NEWSPAPER KEDAULATAN RAKYAT REGARDING HANDLING OF WASTE EMERGENCY ISSUES BY THE DIY PROVINCIAL GOVERNMENT IN 2023

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Abstract: The government's image can be formed from news spread in society, primarily if the news is conveyed by credible media such as the Kedaulation Rakyat Newspaper. The problem that has not been resolved until now is the waste problem in the Special Region of Yogyakarta, which requires handling from the government. This problem was widely reported by the media, thereby risking the image of the DIY Government. This research aims to analyze the tone, type, source, and image of the DIY Provincial Government in handling the waste emergency through news presented by Kedaulation Rakyat in 2023 using quantitative content analysis. The research showed that the reliability coefficient (CR) value obtained for the news tone was 90%. This value indicates consistency and reliability in the two coders' news tone coding process. Meanwhile, the news type reliability test results show a CR value of 99%, and the news source reliability test results show a CR value of 100%. These results prove that the image of the DIY Provincial Government is positive because the content presented has a good influence on the media and creates positive opinions in the public. The population of this research consists of all reports from the DIY Provincial Government on handling emergency waste problems in the Kedaulation Rakyat Newspaper in 2023, totaling 140 articles.

Keywords: Quantitative Content Analysis, DIY Provincial Government, Media

INTRODUCTION

Today, mass media has a vital role in disseminating information, both online and print media and electronic media (Sartika et al., 2021). The mass media influences its audience on the opinions they give through these various media. The most critical problem in today's sophisticated or technological era is how information is spread to the public. Mass media can influence society to build a positive image of an individual, organization, company, and even state. On the contrary, mass media can influence society by building public opinion and even a negative image of an individual, organization, company, and even the state (Hafizah, 2021).

The waste problem is one of the severe issues in Yogyakarta (Hidayatullah et al., 2023). This problem attracts many people because an adequate solution has yet to be found. Various media, including the Kedaulation Rakyat Newspaper, adorn several news articles about the waste problem to share information related to the development of waste in DIY.

Kedaulation Rakyat Newspaper is the oldest newspaper in the Special Region of Yogyakarta. This newspaper is a print media widely known by the people of Yogyakarta and Central Java with diverse rubrics presented to the public, such as sports, education, economy, lifestyle, and so on. The Kedaulation Rakyat Newspaper raised more news developments in Yogyakarta and several regions in Central Java. KR itself is the oldest mass media in Indonesia that is still alive. KR began publication on September 27, 1945. In a national survey, KR is

the local media with the highest readers in Indonesia.

Researchers take the Kedauletan Rakyat Newspaper as a source of research to see the tone, type, and source of news published to a broad audience, which will later impact the image of the DIY Provincial Government. The Kedauletan Rakyat Newspaper, which explores much news about Yogyakarta and its surroundings, especially if there are problems in Yogyakarta, will help in disseminating information for the people of Yogyakarta to find information faster and build a positive image for the government. This newspaper describes the role and participation of the government in solving the waste problem in Yogyakarta.

The selection of news related to the issue of the Yogyakarta waste emergency is related to the image of the DIY Provincial Government towards the area it handles. Yogyakarta has a problem that has not been resolved until now, namely the waste problem. Yogyakarta Special City is a tourist city that should have beauty and minimal waste. Although, as is known, if the waste problem is always alongside existing community activities, how can the local government overcome it and provide solutions when it is increasing? To find out how the image of the DIY Provincial Government is, it is necessary to analyze the tone, type, and source of news in the Kedauletan Rakyat Newspaper in 2023 using quantitative content analysis.

METHODS

This study used quantitative content analysis research methods. In this content analysis study, researchers should not be biased. Researchers will prioritize objectives in reviewing research conducted in the Kedauletan Rakyat Newspaper regarding the DIY Provincial Government related to the waste emergency. According to experts, quantitative content analysis is a research technique that aims to validate reading by paying attention to objective, systematic, and quantitative description aspects of visible text messages (Eriyanto 2011: 16).

Population selection can be described as the target population. This study used a census sample type. The data to be analyzed is news about the DIY Provincial Government handling waste emergencies through the Kedauletan Rakyat Newspaper in 2023, with 140 news stories.

Researchers analyze the part of the content that will be used as a recording unit. In general, the unit of analysis is divided into three major parts: sampling units, recording units, and context units. The sample unit is part of the object the researcher chose to understand, namely news with policies or solutions of the DIY Provincial Government to the waste emergency.

Researchers also examined various recording units, including physical, syntactic, referential, proportional, and thematic. Thus, the researcher establishes a syntactic unit for the study. The part studied in this study is written language, namely news, and the type of recording unit is a syntactic unit with sentences as the elements analyzed. The unit of context is what the researcher gives to understand or give meaning to the recording results.

This study used a reliability test. The purpose of this reliability test is to test the level of measurement consistency and research objectivity. This reliability calculation will be tested using the formula invented by R. Holsty, namely:

$$CR = \frac{2M}{N1+N2}$$

Information:

CR: Coefisien Reliability

M: The number of statements that two coders agreed to.

N1 + N2: Number of statements encoded by both encoders

RESULTS AND DISCUSSION

Building an image is not easy, especially for the government. Image can be formed through scattered news so that the news's tone significantly impacts people's assessment of the government. There needs to be an analysis of the tone of the news to find out how a journalist

directs the news raised against the government's performance so far. Other supporting analysis is also needed to further convince the news to highlight the content of how to the public, namely the types and sources of news that are also the object of research.

A. News Tone

Table 1. News Tone

No.	News Tone	N1	N2	M
1	Positive	94	96	94
2	Neutral	36	37	36
3	Negative	10	7	7
TOTAL		140	163	137

$$CR = \frac{2M}{N1+N2}$$

$$CR = \frac{2(137)}{140+163}$$

$$CR = \frac{274}{303}$$

$$CR = 0,90$$

$$CR = 90\%$$

The results showed a category of positive news tones that dominated. The tone of the news can be seen from the judgment of the sentences in the news. The tone is positive if there is a more detailed explanation and support to influence public opinion on what is read. The choice of words, titles, and narratives that support the efforts or policies of the DIY Provincial Government related to waste emergency management can be categorized as positive news tones.

The news presentation in Kedaulatan Rakyat Newspaper still prioritizes accuracy and balance and continuously checks and re-checks before the news is released. This is in line with what was stated by (Juwito, 2008) where it was stated that in the Indonesian context, the news coverage process must at least pay attention to several things such as the Code of Journalistic Ethics (KEJ), the doctrine of honesty (getting the news right), cover both sides or news balance and check and re-check.

The news of the waste emergency in Yogyakarta presented by the Kedaulatan Rakyat Newspaper has fulfilled the media's objectivity. The contained news value has included 5W+1H

elements. The elements of validity, accuracy, and the way of presentation linguistically in the news are pretty balanced and objective.

Regarding waste emergencies, Kedaulatan Rakyat Newspaper highlights concrete initiatives and programs the DIY Provincial Government runs to handle the case. So, this emphasis gives a positive impression of the government's efforts.

Interviews were also conducted with government officials who dominate the Kedaulatan Rakyat Newspaper on the issue of waste, thus indicating that KR gives the government space to explain the steps taken and the objectives of their policies without providing critical points of view or opinions, thus reflecting if the approach is more positive towards the DIY Provincial Government.

The news presented by Kedaulatan Rakyat Newspaper provides context and in-depth analysis related to government policies and actions in dealing with waste problems; one of the policies taken is opening landfills, education, and socialization to the community in managing waste. News content that leads to a positive tone based on deep understanding can give confidence to existing news.

It is undeniable that the news can also lead to a negative tone category, such as the Kedaulatan Rakyat Newspaper regarding the waste issue agreed by the two coders if there are seven negative news such as government policies that get repulsion from the community because they can damage settlements and disrupt residents' activities due to the unpleasant smell of garbage. This can be known from the source of the news content presented to the public.

The existence of positive news that is more dominant reflects the optimistic view of the community towards the DIY Provincial Government, thus helping in the formation of a positive reputation for the performance and programs implemented by the Yogyakarta Government.

B. Types of News

Table 2. Type of News

No.	Type of News	N1	N2	M
1	<i>Straight News</i>	29	30	29
2	<i>Depth News</i>	47	46	46
3	<i>Investigation News</i>	63	63	63
4	<i>Interpretative News</i>	1	1	1
5	<i>Opinion News</i>	-	-	-
TOTAL		140	140	139

$$CR = \frac{2M}{N1+N2}$$

$$CR = \frac{2(139)}{140+140}$$

$$CR = \frac{278}{280}$$

$$CR = 0,99$$

$$CR = 99\%$$

This type of investigation news is widely published in the Kedauletan Rakyat Newspaper and is related to the waste emergency issue in Yogyakarta in 2023. According to Romli, investigation news is the news of the investigation report itself, produced by investigative methods, including a wealth of news sources, observations, extensive interviews, and in-depth research (Iqma, 2013: 37). By amplifying this type of news, the Kedauletan Rakyat Newspaper can show dedication to the presentation of news based on facts and vital data.

Kedauletan Rakyat Newspaper takes the proper steps by not only relying on government information sources but also involving various parties such as community leaders, village officials, and NGOs. This can increase the credibility of the news and provide a broader perspective on the issue of waste emergency in Yogyakarta. The Kedauletan Rakyat Newspaper opens the door to involve the public in the news process. Not only does it increase the diversity of perspectives, but it also motivates people to be more concerned about environmental issues such as this waste emergency.

Photographs in the field give a strong visual dimension to investigative news in the Kedauletan Rakyat Newspaper. Include images from landfill clearing, socialization, and

program review. It can also reinforce the news narrative and make it more convincing.

By combining observation, interview, and in-depth research methods, KR is committed to providing comprehensive and in-depth news, thus giving readers a better understanding of the complexity and urgency of the waste emergency problem in Yogyakarta.

CONCLUSIONS

Based on the results of research conducted on the Kedauletan Rakyat Newspaper related to the 2023 waste emergency issue by the DIY Provincial Government, positive tones and types of investigation news dominate. KR strives to provide accurate, balanced, and in-depth information on the issue of waste emergency in Yogyakarta.

The reliability coefficient also shows a high number, indicating that coders' coding and assessing news content show good consistency. Statements or information in the news are relatively similar between the two coders.

News in the Kedauletan Rakyat Newspaper can positively shape the DIY Provincial Government's image because the news spread to the public highlights good support for the government.

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DYNAMICS OF DIGITALIZATION AND CONVERGENCE OF MEDIA INDUSTRY (Case Study on Vision+ Application on MNC Group)

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Abstract: This research will discuss the convergence phenomenon in the Vision+ application at MNC Group. Media convergence is a hot topic of discussion in media studies after seeing that the conventional media industry is increasingly moving to digital. Convergence is part of merging or unifying computing, communication, and content, commonly called 3C. Now, the 3C process extends to media production, distribution, and consumption processes, giving birth to the 3 M concept, which is multimedia, multichannel, and multiplatform. This research is essential to carry out considering that conventional media is increasingly being abandoned and dying slowly, while new media with a convergence strategy is developing increasingly. Convergence research that looks at it from a multiplatform perspective still needs to be carried out. This research can enrich media convergence studies. The research aims to elaborate on the 3C and 3M concepts in the case of the Vision+ application at MNC Group. The research approach is qualitative, while the research method is a case study. The results showed the media convergence process on MNC Group's Vision+ application developed progressively, demonstrating convergence levels such as ownership convergence, tactical convergence, structural convergence, and storytelling convergence. MNC Group's potential in the transfer of conventional media to digital through the Vision+ application, including trends and expanding public needs for digital-based entertainment material, a big and diversified content that is an advantage for Vision+ to excel over its competitors.

Keyword: Convergence, New Media, Digitization

INTRODUCTION

The technological revolution that occurs continuously and rapidly causes media to converge and create new media channels or more diverse media platforms. The convergence of mass media communication is part of current technological developments that have a significant influence on the development of the world of mass media communication (Erdal, 2011).

Media convergence is part of a process, not an endpoint; media convergence is a merger or unification of the 3Cs, namely Computing (entering data through a computer), Communication (communication), and Content (content material or content), meaning with media convergence of content flow platforms of several media and cooperation between the media industry and the behaviour of media audiences. In other words, any content that audiences can consume in various types of media platforms (Fauzi, 2018).

Convergence is also often interpreted as a depiction of technological, industrial, cultural, and social changes in the way media circulate in culture; the term covers the flow of content on various media platforms and changes the relationship between existing technology and industry, market, gender, and audience (Putra et al., 2023). Now, media convergence almost fills the entire media industry as the technology of several old media, such as print and broadcast media, has led to electronic-based media, which makes various changes by presenting online versions of content on the internet or social media. Media convergence has become a communication tool that provides breadth in obtaining information and ease of interaction widely (Gushevinalti et al., 2020).

Mass media communication strategies have evolved year after year, and many traditional media are currently transitioning to digital media. Media convergence occurs as a result of worldwide technological advancements that cause fundamental shifts in journalism and mass media. (Kroon & Eriksson, 2019) (Meikle, 2012) Technology is extremely beneficial to human survival in the modern period. Media convergence, as a phenomenon of combining or integrating different forms of media into digital, transforms the world of journalism (Calhoun, 2019)

Media convergence encourages numerous mass media firms to begin innovating, like MNC Group. MNC is Indonesia's largest and most comprehensive media conglomerate. Since 2007, the company has had shares listed on the Jakarta Stock Exchange (IDX) under the ticker symbol "MNCN". In addition to print media, MNC Group has established many local and national television networks, as well as production houses. Four of these channels are MNCTV, RCTI, GobaTV, and iNewsTV. MNC also operates MNC Channel, which broadcasts 22 television channels.

This Media Group also works in print media, radio, television production, and talent management. In addition to audio-visual broadcasting, MNC Group-owned enterprises provide audio broadcasting platforms and value-added services. MNC Group also accommodates people who seek to hone their acting skills through talent management at Star Media Archipelago. MNC Group also offers a platform for content production and distribution through MNC Pictures, print Media, and MNC Channels. Furthermore, MNC Vision and MNC Play, digital streaming media owned by MNC Media, a subsidiary of MNC Group, are now offering self-care services via the Vision+ streaming app. Since 2021, the Vision+ application has been regularly used, and all MNC Vision and MNC Play clients can access it via their devices at any time and from any location. Vision+ is MNC Group's live TV and video-on-demand (VOD) digital streaming media service, which was officially introduced during its grand debut in January 2020.

According to Nadaf's (2019) research, convergent forms of media convey media content that is universally communicated and quickly accessible to audiences. The convergence in the media sector is a common theme in this study. This study differs in that it focuses on the dimension of convergence in the media sector rather than the challenges of change faced by the media (Nadaf, 2019). While Zhonghua and Ali's research demonstrates that internet-based technologies have created a perfect storm for the birth of new media. Media convergence is one strategy for maintaining the relevance of television and other traditional media. This process has a significant impact on content development because the methods and formats utilized in traditional media are no longer appropriate (ZHONGHUA & ALI, 2021). Based on the above context, the author formulates the following problem: How did MNC Group media firms handle the dynamic of convergence while introducing the Vision+ application?

METHODS

This research method is based on case studies. Yin (2012) defined case studies as a research process of phenomena that occur by focusing on one's own life experience, whether there is a gap between a phenomenon and the current environment, or using numerous sources of evidence (Creswell. j. w, 2013; Johh W. Creswell, 2009; Yin, 2009). Observational data collection techniques and interviews with Denny Dharmawan, General Manager of Sales, Marketing, and Operations, Marketing Promotion, and Customer Loyalty Vision+, Muhammad Rifqi, Head of Content Management Department, Iman Satria, Content Creative Producer, and Prasetya Dhamma, Producer News Vision+.

RESULTS AND DISCUSSION

MNC Group is a mass media conglomerate that owns the majority of Indonesia's media outlets, including newspapers, television, and internet platforms. This corporation also expanded into the financial and real estate industries. MNC Group's ownership of numerous types of media, including print, television, and online media, demonstrates the level of convergence that

develops as a result of ownership convergence. This level of convergence refers to media firms' ownership of several media that are not centralized on a single type of media, but rather across multiple sectors such as print, broadcast, and online media. According to Quinn (2014), convergence into five dimensions or levels: 1) ownership convergence. This convergence refers to the ownership of huge media corporations over multiple types of media; 2) Tactical Convergence, this convergence is a type of trick or method of collaboration by cross-promoting and transferring information gathered from media that converge or cooperate; 3) Structural Convergence: This convergence necessitates rethinking the division of work and restructuring the organization in each media that has joined the convergence. The organizational structure and job descriptions that have implemented convergence are reformed and altered to meet the needs of convergence. 4) Information-gathering convergence happens when journalists, sometimes known as backpack journalists or journalists with experience in more than one sort of media, are asked to collect, process, and present data across several platforms. In other words, journalists are required to disclose their findings in many venues. This can be for print, television, radio, or online channels. 5) Storytelling Convergence, this type of convergence demands journalists' talents in packaging news according to the media market segment in question and furnished with images, videos, and graphics. (Quinn, 2002)

The convergence process in the Vision+ application demonstrates various types of convergence, including ownership convergence, which refers to the ownership of multiple media lines under one firm umbrella, namely MNC. MNC Group is Indonesia's largest media firm, and it owns a variety of well-known mass media outlets, including television, newspapers, online news sites, and OTT streaming broadcast platforms such as Vision+. MNC Group's ownership of numerous types of media, including print, television, and online media, demonstrates the level of convergence that develops as a result of ownership convergence. According to Rich Gordon in Quinn (2014), level ownership convergence suggests that huge media

organizations own several types of media. Such as the MNC Group media company, which owns several print, internet, and broadcast media outlets in Indonesia (Quinn, 2002)

Furthermore, the second type of convergence found in the Vision+ application is tactical convergence, which is a form of cooperation and cross-promotion across MNC media, such as between MNC television stations and Vision+ in presenting the same broadcast content. Cross-promotion is a step of collaboration between two media outlets that provides space and introduces media content to one another. Cross-promotion is also used for commercials that enter MNC media and are displayed in an integrated manner throughout MNC media. Ads submitted for airing on MNCTV can also be aired on the Vision+ application (Dailey et al., 2005)

The third type of convergence adopted by MNC and Vision+ is technological convergence. This type of convergence occurs when new technologies emerge and replace older ones, allowing them to function more efficiently. The availability of Vision+, a streaming application with a variety of broadcast content ranging from entertainment to event programming, is analogous to the use of smartphones.

In this case, the Vision+ application is a product arising from the merger of numerous MNC-owned media, such as television and production houses, which are then linked together in the form of digital impressions. According to Jenkins & Plasencia (2017), technology convergence, also known as digital convergence, occurs when previously unconnected technologies become more tightly integrated and even converge as they evolve. Technological convergence happens when all media content is digitized. This means that MNC Group, through MNC Vision, which creates its digital media, turns various media elements such as audio, video, and photos into digital information and displays them through the Vision+ streaming application (Jenkins & Plasencia, 2017).

Fourth, the level of storytelling convergence is the packaging of Vision+ media material, which is distinct and more adaptable to user needs than

television programming. According to Dailey et al. (2005), the convergence stage leads to the content sharing stage, which allows two different media to exchange content with one another through repackaging or even budgeting sharing. In this stage, media convergence is mostly achieved by media owned by a single entity.

CONCLUSIONS

The process of media convergence in MNC Group's Vision+ application occurs gradually. The convergence of the Vision+ application began with MNC Group, Indonesia's largest media firm, which has a variety of media outlets spanning from print, television, and online. These numerous media are then merged and collaborated to create more diverse digital content to catch the attention of the targeted target audience, which is young people and urban communities who require entertainment with easy access to programs. So digital media is delivered, specifically Vision +. Furthermore, media convergence in the Vision+ application during the process demonstrates the amount of convergence, including ownership convergence, which refers to the ownership of many media under the roof of a single corporation, namely MNC. The second is tactical convergence, which is a form of collaboration and cross-promotion across MNC media outlets that carry the same information. Third, structural convergence involves making modifications to work structures and duties to meet the needs of digital media companies. Fourth, storytelling convergence is the packaging of Vision+ media material that is distinct and more flexible to meet the demands of users than television content.

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THE EFFECTIVENESS OF ANIMATION AS A SUPPLEMENTARY SUBJECT TO IMPROVE DIGITAL SKILLS AMONG USIM STUDENTS

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Abstract: This research critically examines the integration of animation as a supplementary subject, strategically designed to elevate and fortify digital skills within the academic milieu. With a focus on the dynamic and interactive facets of animation, the study delves into its potential to significantly deepen students' comprehension of intricate digital concepts, transcending traditional pedagogical approaches. Employing a robust quantitative methodology, a comprehensive survey was meticulously administered to a diverse and representative cohort of 100 students spanning various faculties. The discerning findings unveiled a unanimous acknowledgment among participants, illuminating the transformative impact of animation on bolstering digital proficiency. Through the lens of this study, animation emerges not merely as a supplementary tool but as an integral catalyst fostering a nuanced understanding of digital landscapes. This holistic approach envisions a paradigm shift in educational practices, propelling students toward a state of heightened digital literacy crucial for navigating the complexities of the contemporary technological landscape. In conclusion, this research advocates for the strategic incorporation of innovative pedagogical tools, such as animation, within educational frameworks. The findings underscore the imperative for academic

institutions to adapt and embrace progressive approaches, ensuring the cultivation of a digitally adept student populace poised to excel in an ever-evolving digital age.

Keywords: Animation, Supplementary Subject, Digital Skills.

INTRODUCTION

In the modern landscape, digital skills have become increasingly vital. They are no longer just a preference, but they are also an essential currency for effective participation in a digital society. This is especially true in the academic sphere, where the cultivation of digital literacy is of paramount importance.

Digital skills encompass a spectrum of proficiencies, spanning from basic digital navigation to the astute evaluation and application of digital information. Given the rapid evolution of technology, students must graduate with a robust set of digital skills that empower them to navigate a dynamic, technology-driven world.

This research centers on a pivotal inquiry about the efficacy of animation as a supplementary subject to enhance the digital skills of USIM students. To appreciate the significance of this research, there are three

interconnected facets which are animation's role in education, digital skills and modern necessities, and supplementary subject and digital necessities.

In the modern education landscape, digital skills are essential. The question arises at USIM about how effective it is to use animation as a supplementary subject to enhance students' digital skills.

While digital proficiency is crucial for students today, understanding how animation contributes to this requires delving into its educational potential. C. Liu (2019) recognised animation as a potent educational instrument, seamlessly combining audio messages with customised visual cues and graphics. This twofold purpose serves to elucidate intricate ideas and capture students' interest during the learning process. Complementing this perspective, Highsmith (2021) has contributed insights into the transformative impact of animation on digital skills, particularly in enhancing comprehension and retention. To address this, our research aims to assess the current digital skills among USIM students and explore how these skills relate to the effectiveness of animation as an educational tool. Additionally, we seek to investigate the specific benefits that animation brings to the table in improving digital skills.

This research aims to provide insights into the integration of animation as a supplementary subject for enhancing digital skills among USIM students and addressing the challenges posed by the digital age.

The use of animation in education has undergone significant changes over time, with advancements in technology and its application in various fields. Mansor et al. (2020) highlights that animation has the potential to illustrate complex phenomena and concepts that are difficult to understand through traditional teaching methods. However, it is important for educators to recognise the significance of

animation and its limitations. While animation is commonly employed in the field of education, it is also utilised in other industries such as business, medicine, and the economy, where its usefulness is a subject of ongoing debate. The study of languages and education can greatly benefit from the incorporation of animation.

METHODS

This research employs a quantitative research approach to investigate the integration of animation as an educational tool with the aim of enhancing digital skills among students at the Islamic Science University of Malaysia (USIM). The scope of this research extends to all students across various faculties within USIM. The selected methodology centers around the use of a structured online survey questionnaire designed to collect numerical data crucial for fulfilling the research objectives and addressing the research questions.

The survey questionnaire comprises three distinct sections, each serving a specific purpose. Section A is designed to capture demographic details to establish respondent profiles. Section B assesses respondents' perceptions of animation-based learning using Likert scales, and Section C evaluates the impact of animation on digital skill improvement.

The decision to explore animation in a general sense, rather than limiting the study to a specific type such as 2D animation, allows for a broader understanding of the potential applications of animation in education across diverse fields of study within USIM. This approach seeks to uncover common themes and trends that may be applicable to various academic disciplines.

Subsequently, the collected data will be subjected to rigorous analysis using the Statistical Package for the Social Sciences (SPSS) software. This analysis will facilitate the extraction of valuable insights and the validation of research findings, offering a comprehensive understanding of the role of animation in

enhancing digital skills among the diverse student population at USIM, without specifying any faculty.

RESULTS AND DISCUSSION

Table 1 reveals that, when assessing the effectiveness of animation in enhancing digital skills among USIM students, participants demonstrated robust agreement with the statement, "Animation software and applications can improve my digital skills tremendously." This is evident in the highest mean score of 4.35, signifying a high level of consensus. The accompanying standard deviation of 0.716 indicates minimal variability in participants' perspectives on the significant potential of animation tools to enhance digital skills.

Conversely, the lowest mean score corresponds to participants' self-assessment of their current level of digital skills related to animation software. Despite a mean score of 3.64, reflecting a generally positive self-assessment, there is notable variability in respondents' perceptions, as indicated by the higher standard deviation of 0.948. This diversity suggests varying levels of confidence among participants in their current digital skills related to animation software.

	N	Minimum	Maximum	Mean	Std. Deviation
understanding in creative designing	100	2	5	4.27	.765
enhance my productivity	100	2	5	4.33	.763
improve my ability	100	2	5	4.28	.760
improve my digital skills	100	2	5	4.35	.716
learn variety computer skills	100	2	5	4.32	.737
convenient facilities	100	2	5	4.25	.770
level of digital skills	100	1	5	3.64	.948
total N (listwise)	100				

Table 1: Percentage Distribution, Mean and Standard Deviation for the effectiveness of animation in enhancing digital skills.

In summary, the data from Table 4.5 emphasises a strong collective belief in the transformative impact of animation software on digital skill improvement, as implied by the highest mean score. However, the variability in self-assessment underscores individual

differences in participants' perceptions, providing additional insight into the survey data.

Table 2 provides valuable insights into the perceived potential of animation as a supplementary subject among USIM students, with a focus on mean scores and standard deviations.

The highest mean score, indicating strong agreement among participants, was observed for the statement: "Animation is important and is needed to become one of the supplementary subjects among students to improve their digital skills." This statement garnered the highest mean score of 4.37, suggesting a unanimous belief in the significance of integrating animation into the curriculum. The standard deviation for this statement is 0.706, indicating a relatively low level of variability among participants' opinions.

On the other hand, the lowest mean score pertains to the statement: "Knowledge about the production process in animation (pre-production, production, and post-production) helps the animator to understand what is expected of them and what they need to achieve." Despite being the lowest mean, it still received a relatively positive score of 4.10. The standard deviation for this statement is 0.745, suggesting a bit more variability in participants' perceptions compared to the highest-rated statement.

	N	Minimum	Maximum	Mean	Std. Deviation
Storyboard in animation is important	100	2	5	4.21	.782
Knowledge about production process	100	3	5	4.10	.745
understanding on animation in the real world	100	2	5	4.19	.734
perceived ease of use	100	3	5	4.36	.718
perceived usefulness	100	3	5	4.52	.850
behavioral intention	100	2	5	4.34	.728
Animation is important	100	3	5	4.37	.706
total N (listwise)	100				

Table 2: Percentage Distribution, Mean and Standard Deviation for the potential of animation as a supplementary subject.

In conclusion, the data indicates a strong consensus among participants regarding the importance of animation as a supplementary subject, as evidenced by the highest mean score.

While there is slightly more variability in opinions on the knowledge about the production process in animation, the overall positive mean score suggests a generally favorable perception of its importance.

CONCLUSIONS

The growing importance of incorporating animation in educational contexts, particularly for enhancing digital skills, is a notable trend in modern education. This study delved into investigating the impact of animation as a supplementary subject on the digital skills of 100 USIM students. Guided by a well-researched theoretical framework, the research employed an online survey conducted through Microsoft Forms to gather insights from the student participants. The primary focus was to determine if there were statistically significant differences in the perceptions of male and female students regarding the influence of animation on digital skills.

Utilising SPSS for meticulous data analysis, a descriptive statistics approach, including mean, standard deviation, and percentage, was employed to unveil the characteristics of the dataset and its alignment with the study's objectives. The study formulated and rigorously tested two hypotheses, seeking to achieve the predefined study objectives and address the research questions. The comprehensive analysis presented in the preceding chapter resulted in the ultimate support of both hypotheses. This suggests a nuanced outcome that encourages further exploration and consideration in subsequent research endeavors, highlighting the positive impact of incorporating animation as a supplementary subject on the digital skills of USIM students.

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EXPOSURE ON ONLINE DA'WAH MESSAGES TOWARD YOUTH SOCIAL MEDIA USERS IN USIM

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Abstract: The shift in social media usage has revolutionised communication and the dissemination of messages, particularly in the realm of expressing religious convictions. Over recent years, social media has become a powerful instrument for Islamic organisations and individuals engaged in da'wah, the initiative to foster awareness and appreciation of Islam. A noteworthy trend is the increasing focus on reaching out to the younger demographic, given their substantial presence across diverse social platforms. This study explores how the content of social media posting impact youth through a comprehensive investigation and analysis of online da'wah messages exposure on youth social media users. Utilising a quantitative approach, this research aims to identify contents in online da'wah messages that contribute to da'wah exposure and its impact to youth social media users in Universiti Sains Islam Malaysia (USIM). Through a rigorous questionnaire issued on 100 USIM students as respondents, this study advances the understanding of this topic and underscores its relevance in a broader context. Social media content based on platforms, formats, themes, and types has a significant impact to youth social media users in terms of their users and gratifications, positive experiences, presentation of self, also their active participations. Overall, this work not only

addresses gaps in current research but also serves as a foundation for future inquiries into the exposure of online da'wah messages on youth social media users.

Keywords: Online Da'wah Messages, Youth, Social Media User.

INTRODUCTION

The surge in social media usage has transformed how people communicate and spread messages, especially in the context of sharing religious beliefs. In recent years, Islamic organisation groups and individuals have utilised social media as a potent tool for da'wah, the effort to introduce and encourage an understanding of Islam. There is a growing emphasis on targeting young people due to their significant presence on various social platforms.

This research holds value in potentially unveiling the impact of online da'wah messages on shaping the beliefs, perceptions, and behaviors of young individuals in a specific educational and cultural setting. Through exploring how USIM's youth interact with online da'wah content alongside their social media habits, this thesis aims to deepen the understanding of how these messages affect their religious awareness and involvement.

In this developing era where everything must be up to date following viral trends, people especially the youth tend to follow everything without thinking much about the good or bad consequences of what they do.

As highlighted by Fattah et al. (2022), the younger generation, often referred to as Generation Y, faces challenges in understanding their individual purpose. Unfortunately, many find themselves entangled in various moral and social issues. Their daily routines frequently involve casual mingling between genders, engaging in habitual nightlife activities that may lead to promiscuity and adultery. Furthermore, the pervasive influence of Western culture introduces elements such as hedonism, secularism, and liberalism, which can potentially have detrimental effects on the moral fabric of these young individuals.

To address this pressing social problem, Da'wah messages that underscore moderation, self-awareness, and the significance of balancing virtual life with real-world interactions can play a crucial role. By promoting healthy online behaviors grounded in Islamic teachings, there is an opportunity to guide the youth toward a more balanced and mindful approach to the use of technology.

According to Atiqah et al. (2020) da'wah involves the act of inviting individuals to embrace the religion of Allah, promising abundant rewards for those who undertake this virtuous deed. It encompasses the invitation of both Muslims and non-Muslims to acknowledge the truths within Islam. In Islam, conveying messages in alignment with the guidance of Al-Quran and As-Sunnah is paramount and recognized as the most reliable source within the Islamic doctrine.

Islam T.Md (2019) breaks down the term "social media" for a clearer understanding. "Social" denotes a method of interaction involving the exchange and acquisition of information, while "Media" historically referred

to communication tools like television, radio, and newspapers, but in contemporary times, most media can be found online on the Internet. Consequently, a fundamental definition emerges, defining social media as an online communication platform that facilitates swift and efficient information exchange among individuals, whether acquainted or unknown.

METHODS

This study employs a quantitative research approach to investigate the type of content preferred in online da'wah messages dissemination and the impact of the messages toward youth social media users in USIM. The scope of this research extends to all students across various faculties within USIM. The selected methodology centers around the use of a structured online survey questionnaire designed to collect numerical data crucial for fulfilling the research objectives and addressing the research questions.

The survey questionnaire comprises three distinct sections, each serving a specific purpose. Section A is designed to capture demographic details to establish respondent profiles. Section B assesses respondents' perceptions of contents in online da'wah messages using Likert scales, and Section C evaluates the impact of da'wah messages to the youth in USIM.

Subsequently, the collected data will be subjected to rigorous analysis using the Statistical Package for the Social Sciences (SPSS) software. This analysis will facilitate the extraction of valuable insights and the validation of research findings, understanding about what of online da'wah messages and the impact among the diverse student population at USIM, without specifying any faculty.

RESULTS AND DISCUSSION

Table 1 shows that there are 4 questions that respondents can answer to more than one answer stated. Question one shows that most students used Instagram in their daily life as 91

respondents voted for Instagram. From question 2, it can be said that 94 respondents agree that videos and podcasts presentation format in online da'wah messages contributes to da'wah exposure through social media. In question 3, the most preferred theme in online da'wah messages contributes to da'wah exposure through social media is advice and positive booster as 84 students voted for it. Videos and podcasts of religious speakers recorded the highest votes as it is a preferred presentation matter in online da'wah messages contributes to students' da'wah exposure through social media.

No.	Question	Answers (Can choose more than one answer)					
		Instagram	Facebook	TikTok	Twitter	-	-
1.	Which of the following social media platforms do you use?	91	45	84	35	-	-
2.	What is the presentation format in online da'wah messages contributes to your da'wah exposure through social media?	Live Streams	Quizzes / Polls	Videos / Podcasts	Images / Infographics	Text-Based Posts / Articles	
		43	32	94	78	42	
3.	What is the presentation theme in online da'wah messages contributes to your da'wah exposure through social media?	Spiritual beliefs and faith	Moral guidance and ethics	Advice and positive booster	Practical guidance for daily life	Social justice and community engagement	
		76	62	84	69	60	
4.	What is the presentation matter in online da'wah messages contributes to your da'wah exposure through social media?	Short inspiring quotes	Pictures explaining Islamic ideas	Stories / Statuses about faith or belief	Videos / Podcasts of religious speakers	Infographics explaining various concepts	
		73	64	75	82	56	

Table 1: Section B (Qusetion 1-4)

Table 2 reveals that item four has the highest mean with a value of 4.60 and a standard deviation of .682. This demonstrates that 67% of most students prefer contents in online da'wah messages towards youth social media users that invite people, Muslims, and non-Muslims, to understand the worship of God as expressed in the Qur'an and the sunnah of Muhammad, this item received the largest number of affirmative votes. The mean value of 4.38 is the lowest value. This item reveals that 69% of students strongly agree with the statement, " I prefer contents in online da'wah messages towards youth social media users did not touch either the cultural,

race and religion sensitivity" but 4 students disagree, and 2 students strongly disagree with that statement. Therefore, based on this assertion, the majority of USIM students believe they have interest in online da'wah messages contents in social media.

No.	Question	Percentage (%)					Mean	Std. Deviation
		SD	D	N	A	SA		
5.	I prefer contents in online da'wah messages towards youth social media users are able to disseminate simple and light contents for youth to easily understand the messages.	2	1	6	24	64	4.50	.823
6.	I prefer contents in online da'wah messages towards youth social media users are delivered as attractively as possible with innovative styles and representations.	2	2	4	22	70	4.56	.833
7.	I prefer contents in online da'wah messages towards youth social media users did not touch either the cultural, race and religion sensitivity.	2	4	8	26	69	4.38	.940
8.	I prefer contents in online da'wah messages towards youth social media users that invite people, Muslims, and non-Muslims, to understand the worship of God as expressed in the Qur'an and the sunnah of Muhammad.	1	1	2	29	67	4.60	.682

Table 2: Section B (Qusetion 5-8)

Table 3 reveals that item one has the highest mean with a value of 4.55 and a standard deviation of .744. This demonstrates that 64% of most students agree that online da'wah messages through social media can impact them by giving positive experiences that relates to their good moral decision making, as this item received the largest number of affirmative votes. The mean value of 4.46 is the lowest value. This item reveals that 60% of students strongly agree with the statement, " Online da'wah messages through social media can impact me in terms on its the uses and gratifications that enhance my understanding on how social media can be use in conveying da'wah". Overall, most of the respondents strongly agree that online da'wah messages can influence and give positive impact especially toward the youth social media user.

No.	Question	Percentage (%)					Mean	Std. Deviation
		SD	D	N	A	SA		
1.	Online da'wah messages through social media can impact me by giving positive experiences that relates to my good moral decision making.	2	0	3	31	64	4.55	.744
2.	Online da'wah messages through social media can impact me by the way I represent myself that also reflect to my good value representation.	2	0	2	37	59	4.51	.732
3.	Online da'wah messages through social media can impact by improving my social interaction and communication through active action and participation.	1	1	5	34	59	4.49	.732
4.	Online da'wah messages through social media can impact me in terms on its the uses and gratifications that enhance my understanding on how social media can be use in conveying da'wah.	2	1	6	31	60	4.46	.822
5.	Online da'wah messages through social media can impact me in terms on thoughts and practices me that help to transform individuals through effective transfer of knowledge.	2	0	5	34	59	4.48	.772

Table 3: Section

CONCLUSIONS

The rise in social media engagement has revolutionized communication methods and the dissemination of information, particularly in the domain of sharing religious convictions. Recently, Islamic organizations and individuals have leveraged social media as a powerful medium for da'wah, aiming to introduce and foster an understanding of Islam. With a particular focus on the youth, given their substantial presence across diverse social platforms, the content of online da'wah messages holds immense significance and exerts a considerable influence on today's young social media users.

This study aimed to investigate the content of online da'wah messages and the impact of it on youth social media users in USIM. In this regard, a theoretical framework was

developed, which was based on carefully conducted literature studies. The result was carried out through an online survey via Microsoft forms. A total of 100 USIM students have responded to the questionnaire provided.

This was included with the purpose of finding the answer to the question of whether there are statistically significant differences between the averages of respondents aware of the exposure on online da'wah messages toward youth social media users in USIM. The result was analysed using SPSS. To interpret the data, the descriptive statistics approach was used, which may help to describe the data. The descriptive method will be used to show how data meets the study's goal by looking at the mean, standard deviation, and percentage.

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THE IMPACT OF MULTIPLAYER VIDEO GAMES TOWARDS STUDENTS' BEHAVIOUR AMONG USIM STUDENTS

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Abstract: The purpose of this research is to investigate the impact of multiplayer video games on students' behaviour among USIM students. Video games have become one of the most popular forms of entertainment, as seen by their popularity on every social media and streaming platform. People like playing video games and earning money by streaming them. This study aims to investigate the impact of multiplayer video games toward USIM students' behaviour and academic performance. The research was conducted using a quantitative method, with a sample of students playing multiplayer video games at a university. Data was collected through a survey, which measured students' behaviour changes and their academic performance. The results of the study showed that there is a positive correlation between multiplayer video games and student academic performance. The findings suggest that incorporating interactive elements, such as discussion boards, collaborative projects, and real-time interactions, can improve student engagement and ultimately lead to better academic outcomes. This research contributes to the understanding of how multiplayer video games can change students' behaviour, can be used to enhance student academic performance, and can serve as a reference for other researchers that multiplayer video games can be

one of the tools to improve students' academic performance and their behaviour characteristics.

Keywords: Multiplayer Video Games, Behaviour, Academic Performance.

INTRODUCTION

Video games have become one of the most trending entertainments, and we can see it on every social media and streaming platform that people love to play and gain income from streaming video games. The first video game introduced in 1958 by William Higinbotham was called Tennis for Two. Today, it enhances a variety of video game genres like action, adventure, sports, fighting, simulation, shooting, horror, and so forth. From what we can see on social media sites such as Instagram, Facebook, Twitter, and TikTok, there are lots of users who post their gameplay and live stream their favourite video games. Moreover, everything in the world today has changed and improved in various ways, such as technology, the economy, entertainment, and education. All of this helps human beings live their lives easily. In terms of entertainment, video games are one of the entertainment parts that help people spend their free time playing video games. There are several people who play video games on the internet to gain income, either part-time or full-time. Some of them have a perfect attitude that can make

their followers and viewers follow the good deeds that they do while streaming. However, there are several video game streamers that use harsh words and curse words that are not good for their followers, especially teenagers, because they will do the exact things that they see. Additionally, it is hard to monitor kids nowadays, which makes it difficult for parents to control their children.

Regarding that matter, from what we can understand some gamers are influenced by the video games that they play because it is common to use words in the video games itself. It is to mention that this is the negative behaviour of video games users who do not even realize that they are using bad words. Thus, this thesis studies the impact of multiplayer video games on student's behaviour among USIM students. The aim is to identify the impact of multiplayer video games on USIM students' behaviour and to investigate the impact of multiplayer video games toward USIM students' academic performance.

Some video games promote violence and blood, which is not good for kids. Is there any impact when playing video games? Yes, there are both positive and negative impacts of video games that will influence players, such as sleeping late at night because they spend too much time playing video games, which is a bad impact of video games. While playing video games improves knowledge about English vocabulary, the impact of playing video games is positive. Then, can video games affect academic performance? Today, teenagers want to stop studying because they think being a gamer is more worth it.

Understanding the scope of these effects is crucial for formulating plans to reduce any unfavourable effects and encourage healthy gaming practises among USIM students. The problem statement especially emphasises the necessity to research the influence of multiplayer online video games on student behaviour among USIM students. Examining

the potential effects on academic achievement, social behaviour, and mental health is part of this. The study's goal is to discover the elements that contribute to excessive gaming behaviour and create effective treatments to encourage healthy gaming habits among USIM students. The study's findings will help educators, parents, and policymakers create measures to address the possible detrimental effects of multiplayer online video games towards students' behaviour among USIM students.

Simon (2020) stated that many modest changes are taking place, but no revolution should be expected. And perhaps it means that in a decade or two, video games will be so integral to the formation of culture that youngsters will be unable to envisage a world without them. Online video games are intended to challenge and delight players with realistic graphics and music. This frequently leads to students becoming addicted and finding it difficult to stop playing. Students who spend too much time playing online games may hallucinate. One student revealed that he occasionally received comments from his parents because of daydreaming while moving his fingers, such as when holding a mouse or keyboard. He also experiences hallucinations because of online video games, such as seeing entities that do not exist (Eskasasnanda, 2017). There is no doubt that video games have a significant impact on player motivations, social consequences, and mental condition. Most popular video games dynamically change the in-game environment, which means that the behaviors of the players in-game may change as the game itself changes. This causes the player to adapt to the changes, which might progressively modify the player's behavior. This suggests that the player's personality may evolve in real life and become more adaptable (Quwaider, 2019).

METHODS

Instruments used for this research paper are via online survey questionnaires that are focused for participants to access the online survey forms. The demographic data collected in Section A

includes the respondent's age, gender, years of study, and USIM faculty. The aim of this section is to investigate and learn more about the respondent's background. In addition, for sections B, and C, use a five-point Likert scale, such as 1 strongly disagree to 5 strongly agree. One of the tools utilised was a Google form questionnaire designed to show information about students that playing multiplayer video games among USIM students, the impact of multiplayer video games towards students' behaviour, and academic performance.

A quantitative method used for this study uses a questionnaire to collect data. respondents who receive a questionnaire are required to answer the list of questions included in the questionnaire. In this research, random sampling is used to collect information from individuals with specific knowledge and experience of playing multiplayer video games. The quality of the questionnaire is essential to the study's overall value, making it a valuable research tool. The Google form used to administer the survey will be utilised to collect data. Surveys have also shown themselves to be a dependable method for doing research. This happens when surveys are created in a way that makes it easy for respondents to give consistent answers to the same set of questions.

RESULTS AND DISCUSSION

The SPSS program was used to examine the data gathered from the respondents. The data results of analysis were obtained using two methods of statistical analysis. It begins with a description of descriptive statistics, such as a frequency analysis, mean, and standard deviation of respondents. The inferential statistic was used to perform a reliability test, Pearson's correlation analysis, and multiple linear regression to evaluate the presented hypotheses.

The relationship of multiplayer video games and students' behaviour which is to identify the impact of multiplayer video games on USIM students' behaviour. Table 1 shows that the highest average mean is at item four,

with value of 4.05 and the standard deviation is .858. This indicates (30.6%) equal with 33 respondents believe that multiplayer video games impact on students behaviour with Likert scale Strongly Agree.

Furthermore, the statement "Multiplayer video games can impact my behavioral self-efficiency." in item six gets the lowest mean with value 3.91 and the standard deviation is .923. It means that the respondents were as much 47 students same with (43.5%) agree on that statement. So, from this statement, they were likely to know Multiplayer video games has the power to bring significant changes to student's behaviour because the second highest vote of respondents strongly agree with 30 respondents same with (27.8%).

Questions	Percentage%					Mean	Std. Deviation
	SD	D	N	A	SA		
1. Multiplayer video games can impact my cognitive knowledge	2	2	18	55	31	4.03	.837
2. Multiplayer video games can impact my cognitive expectations.	0	8	18	52	30	3.96	.864
3. Multiplayer video games can impact my cognitive attitudes.	1	5	24	46	32	3.95	.890
4. Multiplayer video games can impact my behavioral skills.	2	3	16	54	33	4.05	.858
5. Multiplayer video games can impact my behavioral practice.	2	6	14	53	33	4.01	.912
5. Multiplayer video games can impact my behavioral self-efficiency.	2	5	24	47	30	3.91	.923
7. Multiplayer video games can impact my environmental social norms	2	7	17	53	29	3.93	.924
8. Multiplayer video games can impact my environmental access in community.	3	3	21	47	34	3.98	.937
9. Multiplayer video games can impact my environmental access in community.	1	7	23	49	28	3.89	.900

Table 1: Percentage Distribution, Mean and Standard Deviation for the relationship of multiplayer video games and students' behaviour

The relationship of multiplayer video games and students' behaviour which is to identify the impact of multiplayer video games toward USIM students' academic performance. In table 2, item 3 has a value of 3.94, the highest average mean, with a standard deviation of 0.889. There is a strong correlation between the total percentage value and the value of 46.2%. This discusses how multiplayer video games can impact my academic performance as it enhances my digital

skills in term of the knowledge to use the applications.

Finally, 3.69 is the value with the lowest mean. Item 2 of the sentence received the lowest grade. According to the statistics, 48.1 percent of respondents agreed that "Multiplayer video games can impact my academic performance as it helps me to remember information better".

Questions	Percentage%					Mean	Std. Deviation
	SD	D	N	A	SA		
1. Multiplayer video games can impact my academic performance as it increases my understanding related to learning process.	3	8	23	53	21	3.75	.948
2. Multiplayer video games can impact my academic performance as it helps me to remember information better.	3	8	27	52	18	3.69	.934
3. Multiplayer video games can impact my academic performance as it enhances my digital skills in term of the knowledge to use the applications.	1	5	25	46	31	3.94	.889
4. Multiplayer video games can impact my academic performance as it boosts my learning experience.	1	5	22	57	23	3.89	.824
5. Multiplayer video games can impact my academic performance as it improves my academic performances.	2	10	30	40	26	3.72	.994

Table 2: Percentage Distribution, Mean and Standard Deviation for the impact of multiplayer video games toward USIM students' academic performance.

Students' behaviour depends on individuals themselves how they consume the content from any entertainment media such as social media and video games. Students can be influenced with 3 aspects from the social learning theory which behavior, environment, and personal aspect. This aspect will be the reason why a student's behaviour changes.

Academic performance is important to students to indicate the level of understanding on their studies. Multiplayer video games can be one of the platforms for students to improve their academic performance in several video games that will test and give exercise to challenge themselves on how they complete the level with critical thinking.

CONCLUSIONS

In conclusion, multiplayer video games produced positive results. The element of student's behavior plays an important role in helping students develop their character, minds, and academic performance, as well as creative and productive study in the university environment.

Respondents mostly agree that multiplayer video games have an impact on students' behaviour that improves their cognitive knowledge. Moreover, most of respondents also agree that in students' behaviour section C "Multiplayer video games can impact my academic performance as it boosts my learning experience". From the question students approve that multiplayer video games can impact my academic performance.

Research on student academic performance in multiplayer video games is mixed, but it's important to note that multiplayer video games can provide students with flexible and convenient learning opportunities. Moreover, students' behaviour is influenced by multiplayer video games that change their cognitive and behaviour skills that build their characteristics.

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DIGITAL COMMUNICATION IN MOVING COMMUNITY CULTURE: MEDIA INFLUENCE AND NAVIGATION

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Abstract: This research examines the usage of digital media technology in the frame of social awareness and change through social media management. Digital communication by implementing multi-level and channel for dissemination of information allows people and communities to communicate around the world, breaking down geographical barriers. The purpose of this research is to explore the potential of a designed campaign program for specific purposes which provides a platform of understanding and practical activities (skills) that have been applied in real communication work. Organisation of campaign information as part of life-long learning developed as an exposure to operation concepts and understanding that able to be delivered effectively towards communities. Employing quantitative methodology, a comprehensive survey questionnaire was meticulously administered to a diverse of 100 respondents among students and communities. This research adds to the body of knowledge on this study and emphasises its significance in a wider context. Survey questionnaires distributed and answered before and after course from the stimuli, where subsequently personal enhancement also had been ensued from the list of questions. This research found that empowering digital skills improved students and communities from lower-order to higher-

creativity order in designing e-Campaign on social awareness and change. This research advances knowledge on how digital skill empowerment can foster creativity and can be utilised as a resource by society including educators and instructional designers to better understand how digital media can support greatly in influencing audiences and navigating the social media management nowadays.

Keywords: Digital Media, Social Media Management, Digital Communication and Communities.

INTRODUCTION

The evolution of communication systems reflects through its history from the earliest forms of human interaction including verbal and non-verbal means. The emergence of more structured communication had been developed since the 19th century started from the invention of telegraph and telephone that allowed voice communication over long distances, then the rise of radio and television that enables mass broadcasting of information, communication, and entertainment. Within the late 20th century, the way people connect had transformed through the emergence of internet and mobile telecommunications including early social media platforms (Öztay and Koç, 2020). The 21st

century has marked the rise of digital communication tools that support the progression of communication systems where empowering students has also become one of the primary goals of education within this century. The implementation of digital skills dynamically able to create and connect people engagement, empowerment, achievement, and success.

With the beginning of the internet era, people have entered a period where individuals have achieved chance, freedom, and autonomy in expressing their opinions. This autonomy has affected the basic etiquette of social communication and engagement. Technology advancements have eliminated time and space limits hence, organisation of campaigns can now be done through electronic interfaces. While the dissemination of various messages through digital web-based platforms allows the information and messages to have a global reach, how can the practice of preparing the contents be made more efficient while meeting the demands, especially of the younger generations (Rouet, 2020) The influence of social media on youth has taken place in this digital era. One of the apparent situations is where the internet environment has become a platform that is able to provide exposure for young people to disseminate news. This exposure can be seen to have the potential of giving significant impact of their understanding on information and messages disseminate through social media contents and interaction using several established applications such as TikTok and Instagram. The development of the internet led to the progressive growth of social media. Smart phones and tablets enable their global reach and can be seen as ways of these platforms being used, relevant to current trends.

There are 4.8 billion social media users worldwide, representing 59.9% of the global population and 92.7% of all internet users. There were 150 million new social media users between April 2022 and April 2023, a 3.2% increase year over year. If we break those

numbers down, it equals approximately 410,000 new social users every day and 4.7 every second. People use an average of 6.6 different social networks each month. The average time spent on social media daily is 2 hours and 24 minutes. The world collectively spends 11.5 billion hours on social media platforms daily. TikTok is the most popular social platform in terms of time spent. On average, global users with an Android device spend 31 hours and 32 minutes on TikTok monthly (Kemp, 2023). The ability of social media to carry out conventional mass media functions with features that allow interaction and communication with audiences makes social media the most suitable medium to convey information and messages to reach people. This technology uses very specific algorithms that enable users to reach specific audiences and purposes based on their locations or interests.

METHODOLOGY

This research employs a quantitative research approach. A comprehensive survey questionnaire was meticulously administered to a diverse of 100 respondents among students and communities. Survey questionnaires distributed and answered before and after course from the stimuli, where subsequently personal enhancement also had been ensued from the list of questions. This research adds to the body of knowledge on this study and emphasises its significance in a wider context. The collected data had been subjected to rigorous analysis from the extraction of valuable insights and the validation of research findings, offering a comprehensive understanding of the role of digital communication within a moving community culture through media influence and navigation including technological innovation.

RESULT AND DISCUSSION

Discussion of the results concluded from respondents which comprises of students and communities, emphasises that campaign activities were capable on changing the attitudes and thinking styles that also reflected the importance of revitalising digital campaigns. E-

campaign activities helped students to be more sensitive towards current situations. E-campaign activities increased students' knowledge and interest in carrying out beneficial activities and digital campaigns. Impactful activity improves students' skills in developing content through digital media platforms. Implementation of e-campaign activity is important to create awareness through digital preaching and campaigning knowledge. E-campaign activity facilitates students' application and strengthens understanding on digital knowledge in the development of digital campaigns in the future.

E-campaigns provide social and digital education to students in the form of taught material (modules) and projects to train students to learn and analyse cases and social issues to improve students' knowledge and digital media abilities. There is a need to encourage students to optimise the usage of social media that they might not be aware of, and one of them is to create good messages or values in campaign activities that can benefit their generations and society. Not all people can filter information on social media correctly. Information obtained by individuals through social media needs to be discussed and becomes a discussion space between students and parents, teachers, and others. Fostering a sense of community, social awareness can also foster a sense of community and by bringing people together to work towards common goals. By understanding and recognising the issues that affect community and society, individuals can come together to take collective action and create positive change.

The role of e-campaign through social media in creating social awareness by applying digital skills knowledge obtained from the course modules played a big part in each student's development. Intangible ideas and creative activities that later lead to tangible outcomes are based on the results that students can explore and adapt to with the digital training given. The student's digital literacy capabilities have enabled activities to be carried out optimally. The competency of students that

can achieved critical understanding, which is the ability to analyse and produce media content extensively and completely. The criteria for this critical understanding include the ability to understand the developed content as well as the function of the media used (TikTok). Students have knowledge of the media itself, including the media rules and regulations. Criteria for critical understanding also include the ability to distinguish the truth of news site content and the ability to check the sources of the featured material or subjects. Based on the results of the survey, it is known that the research subjects can create content through an e-campaign approach.

Schools and institutions certainly play an active role in improving students' education related to skills development and digital implementation in related courses or areas. Schools as well as institutions should instill social education to change the mindset of students to be more interested in creating digital awareness through classroom learning. This may also include sessions through formal education, non-formal education, and community education. Social media can be an effective medium for social education and society awareness because it is one of the platforms that accelerate the dissemination of information and increases understanding for students. After all, indeed, in this era of globalisation and the digital age, it is easier for students to access the internet. Researchers found that research subjects were able to take advantage of their TikTok account to present more creative and innovative e-campaigns. Implementation of e-campaign activity can be seen through project completion, where students are able to create awareness through digital campaigning knowledge based on video skills assessment and web-based skills. Survey questionnaires were disseminated before and after the course, where students answered questions from the stimuli, and subsequently, personal enhancement ensued from the list of questions. The study found that empowering digital skills improved students' creativity in designing e-campaigns using TikTok applications.

CONCLUSION

The development of information technology has led to a shift from conventional to a more contemporary method, such as by utilising social media. This study contributes to the understanding of how digital skills empowerment can be used to enhance students' creativity and can serve as a reference for educators and instructional designers in understanding the needs of technology to provide immense support in automating various critical tasks. Modern civilisation has led to serious transformations in various aspects of life, including the content development by utilising potential technology as a tool and medium for sending messages. With the current computerisation and automation of media, it is imperative to ensure that the method of conducting e-campaign is relevant to the current era and must conform completely to the ideals of the Quran and Sunnah. Digital information is increasingly important to our culture, knowledge, and economy. Digital media platforms are necessary to make sure digital content can be disseminated, well received, and understood in future.

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DOMESTICATION ON WHATSAPP: IT'S ADOPTIONS, CHANGES AND POTENTIAL

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Abstract: WhatsApp is the most popular social networking platform, allowing users to communicate with one another by sharing messages, emoticons, pictures, voice notes, and videos. WhatsApp users spend hours conversing with one another, giving information, and expressing private thoughts in what are generally described as deep and profound exchanges. The goal of the study is to gain a thorough understanding why individuals adopt WhatsApp applications in their daily lives. Other than that, the objective of this study is to investigate how does WhatsApp applications change individuals' daily lives and to examine what is the potential of WhatsApp of which individuals may see it could be implemented in the future. This study uses qualitative methodology, with semi-structured interviews performed with five WhatsApp users selected through purposive sampling. WhatsApp users were chosen to participate in the in-depth interview. Five participants in total, two male and three female. The data analysis was manually coded to find the themes. The research finding highlighted that WhatsApp application is one of the popular applications of

communication in Malaysia. There are a lot of changes and potential that can be implemented on WhatsApp application in the future because WhatsApp is technology of life.

Keywords: WhatsApp application, Domestication, Adoption, Changes, Potential

INTRODUCTION

The growth of mobile technology is causing a dynamic change in the country. Nowadays, it is nearly impossible to ignore the presence of mobile apps, often known as Mobile Apps. Most people are pleased with the different mobile applications that they use in their daily lives. Several individuals rely greatly on the use of such programmes for their daily tasks. Technology is changing at a rapid pace, and the effects on the general population must be investigated and assessed. WhatsApp is one of the most significant changes in mobile app communication in recent years; its user base is rapidly expanding on mobile phones as well as PCs.

WhatsApp has only been operating for a brief time, but constant upgrades have improved its capabilities since its inception. Some of its features were also recently upgraded after the start of this online poll, therefore these aspects could not be addressed correctly. WhatsApp was created primarily to exchange SMS messages via cross-platform functionality. It's still useful if you have infinite text. WhatsApp sends and receives messages using mobile network data or local area networks. Users may instantly send images, videos, and audio media messages in addition to text messages. Several electronic communication services for smartphones have been introduced since smartphones became widespread, but WhatsApp has become the most popular among them.

Users may instantly send images, videos, and audio media messages in addition to text messages. Several electronic communication services for smartphones have been introduced since smartphones became widespread, but WhatsApp has become the most popular among them. WhatsApp and other mobile messaging apps have developed as largely free replacements for regular SMS texting. Aside from text messaging, they also enable the transmission of images, videos, and voice recordings. Apart from that, this Application is highly addicting and may have a positive influence on frequent users; nonetheless, it will leave a trace that is difficult to control and cure.

METHODS

This study uses qualitative research methods and uses semi-structured interviews technique to collect data. The interview's adaptable approach allows the researcher to prompt or encourage the interviewee if they require more

information or find what they are saying interesting. This method enables the researcher to probe the interviewee for further information or to explore a fresh line of inquiry prompted by what the subject has said. Semi-structured interviews also enable informants to express themselves in their own terms.

WhatsApp users were chosen to participate in the in-depth interview. Five participants in total, two male and three female. For this research, five participants were selected using non-probability sampling which is purposive sampling. The selected criteria are users of the WhatsApp application in their daily lives. The interview method conducted is also an individual interview method. This semi-structured interview took place both in person and online during a meeting using the Microsoft Teams app. The entire conversation was recorded during the interview, which lasted anywhere between 10 and 15 minutes. The audio will then be transcribed, and the content of the analysis will be broken down into categories and themes for each "unit of thought," which 23 will ultimately provide the answers to the study questions.

RESULTS AND DISCUSSION

DISCUSSION REGARDING UNDERSTANDING INDIVIDUALS ADOPT WHATSAPP APPLICATION IN THEIR DAILY LIVES

The first research objective focused on understanding individuals adopt WhatsApp application in their lives where the researchers found that there are different perceptions among the participants regarding adoption WhatsApp application. All participants had

shared the same opinion on WhatsApp as an application for communication. Participant 1 described WhatsApp application as a popular application of communication. According to a study by Akram and Kumar (2017) stated that today, more than 1 billion persons use WhatsApp application to communicate with their companions, friends, family and even clients.

Participant 3 described WhatsApp as an application for communication that is used for all ages because the interface is very user friendly and easy to use. WhatsApp is a user-friendly platform for pupils who are already accustomed to using it (Barhoumi, 2015). Other than that, Participant 4 mentioned that WhatsApp as a simple application for communication and majority of Malaysian using WhatsApp application to communicate. According to Minhas et al. (2016) WhatsApp is the world's most popular messaging app, with over 600 million users. Besides that, Participant 5 also described that WhatsApp application adoption for communication in term of WhatsApp provides real-time communication because Akram and Kumar (2017) stated in their study that social media enable people from all around the world may contact each other, regardless of region or religion.

However, Participant 2 also mentioned that WhatsApp application is adopted for online learning because WhatsApp is an easier way to get online learning information and is an alternative to have a discussion with friends. Barhoumi (2015) stated that groups using WhatsApp instant messaging may effortlessly exchange learning items via comments, SMS, and message, discussions focus on the course topic, which is entirely delivered in-class. So, individual adoption WhatsApp applications in

their daily life in two adoptions, which is in term of communication and online learning.

DISCUSSION REGARDING THE INVESTIGATION HOW DOES WHATSAPP APPLICATION CHANGE INDIVIDUALS DAILY LIVES

The second research objective focused on how WhatsApp application changes individual in daily lives where the researchers found that there are different perceptions among the participants regarding of WhatsApp application changes in ways of communication. All participants shared the same opinion on WhatsApp application changes in ways of communication. Participant 1 described WhatsApp application change in a simple and quick ways to communicate while Participant 2 mentioned that WhatsApp application change in term ease of communication. According to a study by Abubakar and Dauda (2020) stated that, WhatsApp is popular among college and university students not just for its capabilities and speed, but also for how quickly information is provided.

Other than that, Participant 4 mentioned that WhatsApp application might lead to cheating in communication. According to Alghamdi et al. (2016) WhatsApp has become a form of daily contact for many individuals; untangling what online students see as cheating while utilising these technologies is critical for understanding and combatting academic dishonesty in its socio-cultural context. Besides that, Participant 5 also described that WhatsApp application change ways of communication in term of social connection because Dahiya et al. (2020) stated a person's virtual personality may differ from his actual personality. The virtual

personality represents a Webology user's online social conduct and interactions with his peers in the online environment (Dahiya et al., 2020). Users' messaging patterns and emoticons used in conversations might reveal intriguing behavioral features. However, Participant 2 and Participant 4 mentioned that WhatsApp application change in range of costing because WhatsApp application cheap than traditional messenger which is Short Message Service (SMS) and WhatsApp application have affordable cost and price. Yusof et al. (2019) stated that WhatsApp application is free, and the previous yearly fee of .99 cents for a few clients was removed in January 2016. WhatsApp and other free messaging apps have become popular replacements to traditional SMS.

Lastly, only participants 4 mentioned about WhatsApp application change ways business. The WhatsApp business changes in positive two-way of communication between buyers and sellers. Terkan and Celebi (2020) stated that WhatsApp's contribution to constructive two-way communication in the workplace improved employee performance. So, WhatsApp application changes individuals in daily life in many ways, which is change ways of communication, change way business work, and change in range of costing.

DISCUSSION REGARDING THE EXAMINATION WHAT IS THE POTENTIAL OF WHATSAPP OF WHICH INDIVIDUALS MAY SEE IT COULD BE IMPLEMENTED IN THE FUTURE

The third research objective focused on what is the potential of WhatsApp of which individuals may see it could be implemented in the future, where the researchers found that there are different perceptions among the participants

regarding of WhatsApp application changes in ways of communication. Based on this research finding, the majority of the participants except Participant 1, respond that the potential of WhatsApp application in the future is potential in security and data storage. All participants expect Participant 1 shared the same opinion on the potential of WhatsApp application in the future is potential in security and data storage. Participant 2 described WhatsApp can improve the security of personal data while Participant 3 mentioned that WhatsApp can improve in terms of information storage. Participant 4 also mentioned that WhatsApp can improve data storage. According to a study by Rahim et al. (2018) stated that, the communications in smartphone data storage are not fully protected enough; they are merely encrypted with a key and kept in the smartphone, where they may be retrieved by irresponsible parties utilising root access.

Other than that, Participant 5 mentioned that WhatsApp can improve the security features with privacy concerns continue to be a major focus. According to Rahim et al. (2018) WhatsApp message security on data storage does not ensure protection against third-party attacks. However, Participant 1 mentioned that the potential of WhatsApp application in the future is potential in online learning. This is because the potential of WhatsApp application on online learning according to Yu and G Motlhabane (2022) stated that WhatsApp has clearly been beneficial in emergency remote teaching mode although communication remains one of the primary functions that WhatsApp can serve in teaching and learning, content-related functions are clearly feasible. Recorded new methods of utilising WhatsApp to provide material or inspire student

engagement indicate an expanding role of changing or redefining the function of social media in the teaching and learning arena.

Besides that, Participant 5 described the potential of WhatsApp application in developing oral skill in sec-language learner because WhatsApp application can improve to be one of the multilingual communication tools in the future. Andújar-Vaca and Cruz-Martínez (2017) stated a strong foundation for second language learning is created by the natural ubiquity, spontaneity, and personalisation of these devices, together with the dynamic interactions that occur between the learner, task, and virtual environment in media-mediated communication such as using voice-based that constitutes a powerful tool for developing second language speaking proficiency. So, the potential of WhatsApp which individuals may see could be implemented in the future is potential in security and data storage, potential in online learning and potential in develop oral skill in sec-language learner.

CONCLUSIONS

To summarise, the domestication of WhatsApp, including its acceptance, developments, and possibilities, demonstrates a dynamic interaction between technology and society. The platform has become an essential aspect of many demographic groups' everyday communication, influencing social ties and engagement patterns. Adoption studies provide complex insights into user behaviour, offering light on the elements that influence acceptability and usage in various locations and demographics.

WhatsApp's growth, which includes adjustments to functionality and regulations, demonstrates the platform's capacity to adapt to user requirements. Research on these shifts is

critical for understanding the platform's influence on user engagement and the changing nature of digital communication. Furthermore, WhatsApp's promise goes beyond personal communication, with applications in education, business, and community development. Investigating these possibilities gives a full picture of the platform's function in different facets of society life.

As with every technological progress, current issues emerge, notably in terms of privacy and the need for digital inclusion. Examining the effects of policy changes on user trust and behaviour leads to a better understanding of the complicated connection between users and the platform. Ongoing study in this area is critical not just for academics, but also for policymakers and industry professionals attempting to manage the ever-changing world of digital communication platforms. In summary, the domestication of WhatsApp is a continuous story driven by user dynamics, technology breakthroughs, and social requirements.

Finally, I hope that our study helps determine the role of WhatsApp in everyday life. WhatsApp has also become one of the most crucial apps in modern life, not just for jobs but also for education. I hope that this study will also open everyone's eyes to the fact that the WhatsApp program has become an integral component of how people live today.

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ISLAMIC PERSPECTIVES ON ADVANCING ECONOMY AND TRADE THROUGH AI AND INDUSTRY REVOLUTION 5.0: TOWARDS ENHANCED PROSPERITY

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Abstract: The convergence of Artificial Intelligence (AI), Industry Revolution 5.0 (IR 5.0), and Islamic economics presents a compelling paradigm for reshaping economic systems in alignment with ethical principles and technological advancements. This article investigates their intersecting dynamics and implications for economic development within Islamic economies. Through quantitative findings and thematic discussions, the study explores stakeholders' perceptions, expectations, and concerns regarding the integration of AI and IR 5.0 in trade practices. Key themes include awareness of AI technologies, perceived benefits and risks, readiness for AI integration, policy preferences, and ethical considerations. The findings underscore AI and IR 5.0's transformative potential to revolutionize trade operations, enhance economic competitiveness, and foster inclusive growth within Islamic economies, emphasizing responsible AI deployment and policy frameworks.

Keywords: AI, IR 5.0, Economy and Trade, Islam

INTRODUCTION

The convergence of artificial intelligence (AI) and Industry Revolution 5.0 (IR 5.0) signifies a profound shift in global economies, with implications for Islamic economies rooted in ethical principles. Investigating this intersection, the research aims to discern how AI/IR 5.0 align with Islamic economic values, promoting fairness and social responsibility (Ziatdinov, Atteraya & Nabiyevev, 2024). It evaluates the socio-economic impact, focusing on inclusive growth and Sharia compliance (Indriana, Arman, Yussof & Maasi, 2023). By exploring these

dynamics, the research seeks to inform policy and decision-making, shaping a future of equitable prosperity in Islamic societies through the synthesis of theoretical frameworks and empirical evidence.

LITERATURE REVIEW

AI and IR 5.0 Principles

The rapid advancement of technology, especially in artificial intelligence (AI) and the Industry Revolution 5.0 (IR 5.0), has fundamentally reshaped global economic and trade dynamics (Huang, Wang, Li, Zheng, Mourtzis & Wang, 2022).

Alignment of AI and IR 5.0 with Islamic Economics

The convergence of AI and IR 5.0 with Islamic economics is a crucial area of study, exploring compatibility, synergy, and tensions between technological innovations and Islamic economic frameworks. Scholars examine how AI principles align with Islamic values, including justice and social responsibility (Radanliev et al., 2020; Wazir, 2023).

Trade and AI Integration Literature

Recent literature examines AI's integration into trade, emphasizing its impact on efficiency, decision-making, finance, and global networks. AI streamlines processes, improves decision-making through data analysis, enhances trade finance accessibility, and expands global networks by facilitating connectivity and collaboration (Meltzer, 2018; Rodgers et al., 2022; Zakaria et al., 2023; Garg et al., 2022).

METHODS

Qualitative methods include semi-structured interviews and thematic analysis of literature,

targeting experts in Islamic economics, trade, AI, and IR 5.0. Data collection involves in-person or remote interviews, focusing on themes like Islamic economic principles and AI/IR 5.0 perceptions. Quantitative methods entail surveys based on literature, using stratified sampling, online platforms, and descriptive statistics for analysis, integrating qualitative insights for a comprehensive understanding.

RESULTS AND DISCUSSION

Qualitative research identified Islamic perspectives on AI and Industry Revolution 5.0's impact on the economy and trade, emphasizing ethical alignment with Islamic principles. While participants were optimistic about AI's potential for economic growth, they highlighted challenges such as technological limitations and regulatory barriers. Stakeholders advocated for education initiatives and policy interventions to ensure ethical AI adoption and safeguard consumer rights and privacy.

Quantitative Research Methods

Table 1. Demographic Profile of Respondents (N=150)

	Frequency (n)	Percentage (%)
Gender		
Male	69	46
Female	81	54
Age		
20-29 years	78	52
30-39 years	25	16.67
40 years above	12	8
Below 19 years	35	23.33
Educational Background		
High School or equivalent	30	20
Bachelor's Degree	60	40
Master's Degree	45	30
Doctoral Degree	15	10
Occupation		
Student	40	26.67

Private	36	24
Self-employed	28	18.66
Government	30	20
Others	16	10.67
Country of Residence		
Malaysia	150	100

Figure 1 shows the results of familiarity of respondents with artificial intelligence (AI) technologies?

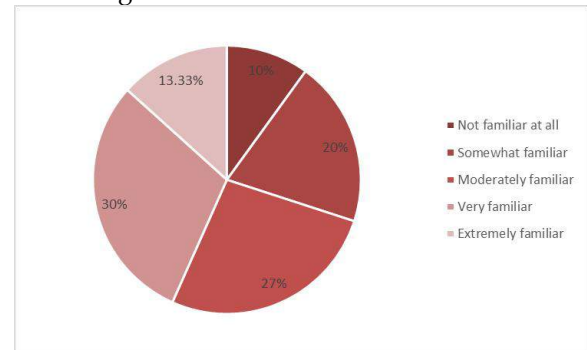


Figure 1. Awareness and Understanding of AI Technologies

Figure 2 shows the results for AI concepts that respondent's familiar with.

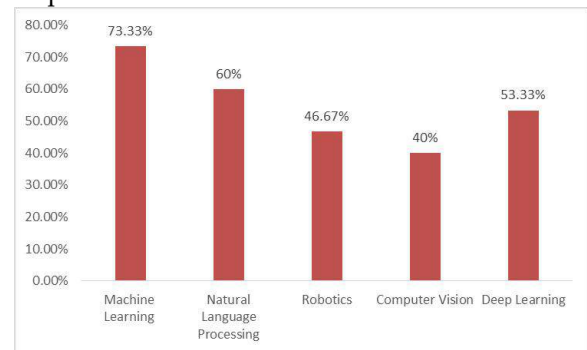


Figure 2. Familiarity with AI Concepts

Figure 3 shows results of to what extent the respondents believe AI technologies can drive economic growth and innovation within Islamic economies?

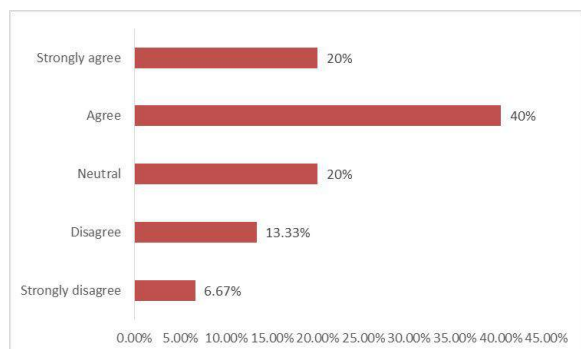


Figure 3. Perceived Benefits of AI Adoption

Figure 4 shows the results of potential benefits associate with the adoption of AI technologies within Islamic economies?

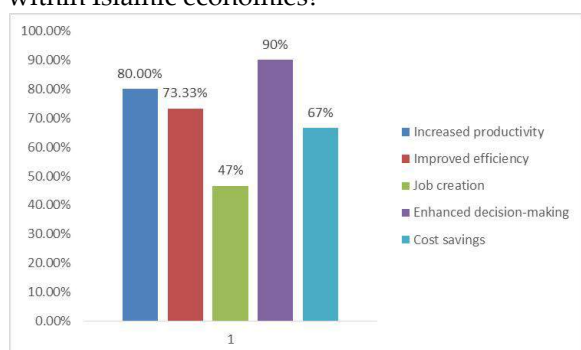


Figure 4. Potential Benefits Associated with AI Adoption

Figure 5 shows the result of to what extent do the respondents believe AI and IR 5.0 will transform traditional trade practices?

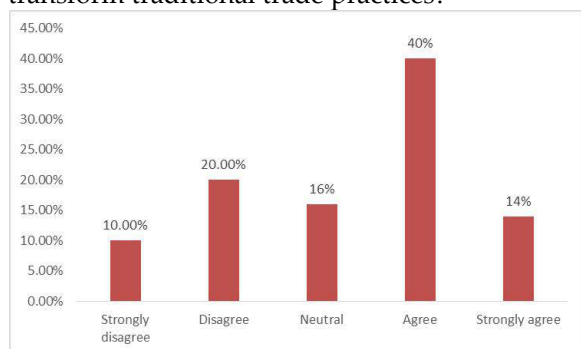


Figure 5. Perceived Benefit of AI

Figure 6 shows the result of what potential benefits do the respondents associate with the integration of AI and IR 5.0 in trade?

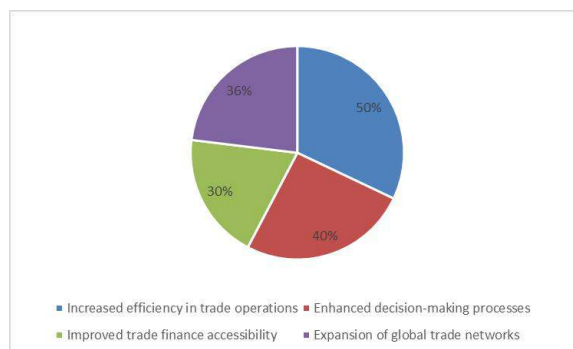


Figure 6. Potential Benefits associated with AI and IR 5.0 in trade

Figure 7 shows the result of how concerned are the respondents about job displacement and automation due to the adoption of AI technologies within Islamic economies?

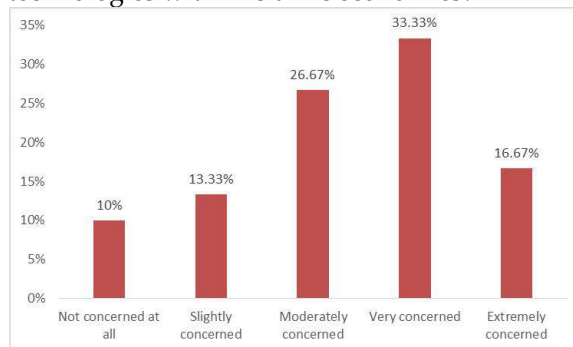


Figure 7. Concerns and Risks Associated with AI Adoption

Figure 8 shows the result of what ethical concerns do the respondents have regarding AI technologies in Islamic economies?

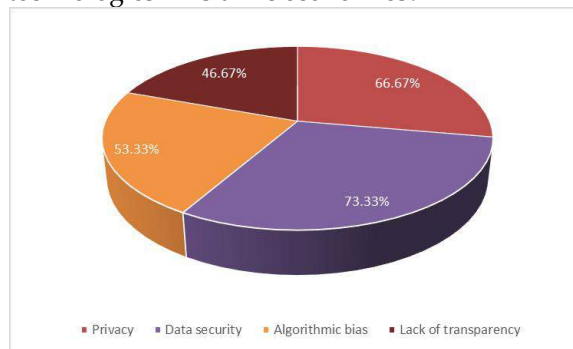


Figure 8. Ethical Concerns Regarding AI Technologies

Figure 9 shows the result of how willing are the respondents to embrace AI technologies within organization or business?

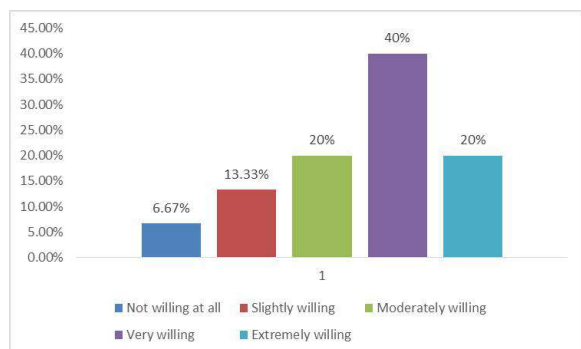


Figure 9. Readiness for AI Adoption

Figure 10 shows the result of what factors influence their readiness for AI adoption?

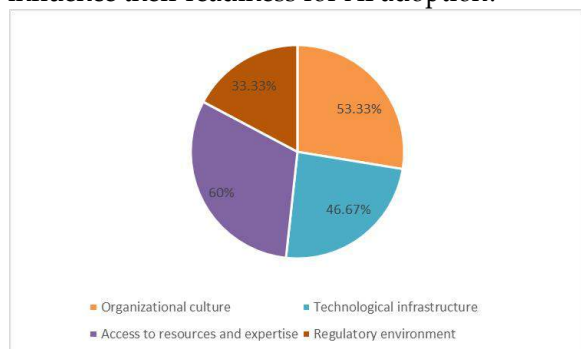


Figure 10. Factors Influencing Readiness for AI Adoption

Figure 11 shows the result of what policy interventions do respondents believe are necessary to facilitate the responsible adoption of AI technologies within Islamic economies?

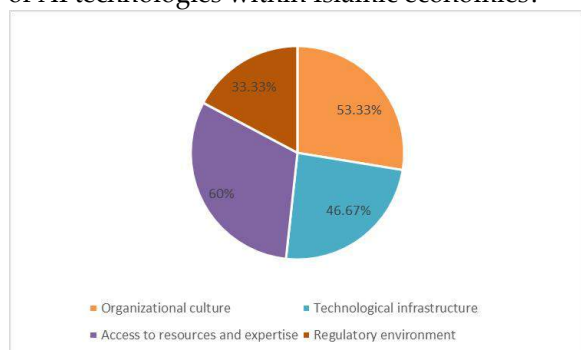


Figure 11. Policy Preferences

Figure 12 shows the result of the respondent's opinion on how effective are current policies and regulations in addressing the ethical implications of AI technologies within Islamic economies?

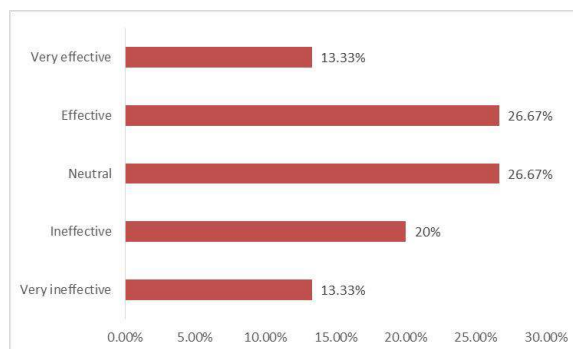


Figure 12. Effectiveness of Current Policies and Regulations

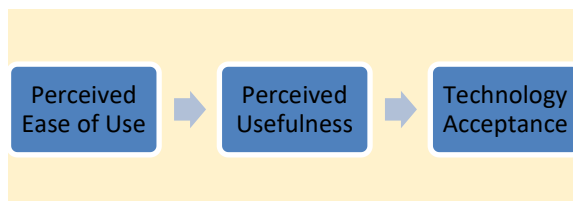


Figure 13. A Validated Technology Acceptance Model

Source: By Davis, 1989. (Ma & Liu, 2005)

DISCUSSIONS

Qualitative findings highlight the significance of ethical considerations in AI adoption within Islamic economies. Stakeholders emphasize aligning AI with Islamic values of justice and social responsibility, advocating for bias-free algorithms, particularly in finance and employment. They anticipate AI driving economic growth by enhancing productivity and fostering financial inclusion through AI-powered fintech solutions. Adoption challenges include infrastructure limitations and regulatory barriers, with cultural concerns regarding compatibility with Islamic ethics. Education and awareness initiatives are deemed crucial for responsible AI adoption, emphasizing the integration of AI ethics and Islamic finance into education. Policymakers are urged to intervene proactively to address regulatory gaps and ensure ethical technology use.

Quantitative findings reveal a moderate to high familiarity with AI concepts among respondents, particularly in machine learning and deep learning. There's widespread agreement on AI's potential to revolutionize trade practices, with

optimism surrounding its impact on efficiency and decision-making. Identified benefits of AI adoption in trade include increased efficiency, enhanced decision-making, and improved access to trade finance. However, concerns persist regarding job displacement, algorithmic bias, and data security breaches, emphasizing the importance of addressing ethical considerations. Privacy and data security are top concerns, alongside worries about algorithmic bias and transparency. Despite concerns, there's a readiness to adopt AI in trade, influenced by organizational culture, resource access, and technological infrastructure. Policy preferences focus on investing in AI education/training programs, regulatory frameworks, and promoting public-private partnerships. However, perceptions on current policies vary, with some respondents considering them ineffective.

CONCLUSIONS

The intersection of Artificial Intelligence (AI) and Industry Revolution 5.0 (IR 5.0) with trade signals a transformative phase in global commerce. This exploration draws upon quantitative data and thematic discussions to shed light on stakeholders' awareness, perceptions, and readiness for AI adoption in trade. Stakeholders demonstrate varied familiarity with AI concepts, highlighting its potential to reshape trade practices positively. Despite concerns, stakeholders express readiness for AI adoption, emphasizing the need for supportive policy frameworks and strategic investments in AI education and innovation. Collaborative efforts are essential to navigate the complexities of AI integration, ensuring inclusive growth and sustainable development in trade and beyond.

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A STUDY ON BINGE-WATCHING BEHAVIOUR TOWARD KOREAN DRAMAS AMONG YOUNG ADULT MALAY MUSLIM WOMEN IN MALAYSIA

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Abstract: Korean dramas have gained popularity in Malaysia, leading to increased binge-watching behaviour among viewers. This study explores Korean dramas' influence on Malay Muslim women in Malaysia, specifically on the signs of binge-watching behaviour. Insights were gathered through semi-structured interviews with five young adult Malay Muslim women. The findings reveal how Korean dramas contribute to binge-watching behaviour among this demographic, emphasizing factors like cost-effectiveness and accessibility of streaming platforms. The study also examines indicators of binge-watching behaviour, including emotional engagement and audience attitudes toward Korean dramas. The research also uncovers the influence of Korean dramas due to messaging, celebrity preferences, and storyline development in Korean dramas. This research contributes to a deeper understanding of the intersection between Korean dramas, streaming platforms, and binge-watching, with implications for the audience's beliefs, attitudes, and emotions in viewing Korean dramas. Future studies should further explore these topics among Malay Muslim males to better understand the diverse impact of Korean dramas on viewers' lives.

Keywords: Korean dramas, Streaming Platform, Binge-watching, Young adult, Malay Muslim women

INTRODUCTION

In recent years, Korean dramas have become a global phenomenon, captivating audiences worldwide with their compelling narratives and

cultural richness. Renowned series like "*Squid Game*" have transcended cultural boundaries, captivating even non-Korean viewers, with Malaysia being no exception.

Indrawan et al. (2022) describe the allure of Korean dramas, highlighting their captivating plotlines interwoven with elements of Korean culture, emotions, and life lessons. The immersive experience they offer often leads to impulsive binge-watching behaviour, as noted by Flayelle (2017). A survey by Yoke and Jamil (2022) underscores the significant presence of female respondents, dedicating considerable time to indulging in Korean dramas weekly.

Moreover, the digital era has revolutionized viewing habits, with online streaming platforms like Netflix gaining preference over traditional television. Over-the-top (OTT) services have attracted a large audience due to their flexibility and convenience.

Despite their widespread appeal, there remains a gap in understanding how prolonged exposure to Korean dramas shapes the behaviour of specific demographic groups, particularly young adult Malay Muslim women. Against this backdrop, this study aims to delve into the influence of Korean dramas, and the emergence of binge-watching behaviour among the young adult Malay Muslim women through semi-structured interviews.

Through these interviews, the study seeks to uncover more profound insights into how Korean dramas influence binge-watching behaviour, exploring facets such as emotion, attitude, and beliefs regarding their content. The approach combines admiration for the cultural impact of Korean dramas with an objective

stance to provide a comprehensive understanding of their influence.

METHODS

This study will use qualitative methodology to analyze and explain phenomena that require exploration. According to Hennick et al. (2011), as cited in Khalid and Wok (2020), qualitative research best describes problems or characterizes processes or behaviours.

Semi-structured interviews with open-ended questions will be conducted to achieve the research objectives. These interviews, described by Adam (2015), are like friendly conversations, allowing for closed and open questions and exploring unexpected topics.

The study will interview five individuals aged 18 to 25 who have a keen interest in K-dramas, use online streaming platforms to watch these dramas, and tend to binge-watch episodes within a short timeframe. Participant selection will be done through purposive sampling.

The interviews will be 20 to 30 minutes long and conducted in Malay to accommodate the respondents' ethnicity. Virtual interviews will be conducted for participants in Selangor due to geographical distance, while physical interviews will take place with participants in Negeri Sembilan, aligning with the researcher's location.

Thematic analysis will be used to analyze the results, involving summarizing data and interpreting codes to create themes. Thematic analysis is versatile and can be applied across various research questions, designs, and sample sizes within different theoretical and epistemological frameworks (Kiger & Varpio, 2020).

RESULTS AND DISCUSSION

Platform Preference

In light of the results, the respondents' choices of streaming platforms to access Korean dramas are notably influenced by cost and accessibility. A noteworthy transition has been observed, with some individuals moving away from the OTT services to embrace websites and free

applications like Loklok, and HiTV attributing this shift to the ease of use and essential features provided. These findings align with prior research, including Rai and Basnett's (2021) study, which identified comparable trends involving platforms like KissAsian. The findings also echo observations made by Mumpuni (2021), revealing that users may unsubscribe from a streaming service if the content fails to captivate them, opting to explore alternative options such as web streaming and illegal downloads.

Interestingly, despite these preferences, some respondents in this study still favoured OTT platforms, notably Netflix, for its user-friendly features, easy downloading, and ad-free streaming. However, Rai and Basnett (2021) stated that the websites are also accessible platforms with fewer ads. The satisfaction derived from features and content may override some viewers' concerns about subscription fees and ads.

Korean Drama Influence on Binge-Watching Behaviour

In the current study, respondents appreciated Korean drama's messages and moral values, shedding light on societal norms. Often drawing inspiration from actual events, these dramas significantly raise awareness and make a meaningful impact. For instance, Korean television dramas provide young Muslims in Indonesia with a modern "imagination," portraying characters who embody discipline and hard work, inspiring the youth to strive for academic excellence (Imron, 2016).

Educational and informative content shown by Korean dramas can be of moral value to the viewers, such as the medical genre *Romantic Dr Kim*. The results from the respondents' responses found that the medical and law drama can be informative to the viewer, and it also can gain the viewers' knowledge about the term medical as well as the situation on handling critical patients.

Regarding the unpredictable plotlines that always occur in Korean dramas, the

respondents said that although they are K-dramas fanatics, the storyline is unpredictable. Compared to the local dramas that are predictable and always present the same genre, it makes the audience bored. However, previous research results contrast with this study, where participants highlighted the recurring themes in Korean dramas, often involving love triangles or romances between individuals from different social backgrounds (Hassim, 2019).

The contribution of the actor and actress in developing a character is crucial because it can influence the audience's attraction towards Korean dramas. In this finding, the respondents respond that an actor's appearance and acting skills are the first aspects they look into before streaming Korean dramas. The audience must have their favourite actors or actresses that make them want to watch the dramas.

Signs of Binge-watching Behaviour After Being Exposed to Korean Dramas

The research findings highlight that binge-watching Korean dramas can deeply engage the audience's emotions, leading to obsessive thoughts and anticipation about the content. The immersive experience enables viewers to feel the emotions conveyed by the characters, and the strategic use of cliffhangers in Korean dramas keeps the audience curious about upcoming episodes. This context aligns with a previous study by Hidayati and Saputro (2017) that watching Korean dramas is an enjoyable experience, captivating the audience with each episode and prompting them to continue watching.

This study highlighted the audience's attitude in viewing Korean drama, such as extended viewing sessions, preference for binge-watching and influence towards their culture. An extended viewing pattern can be presented as the viewing duration in a marathon of the dramas in one session. Some respondents said they would marathon the dramas during long breaks or at weekends. According to Rai and Basnett (2021), it takes two to three days, on average, to watch a whole drama. It is also

noted that if the drama was engaging and there was a chance to bond and find a way to unwind and escape, viewers may watch up to ten episodes in one day.

In this study, the respondents discuss the influence of Korean dramas on language interests, food, and lifestyles. This context is also slightly similar to the previous research examining Korean drama and culture. According to Khalid and Wok (2020), the findings suggested that after years of engaging with Korean content, many respondents shared that they've picked up some Korean words, feeling more connected to the Korean wave. They use these words in their daily lives.

The findings also indicate that many respondents see religious content in Korean dramas as a chance to learn about new cultures and beliefs. However, they are concerned that it might not align with Islamic beliefs. This matches what previous studies, like Hidayati and Saputro (2017) found that diverse religious content isn't a problem. The potential issue arises when there's competition for identity in public space, causing conflicts between different groups.

CONCLUSIONS

The study reveals that Korean dramas significantly contribute to binge-watching behaviour among young adult Malay Muslim women in Malaysia. Participants cited their interest in Korean dramas, driven primarily by the conveyed message or moral values, storyline development, and celebrity favouritism. Additionally, platform preference plays a role in binge-watching Korean dramas.

While most participants expressed positive sentiments towards Korean dramas, there may be exceptions or challenges faced by specific individuals. Cultural differences, personal preferences, or external influences could impact viewers' engagement with Korean dramas and binge-watching behaviour.

These findings underscore the importance of understanding the cultural and media consumption patterns of young adult

Muslim women in Malaysia. Korean dramas are a significant source of entertainment and cultural influence, shaping viewers' attitudes and behaviours. This highlights the necessity for media researchers to consider audiences' diverse preferences and experiences in content creation and distribution strategies.

In conclusion, the study suggests that Korean dramas influence binge-watching behaviour among young adult Malay Muslim women in Malaysia. Recommendations for future research include exploring the phenomenon of Korean dramas and binge-watching among Muslim males. Understanding their perspectives and influences could provide a comprehensive understanding of this cultural phenomenon. Additionally, employing alternative analytical approaches, such as reception analysis and focusing on individual dramas, could provide more in-depth insights into specific content and its impact.

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THE UNDERSTANDING OF ISLAMIC BRANDING AMONG GENERATION Z AND THE IMPACT OF IT ON PURCHASE DECISIONS

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Abstract: This study analyses Generation Z's understanding of Islamic branding and its influence on purchasing decisions. This study aims to find out to what extent Generation Z is familiar with Islamic branding and to investigate the impact of Islamic branding of products and services on Generation Z's purchasing decisions. A total of five Generation Z respondents from Negeri Sembilan, Selangor, Johor, Kedah, and Kelantan were interviewed using a semi-structured interview method. The participants were selected through purposive sampling. The results show that there are three themes, namely the importance of the halal logo, the influence on purchasing decisions, and the sources used. The results show that Generation Z is familiar with the Islamic trademark and that it influences their purchasing decisions.

Keywords: Islamic branding, Generation Z, Purchase Decisions

INTRODUCTION

The study's participants for this research are Generation Z in Malaysia. This study is to examine how Generation Z is familiar with Islamic branding and if Islamic branding has an impact on the purchase of a product or service that they want.

Based on previous research on Islamic branding by Aisyah et al. (2022), Setyaningsih (2021), Amin and Al Idrus (2019), Trishananto (2019), Alam and Maknun (2021) and Aisyah et al. (2021), it was discovered that the group for the study was not specified for Generation Z. As a result, the goal of this study is to identify how

Generation Z is familiar with Islamic branding and to explore the impact of Islamic branding of products and services on Generation Z's purchase decisions.

Islamic branding is defined as a product or service that meets Sharia-compliant and any parties involved in Halal accreditations. This product or service should seriously implement strict procedures for the producers in getting the Halal logo (Mohd Yusof & Wan Jusoh, 2014). From Alserhan (2010), Islamic branding can be described in three ways, all of which employ the descriptor 'Islamic': Islamic brands by compliance, by origin, or by customer. Meanwhile, Minkus-McKenna (2007), states that Islamic branding, or halal brands, are made in accordance with Islamic rules that specify what is acceptable in a variety of industries, including food, logistics, cosmetics, medicines, clothes, finance, hospitality, and banking. The primary focus of this study is Islamic branding and Generation Z.

Generation Z is defined as people born between 1995 and 2012. Because the Internet has entirely shaped their lives, they are frequently referred to as digital natives, the Net Generation, or the iGeneration (Seemiller & Grace, 2016). Generation Z is an open-minded, loving, and diverse generation that values integrity and perseverance. These young people place a high importance on financial security, family and relationships, meaningful jobs, and happiness, and they are motivated by connections, engaging in their passions, and achieving success. This generation, however, is more than just a collection of words; they are a potent force set to harness their abilities and dive deeply into

what they care about to build their legacy (Seemiller & Grace, 2018). From the researcher's observations, Generation Z is already working, and some are still studying.

A total of five respondents from Generation Z from Negeri Sembilan, Selangor, Johor, Kedah, and Kelantan were interviewed using a semi-structured interview method. The participants were selected using purposive sampling.

The findings revealed that there are three themes which are the importance of the Halal Logo, the influence of purchase decisions, and the sources used. The findings found that Generation Z is familiar with Islamic branding, and it impacts their purchasing decisions.

METHODS

In this study, the researcher used a qualitative methodology as she wanted to find out the extent to which Generation Z was familiar with Islamic branding and to investigate the impact of Islamic branding of products and services on Generation Z's purchasing decisions. A semi-structured interview was used by the researcher in this study and the participants who were interviewed were selected by the researcher. The researcher used the purposive sampling approach because the objective of this study was to study Generation Z from any state in Malaysia.

RESULTS AND DISCUSSION

In this study, the researcher has outlined the respondents' answers to the study objectives, which were to find out the extent to which the generation was familiar with Islamic branding and to investigate the impact of Islamic branding of products and services on Generation Z's purchasing decision.

For this study, the researcher categorized the respondent's answer into three themes:

- 1) The importance of Halal Logo
- 2) The influence of purchase decisions
- 3) Sources used

The importance of Halal Logo

Wulandari (2022) stated that Muslims were obligated by Islam to only eat halal food. From the findings, it could be highlighted that R1, R2, R3, R4, and R5 were familiar with the Halal Logo at various levels, and most of them were aware of its importance. They recognized it as a certification, especially concerning food products, which ensured product compliance with Islamic Sharia regulations. According to Ismail et al. (2016), the former Halal logo was changed in 2003 with a new one that offered improved security features to prevent fraud and consumer confusion. Instead of the word "Jabatan Kemajuan Islam Malaysia," the new design used the word "Malaysia." Respondents such as R4 also shared some information about the visual components of the Halal logo that were often identified with the Malaysian word, the word "Halal" written in Jawi script, and the star representing Islam.

The influence of purchase decisions

R1 highlighted the packaging effect. R1 said that if the packaging was neat and visually appealing, brands, especially those representing the Bumiputera community, would more easily attract their attention. Their purchasing decisions were influenced by the Islamic branding found in this packaging. The importance of considering product ingredients was also presented by respondents, especially if the ingredients included natural and healthy components. Afrianty and Agustina (2020) stated that product ingredients were one of the main subjects that were most concerned about halal. While R2 and R3 emphasized how reviews influenced their purchasing decisions. Positive reviews about products or services began to influence their decisions. Their choice of Islamic-branded products was influenced by their trust in the recommendations of these influencers.

R5 said that advertising influenced the purchase decisions. Meanwhile, R4 gave an example of how advertising influenced their

product decisions. They talked about Wardah's products and how advertisements featuring Islamic features and hijab models greatly influenced their decisions. This illustration showed the impact of the visual representation of the model and its applicability to the intended audience. A study by Alam and Maknun (2021) showed that the ambassador wore a hijab because she was giving a presentation on the principles of Sharia which prohibited wearing clothes that were too revealing. Hijab girls were often seen promoting sales at kiosks in shopping centers that offered Wardah products. A brand ambassador was an example of branding, which was characterized as a sign that differentiates one product or service from competitors.

Sources Used

From the findings, R1 emphasized how the media, particularly television networks like Al-Hijrah and RTM, played a significant role in influencing the public views on Islamic branding. Platforms like Facebook and online communities such as Buy Muslim First were also recognized by R1 as valuable resources. Social media was an effective instrument for spreading information and influencing consumer decisions because of its immediacy, accessibility, and connectivity. R2 attributed the shift to technological advances and proposed a shift towards online platforms. R3 highlighted the importance of commercials, particularly those that provided information about the halal certification procedure. According to Patch (2018), this generation, who were real digital natives, were used to using a variety of online TV platforms and gadgets, but they were also more prone to information overload and short attention spans.

Meanwhile, R4 gave an interesting view that considered the sociopolitical environment and the boycott of Israeli products by Malaysia. This highlighted how external variables, such as social movements and political developments, could affect consumer choices and preferences, especially when it came to Islamic branding.

According to Gabrielova and Buchko (2021), Generation Z had been dubbed iGen to reflect the Internet generation. They had always had access to the internet. Their cell phones had always been "smart." Therefore, the respondents of this study were already smart because of their use of technology in searching for information. Thus, they did not need to worry about how to look for information to purchase a product or service.

CONCLUSIONS

In addition to examining how Generation Z perceived Islamic branding, this study aimed to identify the factors influencing their purchasing decisions. The research objective was focused on identifying Generation Z's familiarity with Islamic branding and exploring its impact on their choices when making purchase decisions. Through interviews with five Generation Z participants, an understanding of their perspectives emerged.

The main factors found in their decision-making process are ingredients, the existence of a JAKIM-certified Halal logo, and product or service reviews. All of these factors worked together to shape how Generation Z views Islamic-branded goods and services, which in turn affects how decisions are made overall.

The results of the interviews showed that Islamic branding does, in fact, influence Generation Z's purchase decisions. In conclusion, Generation Z is familiar with Islamic branding, and it impact their purchasing decisions.

The researchers offer a few recommendations to other researchers, such as conducting a specific Islamic branding product or services on Generation Z since this generation is easily influenced by what is going viral on social media. Future research should consider broader data coverage and demographic, national, or regional aspects. In addition, this analysis was conducted in a Muslim-majority country, requiring further research in non-Muslim countries for comparison. It is possible to obtain

different results, especially regarding the relationship between Islamic branding and purchase decisions.

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CARE ECONOMY AND CONFLICT RESOLUTION: NURTURING PEACEFUL SOCIETIES THROUGH CARING PRACTICES (MEDIATION)

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Abstract: The care economy encompasses paid and unpaid care work like childcare and eldercare, vital due to evolving family structures and women's increased workforce participation. Conflict resolution involves addressing disputes, identifying causes, and finding solutions. Survey research is used to gauge perceptions and attitudes towards establishing a mediation center in Sarawak. Data collection via online or paper-based forms is analyzed using statistical software, yielding descriptive statistics. Findings show the mediation center positively meets community needs and expectations, receiving overwhelming support from respondents.

Keywords: Care Economy, Conflict Resolution, Mediation, Mediation Clinic, Mediation Evaluation.

INTRODUCTION

The care economy encompasses both paid and unpaid care work crucial for societal well-being, involving childcare, eldercare, healthcare, and social services. Gender imbalances persist, affecting employment opportunities and wages. Recognition of its significance has led to advocacy for policies promoting care work, aiming to address gender disparities and ensure fair compensation and support for caregivers. Conflict resolution entails resolving disputes through communication and negotiation. Steps include identifying conflicts, active listening, finding common ground, generating options, negotiation, implementation, and relationship building. Barriers like lack of communication, emotional obstacles, power imbalances, and cultural differences hinder conflict resolution. The care economy and conflict resolution are

interconnected; addressing care needs promotes social cohesion and helps resolve conflicts. Mediation centers, a part of the care economy, facilitate dialogue and resolution in conflicts. Benefits of mediation include voluntariness, confidentiality, cost-effectiveness, relationship preservation, empowerment, flexibility, and faster resolution. Establishing accessible mediation centers addresses challenges like limited availability, financial constraints, lack of awareness, and complex processes, ensuring efficient conflict resolution and fostering harmonious societies.

LITERATURE REVIEW

Comprehensive Peer Mediation Evaluation

Coleman et al. (2014) discuss the Comprehensive Peer Mediation Evaluation Project (CPMEP), led by Jones et al. Both peer mediation in cadre and whole school programs were equally effective, but whole school programs had slightly more referrals and higher satisfaction rates. Implementation challenges included the need for ongoing administrative and training support.

Mediation as a Conflict Resolution

Mediation, a crucial conflict resolution method, involves a neutral mediator facilitating dialogue between opposing parties. Mediators ensure fairness, encouraging open communication and understanding. This voluntary process empowers parties to find lasting solutions collaboratively, fostering ownership and adherence to agreements. Mediation's confidentiality and non-adversarial nature promote effective resolution and mutual respect among participants.

Conflict Resolution

Key conflict resolution strategies include communication, collaboration, compromise, and mediation, as cited by Mohr & Spekman (1994), Kiplagat, Atieno & Yegoh (2016), and Bamson & Zeb-Obipi (2019). Conflict resolution benefits include improved relationships, creativity, productivity, and personal growth, fostering success in various aspects of life. Open dialogue and understanding help identify root causes, leading to mutually beneficial solutions.

METHODS

Survey research is employed to analyze the perceptions and attitudes of individuals in Sarawak towards establishing a mediation center for conflict resolution. A random sample is selected, incorporating diverse demographic characteristics. A questionnaire gathers data on awareness, past experiences, future intentions, benefits, barriers, satisfaction, preferences, and importance of trained mediators. Data is collected online or through paper-based forms and analyzed using statistical software, focusing on descriptive statistics.

RESULTS

First components: Demographic of Respondents.

The respondent's demographic information was test using descriptive statistics presented in Table 1.

Table 1. Demographic of Respondents

		Frequency	Percentage (%)
Gender	Female	180	60
	Male	120	40
Age	<20 years	28	9.33
	20-24 years	47	15.67
	25-29 years	66	22
	30-34 years	102	34
	>35 years	57	19

Occupation	Government	167	55.67
	Private	85	28.33
	Self-employed	40	13.33
	Retire	8	2.67
Location	Kuching	55	18.33
	Samarahan	8	2.67
	Serian	6	2
	Sri Aman	10	3.33
	Betong	10	3.33
	Sarikei	6	2
	Sibu	47	15.67
	Mukah	10	3.33
	Bintulu	43	14.33
	Kapit	30	10
	Miri	35	11.67
	Limbang	40	13.33

Second Components

The findings of the research were able to answer the research questions. The results were analysed and showed in pie chart, both the forms of narrative explanation and diagrams, as follows:

Research Question 1

1. What are the perceptions and attitudes of individuals in Sarawak towards the establishment of a mediation center for conflict resolution?
2. What other areas or services can be offered by a mediation center besides court cases?

Below is the result of the findings shown in pie chart based on listed question above.

Figure 1 shows the survey results regarding the "Are you aware of any existing mediation centers in Sarawak?"



Figure 1. Awareness of any Existing Mediation Center In Sarawak.

Figure 2 shows the survey results regarding “Have you ever faced a conflict that could have benefited from mediation services?”

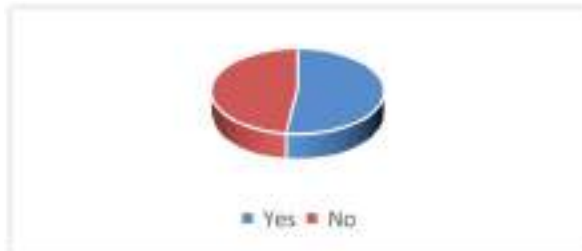


Figure 2. Conflict Benefited From Mediation Services.

Figure 3 shows the survey results regarding “How likely are you to use a mediation center for conflict resolution in the future?”

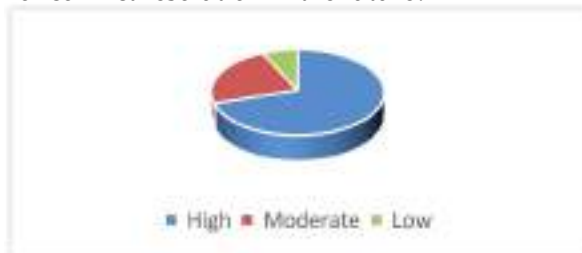


Figure 3. Assessing Likelihood of Utilizing a Mediation Center for Conflict Resolution.

Figure 4 shows the survey results regarding “What are the potential benefits of having a mediation center in Sarawak?”



Figure 4. Potential Benefits having Mediation Center in Sarawak.

Figure 5 shows the survey results regarding “What are the potential barriers or concerns you

have regarding the establishment of a mediation center?”

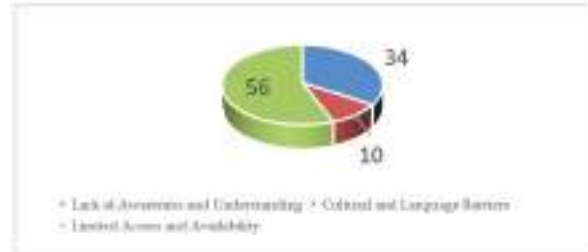


Figure 5. Barriers or concerns regarding the Establishment of Mediation Center.

Figure 6 shows the survey results regarding “How satisfied are you with the current options available for resolving conflicts and disputes in your community?”



Figure 6. Satisfaction of Current Options Available.

Figure 7 shows the survey results regarding “What factors would make you more likely to use a mediation center for conflict resolution?”



Figure 7. Factors to use Mediation Center for Conflict Resolution.

Figure 8 shows the survey results regarding “Would you be willing to pay a fee for mediation services at a dedicated center, or do you think it should be provided free of charge?”



Figure 8. Pay Fees or Free of Charge.

Figure 9 shows the survey results regarding “How important do you think it is for a mediation center to have trained and certified mediators?”



Figure 9. Trained and Certified Mediators for Mediation Center.

Figure 10 shows the survey results regarding “What other areas do you think should be offered at a mediation center to support conflict resolution?”

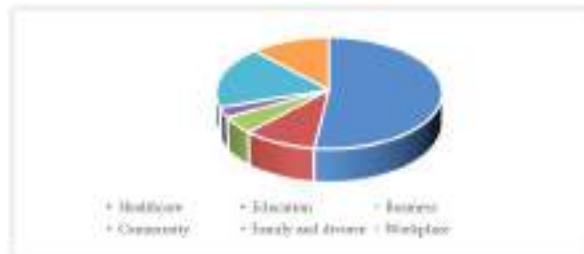


Figure 10. Areas should be offered at a Mediation Center.

DISCUSSIONS

The analysis explores individuals' awareness, perceptions, and attitudes towards mediation centers in Sarawak. It reveals that respondents' "Yes" answers indicate awareness of existing mediation centers, such as the Sarawak Mediation Center in Kuching, suggesting accessibility for conflict resolution. Conversely, "No" responses signify a lack of awareness, while "Not Sure" reflects uncertainty about mediation center existence. Findings show that respondents who experienced conflicts view mediation positively, seeing it as a valuable conflict resolution method. Those likely to use mediation centers in the future perceive them favorably, considering them effective and beneficial for resolving conflicts. However, some respondents express reservations or lack of interest in using mediation centers, indicating potential barriers or negative perceptions. The analysis highlights perceived benefits of

mediation centers, including cost and time-saving, safety, win-win outcomes, active participation, and ease of use. Yet, concerns such as lack of awareness, cultural/language barriers, and limited access may hinder utilization. Respondents generally prioritize the importance of trained mediators and suggest various areas, including healthcare, education, business, community, family/divorce, and workplace, that mediation centers should address to support conflict resolution comprehensively.

CONCLUSION

The survey results indicate strong awareness and agreement on the benefits of mediation centers for conflict resolution in Sarawak. Respondents express dissatisfaction with current conflict resolution options and are highly likely to use mediation centers, seeing them as time and cost-saving. However, barriers like limited access and trained mediator availability are highlighted. Respondents emphasize the importance of professional mediators and suggest expanding mediation into various sectors like healthcare and education. Effective conflict resolution strategies include education campaigns, stakeholder collaboration, cultural competence, and infrastructure development. Despite potential risks like financial constraints and cultural barriers, mediation centers offer improved access to justice, reduced court backlog, empowerment, and sustainable solutions, benefiting Sarawak's community and economy.

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ISLAMIC BRANDING: A STUDY ON ONLINE ADVERTISING AND ITS IMPACT ON MUSLIM WOMEN ENTREPRENEURS IN MALAYSIA

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Abstract: The article looks at the growing presence of women entrepreneurs in the Malaysian business community who are capitalising on the wide range of digital business opportunities available to them. Online advertising provides a better marketing strategy for a wide range of products that can be sourced both locally and internationally and do not require large capital, physical storefronts, and warehousing to sell. However, this article focuses on Islamic branding products that can be better advertised in Malaysia where the majority of buyers are Muslim women. Islamic branding refers to the use of symbols and values of Islam in marketing, both in traditional and new media. The article aims to show how women can establish themselves as successful entrepreneurs by advertising Islamic branding products online and exclusively on social media. Using qualitative methods, specifically semi-structured interviews and thematic analyses, this study explores the experiences and perceptions of young Muslim women entrepreneurs to social media advertising. Purposive sampling is used to capture different perspectives that enrich the depth of insights gained from the data. The findings shed light on the multi-layered dynamics of social media advertising for these entrepreneurs, showing both the support it provides and the barriers they face. This research contributes to a deeper understanding of the intersection of social media, entrepreneurship, and cultural identity and has implications for theory, practise, and future research endeavours in this area.

Keywords: Islamic branding, social media, online advertising, women entrepreneur, UTAUT.

INTRODUCTION

Online commerce has been on the rise in Malaysia, prompting a growing number of women to venture into entrepreneurial pursuits for self-sustenance. With the aid of digital platforms, female entrepreneurs can now sell a broad range of products without the need for physical stores or significant capital, thus providing opportunities for both local and international sources of goods. This technological advancement has also sparked the interest of female Muslim consumers, who account for a significant share of the Malaysian market, in Islamic branding as a marketing tool. This article critically examines how women-owned businesses can achieve success by marketing halal products with Islamic branding online while adhering to Shariah Maqasid. Advertising is a critical platform for promoting products and messages, which can be accomplished through traditional media (such as TV, newspapers, and magazines) or new media (such as social media). The success of media promotion is evident in the widespread use of this approach by leading companies and brands. Furthermore, for online businesses, zero-cost online advertising is increasingly becoming a preferred method.

ISLAMIC BRANDING

Islamic branding is a marketing approach that focuses on promoting products and services that adhere to Islamic values and Sharia law. This type of branding was created to provide Muslims with products and services that are in line with their religious beliefs, while also being available to non-Muslims. Examples of Islamic branding include halal food, Muslim clothing, cosmetics, pharmaceuticals, and financial and insurance institutions that comply with Sharia principles. Halal food products are those that meet the standards set by regulatory authorities, such as JAKIM in Malaysia. This certification also includes beauty products that are free from illegal substances and alcohol. Sharia law refers to a set of rules that Muslims must follow at all times, and the consumption of halal products is prescribed in Islam. In Malaysia, where over 60% of the population is Muslim, halal food products must be free of ingredients that are not allowed by Sharia law, such as pork, faeces, semen, blood, or meat from animals that have not been slaughtered according to Sharia law. Islamic branding also includes financial and insurance institutions that follow Sharia principles, such as mudharabah financing, profit-sharing contracts, and takaful. This branding enables Muslims to use products and services that align with their beliefs and practice their faith. According to Temporal (2011), Islamic branding is characterized by products and services that are halal-certified and comply with Sharia law. Brands that represent an Islamic identity, such as food with a halal logo, cosmetics with ingredients recognized by JAKIM and KKM, and clothing that complies with Islamic Shariah, are key features of Islamic branding. Malaysia is among the top five countries that dominate the halal pharmaceuticals and cosmetics market. Jumani and Sukhabot (2012) have also emphasized the importance of brands fulfilling all Islamic requirements for Muslim customers. For traders in Malaysia dealing with Islamic brands, there can be both positive and negative impacts on the relationship between buyers and sellers.

Retailers should have a good understanding of Islamic branding to tackle the challenges faced, particularly by Muslim women entrepreneurs. Poor marketing can have a negative impact on the reputation and profitability of the brand in the future.

ADVERTISING

Advertising is a highly effective means of influencing the target audience and promoting products (Hao & Yang, 2022). The concept involves a communication process between retailers and consumers and aims to persuade the target audience to purchase the advertised product or service. Advertising occurs through various media channels, including traditional media such as television, newspapers, magazines, and radio, as well as online media, specifically social media. The primary objective of advertising is to provide logical, emotional, or evaluative information to the target audience, and almost all leading companies and popular brands use media advertising to communicate with their audience effectively. In the current digital era, online advertising is becoming more popular and cost-effective than traditional advertising. This zero-cost marketing strategy is being used by most retailers, particularly women entrepreneurs. Online advertising offers many advantages and benefits to entrepreneurs in promoting their products. The use of social media platforms such as Facebook, Instagram, and TikTok is becoming increasingly prevalent among entrepreneurs. Social media platforms play a significant role in reminding, informing, and entertaining customers about specific companies and increasing customer awareness, recognition, and recall of products, people, or brands through direct and indirect marketing techniques. Therefore, social media is a critical component of any online marketing strategy. Entrepreneurs commonly use Instagram and Facebook to promote their product brands. The use of TikTok in companies' online marketing has also increased in recent years. Online advertising, marketing, and promotion have unique methods, primarily when it comes to

boosting sales results through social media platforms without investing capital. However, some business owners have not yet discovered this zero-cost method of marketing. They tend to spend their money on advertising and paid marketing, but they do not achieve satisfactory results.

MUSLIM WOMEN ENTREPRENEURS IN MALAYSIA

The concept of Madani society was introduced by Datuk Seri Anwar Ibrahim, the tenth Prime Minister of Malaysia. This social concept is fundamental to building a nation-state that values knowledge, democratic principles, unity, and freedom for all citizens. It emphasizes the importance of all Malaysians, including women entrepreneurs, contributing to the national economy. Entrepreneurship has become a vital driver for growth and development in most countries, particularly after the financial crisis and economic recession. Malaysian entrepreneurship is growing at a steady pace, according to Shamsudin et al. in 2018. However, entrepreneurship is usually associated with men, making it less likely for women to be involved in business. Women entrepreneurs are women who engage in the business world and aspire to start, develop and independently run businesses. They possess a vision and passion to take risks, create new opportunities, and grow professionally and economically through their initiative, especially in the era of civil society. According to Islamic economics, both men and women must strive to improve and raise their standard of living. Running a business or any economic activity that generates income is considered an act of worship in Islamic economics. In the digital age, online shopping is becoming increasingly popular among shoppers, especially the younger generation. Therefore, entrepreneurs and businesswomen should be smart and utilize the opportunities available to them, including exploring online shops and creating online advertisements. With the availability of online platforms, it is easier for women to do business from home without

neglecting their domestic duties. Entrepreneurship is now regarded as an agent of change that can contribute to increasing economic growth. Successful entrepreneurs are those who are highly innovative, generate new ideas and products, and promote competition in business. Online businesses have become a phenomenon, especially among women entrepreneurs. With the various online applications available, entrepreneurs can increase the reach of their businesses and simplify the process of buying and selling goods. The development of information and communication technology is seen as a catalyst for business expansion, especially in online business.

METHODS

In this study, we delve into the accomplishments and hurdles faced by women Muslim entrepreneurs in Malaysia, specifically in their utilization of social media advertising. Our approach is qualitative and involves conducting semi-structured interviews with five entrepreneurs who are already operating successfully in Kelantan and Negeri Sembilan. The interviews centre around the entrepreneurs' personal experiences, challenges, and strategies for leveraging social media. These interviews were meticulously recorded and transcribed verbatim, with durations ranging from 30 to 45

RESULTS AND DISCUSSION

This study uses a thematic analysis approach and a series of interviews to explore the influence of Islamic branding advertisements on social media on Muslim women entrepreneurs in Malaysia. The study focuses on participants residing in Kelantan and Negeri Sembilan. Five participants aged between 18 and 25 years old were interviewed in person and virtually on different days due to their busy schedules. The study shows that women typically take the plunge into entrepreneurship at the age of 22 due to their maturity and independence. The study highlights the critical role of social media

advertising and support in fuelling the growth of young Muslim women entrepreneurs.

The main objective of the present study is to investigate the impact of social media advertising on the performance of Muslim women entrepreneurs in Malaysia who engage in Islamic branding. The interviews conducted with the participants revealed that social media advertising has a significant positive effect on women entrepreneurs' businesses. Specifically, the themes that emerged from the interviews were: 1. It is emphasised that social media is one of the most convenient and easiest platforms for entrepreneurs to promote their products and generate income; 2. The reliability of social media as a free marketing platform; 3. It is a platform for starting a business and marketing trendy products. In general, social media advertising plays a crucial role in the growth and expansion of entrepreneurs' businesses by increasing their visibility and expanding their reach to their target audience. Entrepreneurs are adopting social media advertising strategies to attract a broader customer base as the majority of consumers now favour online shopping.

The researchers conducted interviews to understand why social media platforms were chosen and which ones were favoured. The respondents indicated that they use social media to generate halal income. Unmarried respondents favoured social media because it allowed them to advertise their products for free and facilitated their work which was secured from any danger that they might come across outside. As well as married respondents who were housewives wanted to earn more to relieve their husbands, and they could reach many users with social media just by staying at home without neglecting their responsibility as good wives. Therefore, social media is a useful platform for entrepreneurs to generate income and grow their businesses (Hoose & Rosenbohm, 2023). The study also shows that social media has become a real alternative for entrepreneurs who want to promote a product or service for

free. Online sellers have taken advantage of affiliate or dropship models that require no initial investment and can still be lucrative. Zero-cost marketing, also known as zero-price advertising, is a popular marketing strategy on social media platforms where a basic version of a good or service is offered for free, with the option to upgrade to a premium version for additional features or benefits (Baumbach, 2016). Many companies have adopted this approach, which allows them to reach a wider audience via social media and gain valuable consumer insights. This study also emphasises the importance of trending products in capturing people's attention. Online trends on social media can be recognised by popular hashtags, topics and even internet slang. Furthermore, this study also emphasises the need for businesses to keep up with the latest trends to remain competitive and relevant. People are very receptive to viral trends, so they are more inclined to try new products or foods, regardless of their accessibility. The results of the research show that one interviewee focused solely on selling trendy foods which is homemade and halal ingredient guaranteed, as it is easier to create a trend and go viral. According to the respondents, this method emphasised that they produce high-quality products to ensure customer satisfaction. This study thus confirms that social media platforms play a crucial role in enabling entrepreneurs to reach their target audience and promote their products which relate to Islamic branding. The advent of social media has led to a paradigm shift in consumer behaviour, with trendy products being a key factor in gaining people's attention (Cha et al., 2010).

CONCLUSIONS

The study presented here sheds light on the impact of social media advertising on Muslim women entrepreneurs in Malaysia who rely on Islamic branding or ethics in their business operations. As per Hussin et al. (2015), advertising can be used to promote Islamic moral values directly and encourage people to embrace Islam as a complete way of life. The

study suggests that entrepreneurs must focus on building a strong social media presence to enhance their advertising efforts and reach a wider audience by communicating Islamic branding values. Additionally, the study highlights the importance of entrepreneurs being adept in social media and brand-related topics, which will help them succeed in their business ventures.

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DIGITAL DA'WAH: INVESTIGATING THE INFLUENCE OF VISUAL COMMUNICATION IN ISLAMIC PRACTICE BY STUDENT ASSOCIATION IN FKP/USIM

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Abstract: This study investigates the influence of visual communication in Islamic practice among young Muslims, with a specific focus on student associations' use of visuals in digital da'wah at the Faculty of Leadership and Management (FKP) in Universiti Sains Islam Malaysia (USIM). Utilizing qualitative research, the study explores how student-produced visuals impact the Islamic practices of their peers and how these visuals are interpreted. Through thematic analysis of interview data, the research identifies three key themes: visually inspired moral compasses, aesthetical Islamic pedagogy, and information integrity. Findings reveal that students perceive visuals as subtle reminders of Islamic values, and most student association acknowledge the use of visual communication as engaging learning tools, and at the same time potential sources of misinformation. Analysing these themes through the lens of reception theory allows for a deeper understanding of how students actively interpret and make meaning from the visuals, highlighting the dynamic and multifaceted nature of visual communication in digital da'wah. This study contributes to the field by shedding light on the understudied area of student-led da'wah and offering practical insights for improving visual communication strategies to effectively engage and inspire young Muslims in the digital age.

Keywords: Da'wah, digital da'wah, digital media, Islamic practice, visual communication.

INTRODUCTION

The study aims to achieve two primary objectives: (1) investigate the influence of visual communication on Islamic practice and (2) understand the use of visual communication by student associations in FKP/USIM for their digital da'wah efforts.

Drawing upon existing literature on digital media in da'wah, patterns of da'wah in visual communication, social media as a da'wah platform and tool, and challenges in online da'wah, this research seeks to shed light on the complex relationship between visual communication and Islamic practice in a contemporary context.

To achieve these objectives, the study employs a qualitative research approach. These findings hold significant value. Firstly, they highlight the powerful impact of visual communication on contemporary Islamic practice, emphasizing the need for both individuals and organizations to be mindful of the messages conveyed through visual elements. Secondly, the research provides valuable insights for student associations to improve their digital da'wah strategies, enabling them to utilize social media effectively and reach wider audiences.

Overall, this research contributes significantly to the understanding of the intricate interplay between visual communication and Islamic practice in the digital age, offering valuable

insights for individuals, student associations, and researchers alike.

METHODS

The study adopts a qualitative research approach, which is well-suited for exploring complex social phenomena and understanding the nuances of human experiences. Qualitative research entails the methodical gathering, structuring, depiction, and analysis of textual data originating from dialogue, observation, or documented sources (Kitto et al., 2008).

This research relied on in-depth interviews, characterized by their personal and open-ended nature. These interviews aimed to delve into participants' emotions, feelings, and opinions on the chosen research topic. Conducting interviews stands out as a high-quality qualitative data collection method, demanding personal dedication, a significant time investment, and allocation of resources. However, it also introduces challenges and ethical dilemmas that researchers must navigate (Adhabi & Anozie, 2017).

During data collection, the research employed a semi-structured questionnaire that served as an interview guide. While specific questions were pre-planned to steer the conversation towards fulfilling the research goals, additional questions emerged organically during the interviews.

RESULTS AND DISCUSSION

This research, employing three crucial themes which is visually inspired moral compasses, aesthetics Islamic pedagogy, and information integrity as shown in Figure 1. Sheds light on how student associations use visual communication in FKP/USIM for da'wah. Through interviews and thematic analysis, researcher discover how visual aesthetics, ethical considerations, and the reception of online messages play a key role in impacting Islamic practices among students.

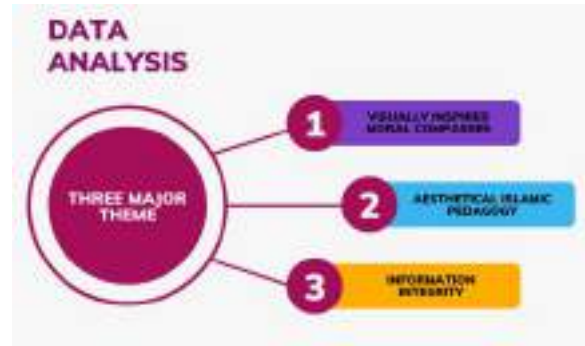


Figure 1. Three Major Theme

Based on Figure 1, first theme explains for the impact does visual communication have on Islamic practice. As result, the visual nurture to good moral behavior. The second and third theme explain in what ways does the FKP/USIM student association employ visual communication for digital da'wah. Which the result with two outcome which is aesthetic Islamic pedagogy and information integrity. In what ways do they use visual communication for digital da'wah and how do they control the information.

This aligns with existing literature on digital media in da'wah, highlighting the importance of visual elements in engaging target audiences. The findings further contribute to the understanding of da'wah patterns in visual communication, demonstrating the use of specific aesthetics and pedagogies. Additionally, this research resonates with studies on social media as da'wah platforms and tools, showcasing the challenges and opportunities presented by online environments.

CONCLUSIONS

In conclusion, this research titled Digital Da'wah: Investigating the Influence of Visual Communication in Islamic Practice by Student Association In FKP/USIM successfully achieved its objective of knowing the use of social media that has been used by the student association to empower digital da'wah. Through interviewing selected student associations, we found that student in FKP influence through visual communication in certain Islamic practice and

student association in USIM use social media wisely to distribute the da'wah. These findings are significant because visual communication give huge impact on practice and student association can improve the deficiency on their organization especially on da'wah, though it's important to acknowledge potential limitations such as scope can be wider. Nevertheless, the implications of this research suggest that this research can be used as reference for future research. To further capitalize on these insights, future study can make more improvement. Overall, this research contributes valuable knowledge to the understanding of visual communication and Islamic practice.

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THE IMPACTS OF TIKTOK AS EDUTAINMENT TOWARDS UNIVERSITY SAINS ISLAM MALAYSIA STUDENTS

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Abstract: This study examines the effect of TikTok as edutainment on University Sains Islam Malaysia (USIM) students. With the increasing popularity of TikTok as a social media platform, there is a growing interest in exploring its potential as an educational tool. The objective of this research is to understand how TikTok usage for educational purposes influences USIM students' academic performance, engagement, and knowledge retention. The research adopts a qualitative method. The qualitative component utilizes interviews and focus groups to gain a deeper understanding of students' experiences, perceptions, and suggestions regarding the use of TikTok as edutainment. In the interviews, lecturers will share their personal insights on how TikTok impacts their experience, recommendations, and limitations. Focus groups will foster interactive discussions among students, allowing for the exploration of diverse viewpoints and experiences related to TikTok's educational use. The findings of this study will contribute to a comprehensive understanding of the effect of TikTok as edutainment on USIM students. The research is expected to reveal insights into the relationship between TikTok usage and students' academic performance, engagement, and knowledge retention. The outcomes of this study will inform educators, policymakers, and educational institutions about the potential of TikTok as an educational tool. These findings will assist in the development of guidelines and best practices for integrating TikTok into USIM's educational practices, ensuring the responsible and effective implementation of TikTok as edutainment. By comprehending the impact of using TikTok, USIM can enhance its teaching and learning

strategies, ultimately enriching the educational experiences of its students.

Keywords: TikTok, edutainment, academic performance, student engagement, knowledge retention, and qualitative research

INTRODUCTION

The pervasive influence of social media platforms like TikTok has sparked a growing interest in their potential to serve as educational tools. This study delves into the impact of TikTok as edutainment (educational entertainment) on students at University Sains Islam Malaysia (USIM). The primary objective of this research is to assess the possible educational benefits of TikTok for University Sains Islam Malaysia students, to investigate the limitations and downsides of TikTok as a learning platform, to determine TikTok's effectiveness in increasing student engagement and knowledge retention and to identify best practices and recommendations in using TikTok for educators to investigate how utilizing TikTok for educational purposes affects USIM students' academic performance, engagement, bridge the gap in understanding how this popular social media platform can be leveraged to enhance the educational experience. A review of the current literature reveals a growing trend in utilizing social media platforms like TikTok for educational purposes. Previous studies have highlighted the benefits of incorporating edutainment elements into traditional teaching methods, emphasizing the importance of engaging students through mediums they resonate with. By building upon this existing knowledge, this research seeks to contribute to the ongoing discourse on innovative teaching practices in higher education. To achieve a comprehensive understanding of the impact of TikTok as edutainment on USIM students, a qualitative

research approach has been adopted. This methodology includes conducting interviews with lecturers to gain insights into their perspectives on TikTok's effects and limitations. Additionally, focus groups will be utilized to facilitate interactive discussions among students, allowing for a diverse exploration of viewpoints and experiences related to TikTok's educational use. The findings of this study are expected to shed light on the relationship between TikTok usage and students' academic performance, engagement, and knowledge retention at USIM. By uncovering these insights, educators, policymakers, and educational institutions can better harness the potential of TikTok as an educational tool. Ultimately, this research aims to inform the development of guidelines and best practices for integrating TikTok into USIM's educational practices, fostering a more enriching and engaging learning environment for students.

METHOD

Qualitative research methods are a collection of methodologies and strategies for gathering and analyzing non-numerical data to obtain a better understanding of social phenomena. These procedures, such as interviews and focus group, are used to investigate subjective experiences, meanings, and interpretations. The goal of qualitative research methodologies is to capture the depth and complexities of human behavior, emotions, and social interactions, allowing researchers to identify underlying patterns, themes, and insights. To develop in-depth and complex findings, these methods emphasize context, participant perspectives, and the researcher's interpretation. Research design is generally defined by Punch, K.F. (1998) as a framework for organising and carrying out a specific research project. Sal kind (2014) states that qualitative research methods fall into this broad group of non-experimental approaches since they, for the most part, operate under a completely different paradigm than the experimental model and do not test for cause and effect. In addition, Susan (2011) defines qualitative research as an approach to investigating a topic that provides insight into the cause, viewpoint, and motivation of that

topic. The qualitative research was applied in conjunction with a focus group of selected students in a group to gain insights into their experiences and perspectives on how TikTok as an education tool may be improved in terms of quality and in expanding the impacts of TikTok as edutainment towards University Sains Islam Malaysia students. These qualitative data will help researchers gain a better grasp of the benefits, obstacles, and best practices related with TikTok's integration with University Sains Islam Malaysia students. This study conducts semi-structured interviews as part of a qualitative research project to gain insight into this complex environment. Lecturers who are actively consuming entertainment and educational content on TikTok will be among our participants. We intend to explore their motives, experiences, and perceived learning outcomes to reveal the complex effects of TikTok's edutainment phenomenon. By conducting a focus group session with selected students, the researchers aimed to gain valuable insights into how TikTok could be enhanced in terms of quality and its overall impact as edutainment on the student community at USIM. This collaborative approach not only facilitated interactive discussions but also provided a platform for participants to share their views, suggestions, and concerns openly.

FINDINGS

The main objective of the research findings is to show that the objectives of the study can be achieved. The solution of the research questions enabled the achievement of these study objectives. Accordingly, the study's conclusions will address the research question, the impact of TikTok as edutainment towards USIM students. The research objectives provide an overview to determine whether or not they were met, which helps to explain the study's results. The findings regarding the impact of TikTok as edutainment on University Sains Islam Malaysia (USIM) students reveal a spectrum of opportunities and challenges. Based on an overview of the information gathered from the focus groups and interviews, it can be concluded that for the first research objectives were to assess the possible

educational benefits of TikTok for USIM students for the findings theme which is TikTok's short, engaging videos and interactive learning, and community building. Students at USIM consider TikTok's brief and engaging videos as their main attraction. TikTok's short videos, featuring simplified concepts, lively illustrations, and humor, promote a sense of community and understanding in virtual learning environments. This aligns with Islamic ideals of sharing information and working together. Online study groups use TikTok to exchange ideas and work through problems, justifying gratification theory. Overall, this study showed that the possible educational benefits of TikTok for USIM students is TikTok's short, engaging videos and interactive learning, and community building. In addition, for the second research objective which is to investigate the limitations and downsides of TikTok as a learning platform for the findings theme misinformation and lack of depth. TikTok's short videos can lead to misinformation and limited understanding of complex scholarly and religious debates, potentially compromising intellectual quality and critical thinking in Islamic studies. However, acknowledging these limitations and utilizing the platform's strengths in community development can reduce dangers. USIM educators can use fact-checking resources, encourage critical analysis, and promote dialogue, empowering students to navigate the information landscape responsibly. In the end, TikTok presents USIM students with both opportunities and challenges in their pursuit of knowledge. While its engaging format and interactive features offer promising avenues for learning, the dangers of misinformation and lack of depth must be addressed thoughtfully. Furthermore, for the third research objective which is to determine TikTok's effectiveness in increasing student engagement and knowledge retention for the findings theme which is academic learning. TikTok enhances interactive learning by allowing online study groups to discuss difficult theological discussions, sharing viewpoints, and improving understanding of Islamic doctrine. This aligns with Islamic educational objectives of group study and open communication. This study, on

the other hand, delves deeper than the surface attraction to investigate the questionable limits of TikTok's ability to improve memory recall, looking at both the benefits and limitations for USIM students. Lastly, for the fourth research objective which is to identify best practices and recommendations in using TikTok for educators and students for the findings theme which is focus on short, concise explanations of key concepts and make video more interesting. To maximize TikTok's potential for effective learning at USIM, educators should adopt a bite-sized style, condensing complex topics into manageable sections, and using visuals and humor to increase engagement. By focusing on clear explanations, visually appealing content, and interactive aspects, students can explore the platform for long-term learning and intellectual development. It's essential to engage students with different sources and meaningful conversations. Then and only then will USIM students be able to actually turn the illusion of transient participation into a blooming knowledge oasis. Students at USIM appreciate TikTok's short, engaging videos for simplifying complex concepts and fostering a sense of community, aligning with Islamic principles of sharing knowledge. However, the platform faces limitations such as misinformation and lack of depth, posing risks to critical thinking and intellectual quality. Despite these challenges, TikTok's interactive nature enhances student engagement and supports group study, offering promising avenues for academic learning. By adopting best practices that prioritize concise explanations, visually appealing content, and interactive elements, educators can harness TikTok's potential to create dynamic and effective learning environments at USIM.

FUTURE RECOMMENDATION

To further advance the understanding of the impact of TikTok as edutainment on University Sains Islam Malaysia (USIM) students, future research endeavors could explore key areas for enhancement. By delving into the long-term impact of TikTok on knowledge retention among USIM students and comparing the performance of engaged

versus non-engaged students, researchers can evaluate the platform's efficacy as an educational tool. Additionally, investigating strategies to combat misinformation and promote critical thinking skills when utilizing TikTok for academic purposes could lead to the development of guidelines ensuring content accuracy and reliability. Exploring best practices for creating educational content on TikTok and integrating it into various learning methodologies within the university context could pave the way for innovative teaching strategies and enhanced student engagement. These research directions hold the potential to inform educators, policymakers, and educational institutions on the effective integration of TikTok as a supplementary learning resource, fostering a more robust and dynamic educational experience for USIM students.

CONCLUSION

In a nutshell, to use TikTok effectively and responsibly in the university setting, a balanced approach is needed. This approach acknowledges both the potential benefits and challenges of using TikTok as an educational tool. By embracing the potential benefits while addressing the challenges, University Sains Islam Malaysia can leverage TikTok as a valuable learning resource. Further research is encouraged to delve deeper into these areas and explore the possibilities of TikTok in education. Through ongoing research and careful implementation, TikTok can be utilized responsibly and effectively to enhance the learning experiences of students at the university. Moreover, further research could examine outcomes in various universities and fields across different countries.

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CULTIVATING CONSCIOUSNESS: UNVEILING TIKTOK'S DETRIMENTAL EFFECTS ON YOUTH MINDSET AND BEHAVIOUR

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Abstract: TikTok, a burgeoning social media platform, has captured the interest of today's youth at an increasing rate. This research delves into the detrimental effects of TikTok content on the mindset and behaviour of young users, with a specific focus on its adverse implications. Its objective is to unveil the negative repercussions of TikTok on the youth psyche, particularly concerning self-esteem and body image, while also scrutinizing its influence on behaviours like addiction and procrastination. The study stems from mounting concerns regarding TikTok's potential harm to young individuals and the necessity to comprehend the correlation between social media engagement and youth well-being. Quantitative data for this study were gathered via surveys among communication students at the Faculty of Leadership & Management (FKP), University Sains Islam Malaysia (USIM) Nilai, Negeri Sembilan. A total of 106 Bachelor of Communications with Honours students participated as respondents. The outcomes of this research could serve as a compass for students and parents, guiding them toward fostering a more balanced and responsible usage of TikTok among young users. Its significance lies in enlightening students about mindful consumption of social media content and educating parents on TikTok's impact on their children. Ultimately, these findings aid in crafting strategies to alleviate the negative repercussions of TikTok usage, thereby promoting a positive mindset and responsible conduct among the youth.

Keywords: TikTok, behaviour, mindset, youth, social media

INTRODUCTION

TikTok, an ascendant titan in the realm of social media, has surged in popularity, particularly captivating the hearts and minds of the youth with its distinctive short-form video format. Boasting a sprawling global user base in the millions, TikTok stands as a colossus among social media platforms, a veritable juggernaut of digital connectivity and expression. Recent statistics, as elucidated by Attah et. al (2022), reveal an astronomical milestone: TikTok commands over one billion monthly active users worldwide as of July 2022, catapulting it to the zenith of contemporary social media dominance.

The profound influence wielded by TikTok bears the potential to sculpt the cognitive landscapes and behavioral patterns of its users, for better or for worse, as underscored by Zulli & Zulli (2022). Consequently, this investigation is singularly focused on unraveling the deleterious impacts of TikTok on the youthful psyche and conduct. Two overarching research objectives have been delineated: firstly, to discern the reverberations of TikTok content on the mindset of the youth; and secondly, to scrutinize its ramifications on their behavioral paradigms.

TikTok emerges as a dynamic nexus of communication, assuming the mantle of the paramount agent of influence. Statistical revelations unfurl a staggering reality: a staggering 68.97% of users under the age of 24 and 73.69% under 30 populate the TikTok sphere. Assertions by TikTok aficionados underscore the preponderance of younger

demographics, with a vast majority hailing from the latter years of the 20th century or even the dawn of the 21st. Since its inception in September 2016, TikTok has been steadfastly anchored in the idiosyncrasies and proclivities of the youthful demographic, accentuating their fervent desire for self-expression (Yang et al., 2019). Enamored by the zeitgeist, the youth gravitate towards TikTok, utilizing its platform as a fulcrum to amplify their individual voices and stake their claim within the digital milieu.

The youthful mindset, characterized by a confluence of innovative attributes such as leadership, creativity, self-efficacy, vigor, and risk proclivity, coupled with a penchant for instant gratification, finds fertile ground in TikTok's ecosystem. The impact of TikTok on the cognitive faculties of its users is an intricate tapestry, interwoven with far-reaching ramifications. TikTok content exerts a multifaceted influence on users' attitudes, perceptions, and conduct. Furthermore, the omnipresence of social media, both virtual and corporeal, exerts a profound sway over the cognitive faculties of individuals, shaping their thoughts, expressions, and, consequently, their decision-making processes (Wuttaphan, N., 2022).

Whilst TikTok may serve as a font of entertainment and ingenuity for myriad users, apprehensions loom large regarding its potential deleterious effects on youthful comportment. On the darker end of the spectrum, TikTok's allure can metamorphose into addiction, foment cyberbullying, and exacerbate body image dysmorphia. The siren call of TikTok engenders a compulsive urge, ensnaring users in an endless loop of scrolling and perusing, often at the expense of their obligations. For instance, a student may neglect their academic responsibilities, lured away by the captivating allure of TikTok. Prolonged exposure to TikTok's unfiltered deluge of content augments the risk of succumbing to maladaptive behavioral patterns. It behooves parents and

educators alike to discern both the salubrious and pernicious facets of TikTok, thereby empowering young individuals to navigate its digital expanse judiciously and responsibly (Mohamed et al., 2023). As elucidated by Montag et al. (2021), while TikTok engenders profound engagement among its youthful user base, further research is imperative to delineate its impact and ascertain the potential adverse behavioral repercussions.

METHODS

This research applied a quantitative method via a survey. The researchers distributed the questionnaires using a simple random technique to target respondents. A five-point Likert scale ranging from 1 = Strongly disagree to 5 = strongly agree was used. The five-point Likert-type scale was employed to indicate the extent to which each item was agreed upon by the respondents. This study included the mid-point rating because the respondents might be unable to answer whether they agree or not.

This research was conducted at the Faculty of Leadership and Management, University Sains Islam Malaysia. Hence, from this population and based on the sample size table of (Krejcie & Morgan, 1970) The total number of communication students in the Faculty of Leadership and Management is 266 based on information from the USIM Communication Student Association. Based on that, the targeted population is 106 students from the Communication course from the Faculty of Leadership and Management in the university. This sampling method was chosen because the 106 respondents represent the youth generation. Due to the United Nations' statement stating that the correct age of youth is between 15-24, the selection of USIM communication students to be used as respondents is relevant because many Communication students are between 20-24.

A set of questionnaires that contains 20 variables, is developed in this study to measure the

variables: the impact of TikTok on youth mindset and the impact of TikTok on youth behaviour. The items used in this study are adopted and adapted from the previous study. The items taken are not completely the same and are changed according to the appropriate variables and context to further strengthen the study variables. There are 3 sections regarding the impact of TikTok on youth mindset and behaviour. The section consists of Sections A, B and C. Section A is regarding the demographic of users (USIM Students) and their knowledge about TikTok. Section B contains items regarding the impact of TikTok on youth mindset. Lastly, Section C contains items regarding the Impact of TikTok on youth behaviour. As described in the research design, this research uses a survey as an instrument to distribute questionnaires using a 5-point Likert scale ranging from 1 = Strongly disagree to 5 = strongly agree.

The aim of this study is to discern the adverse effects of TikTok on the cognitive faculties and conduct of young individuals. TikTok App utilization serves as the independent variable, while youth mindset and behaviour represent the dependent variables. The Likert scale was harnessed in the digital questionnaire to gauge these attributes. Subsequent to collecting data via Google Forms and transferring it to SPSS 24.0, empirical analysis ensued. Regression analysis was deployed in the testing of the research model. This invaluable statistical methodology aims to elucidate how TikTok influences the mindset and actions of the youth.

RESULTS AND DISCUSSION

The data measuring the negative impact of TikTok on youth mindset were analysed on 7 measured items. Upon analysis, it was observed that 3 items (*TikTok has negatively impacted the self-esteem of the youth*, *The young generation feels pressure to conform to certain standards portrayed on TikTok*, and *TikTok usage has affected the involvement of youth in offline activities due to self-esteem or body image concern*) had a higher mean,

with M: 4.575 (SD: 0.780), M: 4.386 (SD:0.834), and M: 4.047 (SD:0.855) respectively. This suggests that respondents are more likely to feel pressured to a certain standard on TikTok which affects self-esteem. According to a study by Bala (2022), TikTok use among college students may affect their sense of self-validation, belonging, and self-esteem. On the other hand, 3 other items (*Content on TikTok contributes to unrealistic beauty standards, negatively impacting youth's body image*, *Youth on TikTok often engage in social comparison, affecting their self-esteem*, and *Youth often compare themselves to their peers on TikTok, leading to self-esteem issues*) had a lower mean, with M: 3.820 (SD: 0.993), M: 3.830 (SD: 0.930), and M: 3.858 (SD: 0.773) respectively. This implies that respondents had a lower perception of body image concerns and social comparison on TikTok.

While the analysis of the negative impact of TikTok on youth behaviour shows 3 items (*Youth often find themselves addicted to using TikTok*, *TikTok usage has led to youth spending excessive amounts of time on the platform*, and *Youth are aware of their TikTok usage becoming addictive but find it challenging to reduce it*) had higher mean, with M: 4.471 (SD: 0.785), M: 4.462 (SD:0.745), and M: 4.358 (SD:0.664) respectively. This suggests that most of the respondents are addicted to using TikTok. While other networks like Instagram cause boredom, TikTok's addictive qualities serve as a distraction and getaway for young adult users, providing a relative respite from everyday life (Schellewald, 2021). On the other hand, 3 other items (*TikTok usage negatively impacts the productivity of youth in their daily lives*, *I am aware of the potential negative impact of TikTok on the behaviour of youth*, and *TikTok usage affects the sleep patterns of youth due to late-night engagement with the platform*) had a lower mean, with M: 3.745 (SD: 0.851), M: 3.896 (SD: 0.791), and M: 4.311 (SD: 0.708) respectively.

CONCLUSIONS

This study delves into the repercussions of TikTok content on the cognitive and behavioural

patterns of adolescents, with a focus on identifying adverse influences. The findings underscore a robust consistency in the variables under scrutiny. Despite apprehensions regarding detrimental consequences, many participants concurred on TikTok's potential adverse impacts on the cognitive and behavioural aspects of young individuals. Detailed scrutiny reveals divergent perspectives among respondents concerning the negative repercussions on cognition and behaviour. The multifaceted nature of TikTok's influence on cognition and behavior emerges, underscored by concerns surrounding its excessive utilization. Nevertheless, it also harbors constructive potential, fostering avenues for self-expression, ingenuity, and community engagement. The influence varies from one individual to another, accentuating the diverse facets of TikTok's impact. Despite the statistical insignificance, the reliability of the variables suggests that the effects of TikTok, both positive and negative, necessitate nuanced and personalized considerations, advocating for further exploration and discourse regarding potential ramifications.

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REPRESENTATION OF PALESTINE AND ISRAEL CONFLICT BETWEEN BBC AND AL JAZEERA NEWS

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Abstract: This article seeks to explore the influence of the nation-state context on the coverage of the 2023 Palestinian-Israeli conflict by BBC and Al Jazeera English. BBC was chosen as a representation of mainstream Western global media, whereas Al Jazeera English represents a counter-flow category of global news media. Through a qualitative discourse analysis focusing on the initial phase of the conflict, differences in portrayal between BBC World News and Al Jazeera English were identified. The analysis a clear divergence in the transitivity as well as naming and referential strategies between the BBC and AJE.

Keywords: BBC, Al Jazeera, Palestine, Global News

GLOBALISATION OF THE MEDIA AND THE NATION-STATE

The globalization of media is leading to the deterritorialization of news content, fundamentally altering the role of journalists, especially foreign correspondents. In the field of news media and journalism studies, the concept of global journalism has emerged. Elfriede Fursich (2002: 59) highlights that global journalists within global media are not merely "international journalists reporting foreign news from a national perspective," but are instead news professionals working for transnational media conglomerates, producing content for a global audience. This shift challenges traditional journalistic frames of reference, particularly at the national and local levels (Fursich, 2002: 59).

Despite the globalization of news media, the influence of the nation-state remains significant, with media institutions largely impacted by domestic contexts, whether through legislative measures or societal and cultural norms (Nossek, 2004: 345). Hillel Nossek (2004: 346) observes that media organizations function within a broader network of societal institutions, which in turn influences and is influenced by other social entities. Consequently, journalists' and editors' decisions regarding foreign events are still heavily influenced by the broader cultural and domestic environment..

BBC WORLD NEWS

The concept of 'impartiality' has served as the guiding principle for the BBC since the inception of its international broadcasts in 1932 through the Empire radio service. The agreement accompanying the BBC Royal Charter explicitly states that the corporation "must do all it can to ensure that controversial subjects are treated with due accuracy and impartiality in all relevant output" (Yoshiko, 2007).

This commitment to impartiality has shielded the BBC from governmental control. However, it does not imply immunity from state interference. Despite being recognized for editorial independence in the BBC Royal Charter, the Charter requires renewal by the British government every decade. This places the corporation in a precarious position, particularly towards the end of its term when critics may influence its direction (McPhail, 2010). Curran (2002) elucidates that the period leading up to Charter renewal often sees heightened

sensitivity of the BBC to government and establishment views (p. 195).

While the focus of this article, BBCWN, broadcasting to a global audience, operates on a commercial basis funded by advertising and subscription, it has yet to turn a profit and relies on assistance from the domestic news-gathering operation. In 2001, BBCWN was brought under the same umbrella as the government-funded BBC World Service, although it retained its commercial status. It received support from the BBC's domestic news-gathering division, such as content supplied by BBC News 24.

AL JAZEERA ENGLISH

AJE, the second channel of Qatar's network, was launched in November 2006 (Powers, 2012: 23). Many international news scholars have characterized AJE as a credible alternative counterforce to more established global networks such as the BBCWN and CNN International (CNNI). This sentiment is echoed by its Managing Editor Tony Burman, who articulated AJE's focus on covering more of the developing world in an effort to "reverse the flow of information," which predominantly emanates "from the main capitals of the world" in the Western context (Barkho, 2011).

Despite receiving funding from the state, Al Jazeera maintains its claim of operating independently of the Qatari government (Allan, 2006), with Qatari royals consistently asserting that they refrain from interfering with the channel's editorial decisions (El-Nawawy and Iskandar, 2003). This perceived autonomy, uncommon among Middle Eastern media companies, has bolstered Al Jazeera's credibility with its audiences. However, critics often view such claims of independence skeptically (Da Lage, 2019), particularly given that Al Jazeera's board of directors is chaired by a member of the royal family, Sheikh Hamad bin Thamer Al Thani, who formerly served as the Qatari

Deputy Minister of Information (Miles, 2010; Zayani, 2008).

While there is evidence indicating that Al Jazeera has faced direct pressure from its sponsor, several media scholars argue against the notion that the Qatari government directly interferes with the network's operations or that it functions as a mouthpiece for Qatar's foreign policy (El-Nawawy and Iskandar, 2003; Zayani, 2008). Supporting this argument is the observation that Al Jazeera's editorial policy sometimes conflicts with Qatar's foreign policy objectives. For instance, while the network airs viewpoints from political dissidents critical of various Middle Eastern governments and scrutinizes their human rights records, the Qatari government maintains friendly relations with most regional countries (Zayani, 2008). Olivier Da Lage (2019) highlights that while the Qatari government may listen to complaints regarding Al Jazeera, the Emir occasionally expresses "unconvincing" disapproval of particularly contentious broadcasts.

METHODS

The methodology employed in this study adopts a critical approach to language in news, drawing on Roger Fowler's seminal work "Language in News" (2013), which emphasizes the role of linguistic structures in shaping news content. Fowler argues that news should not be seen merely as 'facts about the world', but rather as a construction of 'ideas', 'beliefs', 'values', 'theories', 'propositions' or 'ideology'. The term 'discourse' is utilized in a broad sense, referring to statements in general or specific groups or types of statements (Philo 2007: 179).

The analysis of sentence construction is rooted in the concept of transitivity, which elucidates the relationships between participants in a news report and how actions are represented in the text (Richardson, 2017). This analytical framework examines various aspects including the process and participants in sentences, the agency of sentences, the usage of

nominalizations, sentence connections, as well as the utilization of active/passive voice and negative/positive sentences (Fairclough, 2003).

Data for this study were collected from online news articles published by the BBC and Al Jazeera during two critical periods of the Israel-Palestinian conflict: October 7th to October 13th and November 12th to November 18th. These time frames were selected due to their significance in capturing pivotal events, significant developments, or escalations in the conflict dynamics. By focusing on these weeks, the study aims to conduct a detailed analysis of media coverage during key phases of the conflict, shedding light on how the BBC and Al Jazeera navigate and report on critical moments. This scrutiny of news coverage within defined periods aims to uncover potential variations in framing, emphasis, and agenda-setting, providing insights into how the media interpret and respond to crucial occurrences. Thus, the chosen time frame serves as a deliberate strategy for a focused exploration of the media's role in shaping perceptions during specific incidents within the broader timeline of the Israel-Palestinian conflict.

In total, 208 online news articles from the BBC and 372 from Al Jazeera were collected for analysis, focusing on all news releases from both outlets from the onset of the prolonged conflict triggered by the first Hamas attack on October 7, 2023. This article subjected 10 news articles from the BBC and 10 news articles from Al Jazeera to Critical Discourse Analysis.

RESULTS AND DISCUSSION

BBC

The analysis of the post-election protest coverage reveals a clear divergence in transitivity, as well as naming and referential strategies between the BBC and AJE.

As demonstrated below, during the first week of the conflict, Palestinians were referred to as 'Palestinian militants' and 'Hamas militants'.

*"Just hours later, their social media pages are now flooded with desperate people trying to find loved ones, after **Palestinian militants** stormed the festival and opened fire as part of a huge surprise attack on Israel."* (9 October 2023)

*"Where were the **Israel Defense Forces**, in those long hours as **Hamas militants** roamed at will around communities near Gaza, some are asking."* (10 October 2023)

*"Israel is still reeling from Saturday's surprise attack by **Hamas militants**, who killed at least 1,000 people and wounded many more."* (10 October 2023)

The BBC described Israel's attack on Gaza as 'retaliation'.

"He was due to perform surgery on Saturday - the same day Hamas militants launched a deadly attack in Israel." (10 October 2023)

"Retaliatory Israeli air strikes have killed more than 700 people in the Gaza Strip, local authorities say." (10 October 2023)

Interestingly, a month after the attack, the BBC's terminology regarding Hamas changed. Hamas is no longer described as 'militant,' but simply referred to as Hamas.

From the beginning of this war on 7 October, when a surprise attack launched by Hamas killed around 1,200 people, mostly Israeli civilians, it has said reaching the hospital is one of its main targets. (17 November 2023)

Israel's latest siege and military operation began following Hamas's brutal 7 October attack, when the group - which is banned as

a terrorist organisation by the UK, US and other powers - killed around 1,200 people and took more than 230 people hostage, according to Israeli authorities. (18 November 2023)

"Since then, Israel has carried out a relentless bombing campaign in Gaza, which is governed by Hamas, killing at least 11,078 people, including more than 4,500 children, according to Palestinian officials." (12 November 2023)

AL JAZEERA

Al Jazeera however adopts a different lexical choices. Hamas attack on Israel is described as "a deadly" and "multi-pronged attack".

"At least 232 people have been killed and 1,600 wounded in the Palestinian enclave of Gaza during Israel's retaliation after a deadly multi-pronged attack by Hamas forces into Israel, the health ministry says." (7 October 2023)

"The growing casualty toll on Saturday came after the Palestinian group running the Gaza Strip launched the largest attack on Israel in years, infiltrating areas in the south of the country following a barrage of thousands of rockets fired from the besieged territory." (7 October 2023)

The Israeli attack is described as 'devastating' and 'relentless'.

"Israel has waged a devastating bombing campaign and ground incursion in the besieged Gaza Strip since October 7, killing at least 11,000 Palestinians, more than a third of them children, Gaza officials say." (12 November 2023)

"Israel has promised to eliminate Hamas in response to its October 7 attacks in the south, which killed about 1,200 people, according to Israeli officials." (12 November 2023)

CONCLUSIONS

The analysis reveals divergences in the usage of lexical and referential terms between the BBC and Al Jazeera during the 2023 Palestinian-Israeli conflict. While the BBC exhibits a negative tone towards the attacks by Hamas and Palestinian groups, Al Jazeera appears to glorify Hamas's attacks on Israel.

Interestingly, the BBC's referential choices regarding Hamas changed a month after the war, coinciding with a period when Gaza was heavily bombarded by Israel, resulting in thousands of deaths. It is intriguing to note whether these changes in lexical choices may be attributed to the evolving landscape of world society's stance towards Israel, characterized by massive protests against Israel's attacks worldwide.

The BBC seems to provide more contextual coverage of Israeli attacks on Gaza, whereas Al Jazeera tends to portray Israel's attacks in a negative light.

In its endeavor to compete with well-established Western global news media outlets, AJE must set itself apart through distinct editorial and organizational policies, differing from networks such as CNNI and BBCWN. This editorial stance inevitably influences the storytelling approach of individual journalists and shapes their perception of newsworthiness (Archetti 2010, 580). During the 2023 Palestinian-Israeli conflict, AJE aimed to offer alternative perspectives compared to Western news channels, striving for a less overtly pro-Western interpretation of events.

BBCWN, on the other hand, faces less significant competitive pressures from global news networks in shaping its coverage of international events like the Palestinian-Israeli conflict. Despite being commercially operated and not funded by license fees or taxpayers' money, BBCWN heavily relies on the BBC's news-gathering operation, primarily catering to domestic audiences. Consequently, news packages are tailored with the British audience in mind before being disseminated globally. Moreover, intense competition with commercial channels in Britain necessitates prioritizing the engagement of domestic viewers, as failure to do so could jeopardize its funding.

In the broader context of textual analysis, it is questioned whether discrepancies in reporting on the 2023 war merely reinforced preexisting opinions and attitudes among global audiences (El-Nawawy and Powers 2010). Hafez (2008) argues that modern broadcasters often target specific societal segments, relying on cultural norms and political narratives to contextualize international events. This phenomenon, termed the 'balkanization of global news' by Powers and El-Nawawy (2010), involves broadcasters catering to audiences with similar ideological leanings, echoing Huntington's (1993) "clash of civilizations" theory, where Western and Islamic media propagate 'us-versus-them' narratives.

However, the global news landscape, characterized by the coexistence of Western and non-Western players in 24-hour news markets, fosters a diversity of ideas and perspectives (Thussu 2007). These results indicate that there are more differences than similarities in global news coverage between established Western media corporations like BBCWN and newcomers like AJE.

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ETHICAL IMPLICATIONS OF AI-GENERATED IMAGES IN JOURNALISM: A SYSTEMATIC LITERATURE REVIEW

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Abstract: This systematic literature review (SLR) investigates the ethical implications of AI-generated images in journalism, focusing on the challenges these technologies pose to misinformation, bias, privacy, transparency, and accountability. Through a meticulous selection and synthesis of existing literature, the study reveals a significant gap in ethical guidelines for the use of AI-generated images within journalistic practices. It highlights the dual nature of AI-generated images: their potential to enhance storytelling and visual journalism, alongside risks that could compromise journalistic integrity and public trust. The findings stress the importance of developing comprehensive ethical guidelines, promoting transparency, and ensuring accountability in the use of AI technologies in journalism. Based on the analysis, recommendations are proposed for journalism outlets to navigate these ethical complexities effectively. This SLR underscores the necessity for a balanced approach to integrating AI-generated images in journalism, aiming to uphold the principles of journalistic integrity and maintain public trust in the digital era.

Keywords: Artificial Intelligence (AI), visual journalism, ethical implications, accountability

INTRODUCTION

The rapid advancement of artificial intelligence (AI) technologies has profoundly influenced various domains, including journalism. One notable manifestation of this progress is the generation of AI-generated images, which holds great potential for enhancing news reporting

and storytelling (Farkas and Tóth, 2021). However, the integration of AI-generated images in journalism raises ethical concerns that demand careful examination. This systematic literature review aims to investigate the ethical implications associated with the utilization of AI-generated images in journalism, with a specific focus on the challenges posed to misinformation, bias, privacy, transparency, and accountability.

The ethical implications of AI-generated images in journalism have captured the attention of scholars and practitioners alike. Previous research has shed light on several crucial aspects that inform our understanding of the topic (Farkas & Borges-Rey, 2017). Scholars have explored the influence of AI-generated images on public perception, the potential for misuse and manipulation, and the erosion of trust in journalistic integrity (Langer & Salaverria, 2020). Furthermore, studies have highlighted the ethical challenges that arise from the inherent biases embedded in AI algorithms, the violation of individuals' privacy through the generation and dissemination of AI-generated images, and the lack of transparency and accountability surrounding their creation and usage in journalistic practices (Carlson, et al. 2020; Viljoen, 2020; Farkas & Tóth, 2021).

Preliminary analysis of the selected literature reveals a multifaceted landscape of ethical implications associated with AI-generated images in journalism. The results indicate that the deployment of AI-generated images poses significant challenges to combatting misinformation, as these images can be easily manipulated and disseminated to mislead the

public. (Groot Kormelink & Deuze, 2021). Moreover, the presence of biases within AI algorithms used for image generation raises concerns regarding fairness and objectivity in news reporting (Carlson et al, 2020). The review also highlights the potential infringement of individuals' privacy rights using AI-generated images, as well as the lack of transparency and accountability surrounding their creation and utilization in journalistic practices (Viljoen, 2020). This systematic literature review examines the ethical implications of AI-generated images in journalism, including challenges related to misinformation, bias, privacy, transparency, and accountability. By analyzing existing literature, this study contributes to the discussion on responsible integration of AI in journalism and provides insights for ethical decision-making in this evolving field.

METHODS

To conduct this systematic literature review, a comprehensive search was performed across various academic databases, including but not limited to PubMed, IEEE Xplore, and Scopus, using relevant keywords such as "AI-generated images," "journalism," "ethics," "misinformation," "bias," "privacy," "transparency," and "accountability." The search was augmented by manual examination of reference lists from identified articles to ensure a comprehensive coverage of the field. Inclusion criteria were applied to select articles that directly addressed the ethical implications of AI-generated images in journalism and provided substantial insights into the challenges related to misinformation, bias, privacy, transparency, and accountability. The selected articles were critically evaluated, and data extraction was performed to identify key themes, arguments, and perspectives.

RESULTS AND DISCUSSION

The existing literature on the usage of AI-generated images in journalistic content provides valuable insights into the ethical implications and challenges associated with this

phenomenon. This discussion section highlights the latest research findings and identifies research gaps that warrant further exploration.

Ethical Implications of AI-Generated Images in Journalism

Recent studies have shed light on various ethical implications of using AI-generated images in journalistic content. Research findings indicate that AI-generated images can raise concerns related to accuracy, authenticity, and trustworthiness (Groot Kormelink & Deuze, 2021). They have the potential to deceive audiences, blur the line between fiction and reality, and compromise the credibility of news outlets (Molyneux & Diakopoulos, 2021). Scholars have emphasized the importance of transparency, disclosure, and responsible use of AI-generated images to maintain ethical standards in journalism (Kaitila & Reunanen, 2020).

Manipulation and Misinformation

Studies have highlighted the potential for AI-generated images to be manipulated for malicious purposes, including the creation of deepfakes or synthetic media. These manipulated images can be used to spread misinformation, manipulate public opinion, and damage the reputation of individuals or organizations (Langer & Salaverria, 2020). The research emphasizes the need for robust verification mechanisms, fact-checking processes, and media literacy initiatives to counter the spread of AI-generated image-based misinformation.

Privacy and Consent

The ethical considerations surrounding privacy and consent in the use of AI-generated images in journalism have gained attention. Scholars have raised concerns about the potential infringement of individuals' privacy rights when their images are used without explicit consent in AI-generated content (Howard & Kollanyi, 2018). The research highlights the importance of respecting privacy rights, obtaining informed

consent, and addressing the potential risks of re-identification or misuse of personal data.

Bias and Representation

AI-generated images can inherit biases present in the training data, potentially perpetuating stereotypes and reinforcing existing inequalities (Kaitila & Reunanen, 2020). Research findings indicate the need to address algorithmic biases and ensure diverse and inclusive representation in AI-generated images used in journalistic content (Groot Komerlink & Deuze, 2021). The exploration of mitigating biases and promoting fairness in AI-generated images remains an important research gap.

Journalistic Practices and Guidelines

Recent studies have examined how journalistic outlets currently address the ethical challenges associated with AI-generated images. Findings indicate that while some news organizations have implemented guidelines and verification processes, there is a lack of standardized practices across the industry (Viljoen & Verhagen, 2021; Farkas & Tóth, 2021). The research highlights the need for comprehensive ethical guidelines specifically tailored to AI-generated images and the development of best practices to ensure responsible and transparent use.

Research Gaps

Several research gaps persist regarding AI-generated images in journalism. Existing literature is limited in terms of understanding the long-term impact on public perception, trust in media, and democratic processes. Further studies should investigate the societal and psychological effects of consuming AI-generated images in news content. Additionally, more research is needed to comprehend audience perception and their ability to distinguish AI-generated images from authentic ones (Molyneux & Diakopoulos, 2021). The legal and regulatory frameworks surrounding AI-generated images in journalism require attention, including the examination of existing laws,

policies, and intellectual property rights (Farkas & Borges-Rey, 2017). Understanding journalistic decision-making processes and challenges when incorporating AI-generated images is crucial, as it can aid in developing guidelines and training resources (Viljoen, 2020). Increased collaboration is necessary between journalists, AI experts, ethicists, and policymakers to establish industry-wide standards and practices for responsible AI usage in journalism. Addressing these research gaps will contribute to a deeper understanding of the ethical implications of AI-generated images and facilitate the development of ethical frameworks that ensure responsible and accountable use of this technology in the media landscape.

For a record, these two cases highlight growing concerns surrounding the use of AI-generated images in journalistic content. The Washington Post's publication of a misleading AI-generated image in 2019, without proper disclosure, triggered significant backlash. The image, falsely representing a Syrian city, raised questions about the newspaper's credibility and trustworthiness. Similarly, the South China Morning Post faced criticism in 2018 for using AI-generated images to depict Hong Kong's future skyline without explicitly indicating their digital origin. The lack of clear disclosure caused confusion among readers, leading to ethical concerns about the integration of AI-generated content in news reporting. Both cases accentuate the need for transparency and responsible practices when incorporating AI-generated visuals into journalistic works.

It's important to recognize that these examples are specific incidents and do not represent the entire landscape of news organizations. The ethical considerations and public response to the use of AI-generated images can vary depending on the context, transparency, and adherence to journalistic standards. News organizations continue to navigate these challenges and refine their practices to ensure responsible and ethical use of AI-generated images in journalistic content.

Journalistic outlets are increasingly recognizing the ethical challenges associated with AI-generated images and taking steps to address them (Viljoen & Verhagen, 2021). One way they do this is by developing or updating ethical guidelines and policies. These frameworks provide journalists with a clear understanding of how to utilize AI-generated content responsibly and ethically, including images. They often emphasize the importance of accuracy, transparency, disclosure, and adherence to journalistic standards when incorporating AI-generated images into news reporting. By establishing these guidelines, news organizations aim to ensure that AI-generated images are used in a manner that upholds the principles of ethical journalism (Carlson et al., 2020).

Verification and fact-checking processes are another important aspect of addressing the ethical challenges of AI-generated images. Journalistic outlets invest in rigorous verification procedures to confirm the authenticity and accuracy of AI-generated visuals before including them in news content. This involves employing techniques such as reverse image searches, metadata analysis, and consulting subject matter experts (Langer & Salaverría, 2020). Through these measures, news organizations aim to prevent the dissemination of manipulated or misleading AI-generated images, thereby maintaining the integrity and trustworthiness of their reporting.

Transparency and disclosure also play a significant role in addressing the ethical considerations surrounding AI-generated images. Many news organizations recognize the importance of being transparent with their audience about the use of AI-generated content, including images. They strive to provide explicit information, such as labeling or watermarking, to distinguish AI-generated visuals from authentic photographs or illustrations. By being transparent about the use of AI-generated images, journalistic outlets aim to maintain the trust of their audience, avoid confusion or

deception, and uphold ethical standards in their reporting (Viljoen, 2020).

It is important to note that the extent to which journalistic outlets address the ethical challenges associated with AI-generated images may vary. Some organizations may be more proactive in implementing comprehensive guidelines and verification processes, while others may still be in the early stages of grappling with these issues. Continued dialogue, research, and collaboration within the journalism community are crucial in further developing ethical frameworks and practices for the use of AI-generated images. By working together, news organizations can navigate the ethical complexities of AI-generated images and ensure responsible and accountable use of this technology in journalism.

CONCLUSIONS

This literature review examined the ethical challenges associated with AI-generated images in journalism and how news organizations are addressing them. Key findings and implications include the importance of transparency and disclosure, accuracy and verification, and adherence to ethical guidelines (Groot Kormelink & Deuze, 2021).

Transparency and disclosure should be prioritized, with AI-generated visuals clearly labeled or watermarked to differentiate them from authentic photographs or illustrations. Rigorous verification processes and fact-checking procedures are necessary to ensure the authenticity and accuracy of AI-generated images. News organizations should develop or update ethical guidelines specifically addressing the use of AI-generated content, emphasizing accuracy, transparency, and responsible use.

Challenges and exceptions may arise in implementing these principles, such as the rapid advancement of AI technology outpacing the development of ethical guidelines. Resource constraints and variation in awareness among journalists may hinder consistent adherence to ethical guidelines.

Moreover, theoretical implications highlight the need to integrate AI ethics into journalism ethics

frameworks and promote ongoing research and collaboration. Practical implications emphasize the importance of training programs for journalists to enhance their understanding of AI-generated images and ethical considerations. In conclusion, news organizations are recognizing the ethical challenges of AI-generated images and taking steps to address them. Further efforts are needed for consistent adherence to ethical principles. Future studies should evaluate the effectiveness of existing guidelines, explore audience perceptions, and assess long-term implications. Ongoing research, collaboration, and evaluation are essential for responsible and ethical use of AI-generated images in journalism.

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AUDIENCE ANALYSIS OF RADIO IKIM AND ZAYAN FM

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Abstract

Radio is one of the mediums of communication that presents a variety of information, info and entertainment. There are dozens of radios in Malaysia that have different ways of presenting elements and information. This study examined the extent to which students at Universiti Sains Islam Malaysia listened to Radio Ikim and Zayan Fm, identified decision-making patterns and factors that caused students to listen to Radio Ikim and Zayan fm. The study found that most students at Universiti Sains Islam Malaysia have listened to Radio Ikim and Zayan but are not inclined to listen to it every day.

Keywords:

Radio, IKIM Fm, Zayyan Fm

INTRODUCTION

Radio appeals to everyone and is available to all. Based on the human voice, radio is a uniquely personal medium, invoking a listener's imagination to fill in mental images around the broadcast sounds. Its mobility and variety of offerings have made it the most popular medium history. To most adults, radio is as much a part of their as morning coffee and the ride to work. It is a companion that keep us informed about world and local events such as gives us a host of information, sport scores, provide us with the latest weather or traffic, not to mentions our favourite music, and asks for nothing in return.

An Islamic program which on-aired by the radio stations is one of the dignified effort that have

been done to send or sharing important messages of Islam. There are many slots that provided by several Islamic radios and other radios even in small quantity of information, but it still assumed as an effort. However, this program cannot compete to the other programs which are from the other radio that focusing on entertainment. Thus, it will be a numerous challenge to Islamic program to pay attention of listener's ears to them.

The Institute of Islamic Understanding Malaysia (IKIM) or known as Radio Ikim is the first Islamic radio station in Malaysia that operates 24 hours a day, was established on 18 February 1992 under the Companies Act 1965 with the aim of providing an accurate understanding of Islam through various programs and activities such as research, seminars, workshops, forums, consultations, training and publications. It was inaugurated on 3 July 1992 by Tun Dr Mahathir Mohamad, Former Prime Minister of Malaysia.

Zayan fm is a Malaysian Malay language radio station operated by Astro Radio Sdn. Bhd. The radio station went on air on 2 October 2017. Its frequencies were formerly used by The Star's former radio station, Red FM. With its weekly reach of 321K Malaysians (Astro.com), ZAYAN appeals to the modern Muslim community by serving them with contemporary content consisting of the latest fashion, technology, entertainment, and lifestyle news, all the while still holding true to the timeless creed of their faith.

Nowadays, there many types of Islamic programs broadcasted in radio stations with new perspective that the programmers want to show to the people. However, people were lack of interest to listen to Islamic programs especially youth generation. This is because they more interested in entertainment. From the result, we must increase the Islamic content that has in radio which is the types of programs can attract interest among youth generation. Thus, this research will provides an overview and differentiate two Islamic radio station which are Radio Ikim and Zayan fm. Then, this research also analyse the frequency of students listened to Radio Ikim and Zayan fm. And lastly, is about pattern of decision making and factors for those influence the listener choose between Radio Ikim and Zayan fm.

The research is about radio programmed; on searching the frequency students listen to Radio Ikim and Zayan fm while figured out why the students tend to listen certain Islamic programmes in the Islamic radio and to identify patterns of decision making and the factors for those influence the listeners choose Radio Ikim and Zayan fm.

METHODS

This research is using mix method. This method will using questionnaire that spread to the sample population among students from Universiti Sains Islam Malaysia (USIM). The data will be analyse utilizing the sample collected from the questionnaire that had been answered by the respondent.

RESULTS AND DISCUSSION

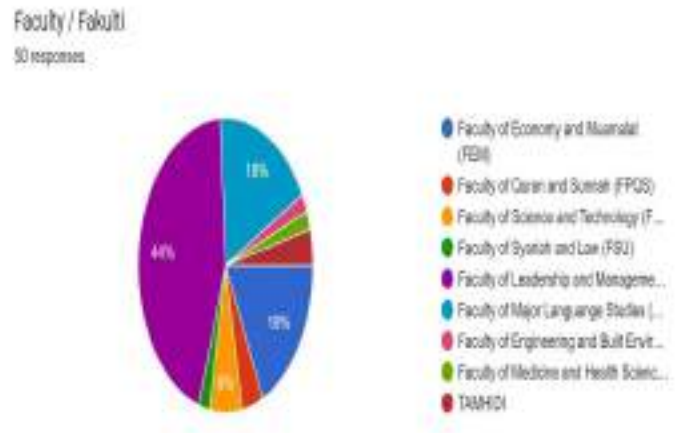


Figure 1: Faculty

Figure 1 shows the percentage of the number of respondents consisting of different faculties. The respondents from the Faculty of Leadership and Management (FKP) recorded the highest respondent of 44%, equivalent to 22 students out of 50 students. The Faculty of Economic and Muamalat (FEM) and Faculty of Major Language Study (FPBU) recorded a similar percentage of 18% equivalent to 9 students. 3 students from the Faculty of Science and Technology (FST) equivalent to 6% also participated in the questionnaire distributed by the researchers.

Next section will explain the purpose of the respondent listening to Islamic radio broadcasts.

What is the purpose you listen to the Islamic radio?
radio Islam?
50 responses

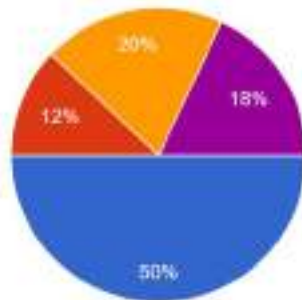


Figure 2: The purpose of listening to Islamic radio.

Searching for the information and knowledge is the highest percentage in Figure 2 for Islamic radio listening. A percentage of 50% of the equivalent of 25 respondents have listened to the radio which aims to find information and knowledge. This is said because, through several programs organized by Radio Ikim and Zayan fm, the partnership can not only be used in learning, but also used for our daily lives. For example, sharing about fashion in Zayan fm. Through this partnership, not only can we learn about how to fashion in Islam, but also know the advantages of cover the *aurat*. Next, respondents who choose the answer to soul when there is a problem also get a high percentage of 20% equivalent to 10 respondents. This is said because, Radio Ikim and Zayan fm provide slots that can help for example, recitation of al-Quran, *Usrah Nurani*, *Bicara Hati*, etc. A total of 9 respondents, 18% who listened to the radio were for entertainment. This is said because, the respondents listen to the songs or antics of the radio presenter as entertainment to themselves. Finally, a total of 6 respondents, 12% who listened to the radio only to listen to songs. It is likely that the respondent was interested in only songs played on Radio Ikim and Zayan fm and

was interested in listening to other programs on other radio frequencies.

Patterns Of Decision Making and The Factors For Those Influence The Listeners Choose Radio Ikim And Zayan Fm

Here are the factors influence the listener to choose Radio Ikim and Zayyan FM.

- Islamic program can influence you to do good thing.
- Islamic programs have a positive impact on human life.
- Islamic programs have more information and knowledge.
- I think I can influence people who are close to me about radio should be heard.
- Provide a clear understanding of the laws of religion.
- Islamic radio has less listener because of less attractive.
- Can help relieve stress.
- They love listen to this radio

Patterns of decision making and the factors for those influence the listeners choose Radio Ikim and Zayan fm. For the first question related to Islamic program can influence you to do good thing, a total 84% agreed with this recommendation. This is said to be because, most of the programs in Radio Ikim and Zayan fm are program of knowledge based on Islamic shariah.

As for the question Islamic programs have a positive impact on human life. This is because there are several programs available on Radio Ikim and Zayan fm that can have a positive effect on listeners. For example, segment at night Zayan fm, which is the program *Kongsi Luahan Hati*

A total of 34 respondents (68%) agreed with the statement that this Islamic radio broadcast provides a clear understanding of the laws of

religion. This is explained because, there are various segments on Radio Ikim and Zayan fm related to Islam, such as Raudah Jiwa, Islam Agamaku, Usrah Nurani, etc. That unravel and explain the laws of religion.

The respondents also agreed with the fact that Radio Ikim and Zayan fm can help relieve stress for reaching the mean level of 4.5. A total of 33 respondents (66%) strongly agreed followed by 11 respondents (22%) who agreed with this statement. This is said because of the various segments that are available in Radio Ikim and Zayan fm which can be said to be a segment capable of treating the liver such as Mutiara Kata, Kongsu Luahan, Motivation and so on.

Finally, for the statement 'I love to listen song in Islamic radio', recorded various opinions. Strongly agreed, the highest percentage was 54% (27 respondents) followed by 20% (10 respondents). This is said because the song played on Radio Ikim and Zayan fm is a divine song (nashid). Since most of the respondents are from religious school backgrounds, it must have been mixed with nashid songs. However, a total of 10 respondents (20%) were neutral with this statement. But there are also those who strongly disagree, 4% (2 respondents) followed by strongly disagree of 2% (a respondent). It is likely that respondents who disagree with this statement do not like the genre of the song and prefer the genre of hip hop, hits, ballad, and so on.

WEAKNESSES AND SUGGESTION OF RADIO IKIM AND ZAYYAN FM

The following is an analysis of interviews conducted on 3 students of Universiti Sains Islam Malaysia regarding the weaknesses and suggestions of Radio Ikim and Zayan fm.

Question 1:

What are the weaknesses in Radio Ikim and Zayan fm?

The findings of the interview study of question 1 showed that all three informants stated that the music played did not follow the current times and that the programs broadcast were heavy. This statement is evidenced by their following opinions:

"The music played is not in the current trend and there are too many programs involving talk that only involve radio presenters and invited guests only." (*Inf. Iv1. 24.1.2023. 10 a.m.*)

"Music genres are not a trend choice." (*Inf. Iv2. 24.1.2023. 5 p.m.*)

"Music played on radio shows is less suited to the times and the programs held are also mostly heavy and loaded for the community especially young people." (*Inf. Iv3. 24.1.2023. 5.30 p.m.*)

Question 2:

For you, what improvements can Radio Ikim and Zayan fm make in attracting listeners.

With the interview study question 2 showed all three informants had different opinions. For example, need an improvement in the interview segment or other segment.

However, all three informants have the same opinion, which is how the presenter interacts with the times. This statement can be proved through the following conversations:

"It's a more interesting segment like other radios, for example a game between radio listeners and radio listeners." (*Inf. Iv1. 24.1.23. 10a.m*)
"Many promotions like on tv and billboard" (*Inf. Iv2. 24.1.2023. 5 p.m.*)

"The improvements that can be made may be that Ikim and Zayyan can change the delivery that was adopted from the past and worked out new according to the tastes of the people of today. Spiritual delivery is necessary but delivery should be done casually and simply

without boring the audience especially young people.” (Inf. Iv3. 24.1.2023. 5.30 p.m).

CONCLUSIONS

In conclusion, the researchers found that radio is one of the sources for students of the Islamic Science University used in learning. This is said to be because through the study, most of the respondents are students from the Faculty of Leadership and Management, most of whom cost the faculty to study using radio, for example communication, new media, faith and dakwah, and so on. From the findings of the questionnaire, respondents like to listen to Radio Ikim and Zayan fm because the programs that are provided are programs that provide a lot of information to them, both in terms of knowledge and positive effects.

Conclusions should include (1) the principles and generalisations inferred from the results, (2) any exceptions to, or problems with these principles and generalisations, (3) theoretical and/or practical implications of the work, and (4) conclusions drawn and recommendations.

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EFFECTIVE NON-VERBAL COMMUNICATION IN RESOLVING CONFLICT IN ORGANIZATION: A CASE STUDY AMONG WORKERS AT UNIVERSITI SAINS ISLAM MALAYSIA (USIM)

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Abstract: This study delves into the realm of organizational conflict resolution, focusing specifically on the role and effectiveness of nonverbal communication among workers. The research is grounded in the recognition of nonverbal communication as a pivotal factor in addressing conflicts within an organizational context. The primary objectives of the study are threefold: (1) to assess the effectiveness of nonverbal communication among workers in the workplace, (2) to gauge the level of conflict resolution among organizational staff, and (3) to explore the correlation between nonverbal communication and conflict resolution in the workplace. A quantitative approach is employed using a survey technique via Google Forms. This study involves 50 respondents who are randomly selected among the workers at Universiti Sains Islam Malaysia (USIM). The data analysis techniques, including mean calculation, assessment of variable levels, correlation analysis, and T-test, were employed to derive meaningful insights. The findings reveal a positive influence of nonverbal communication on conflict resolution within the organizational setting. This implies that nonverbal cues play a significant role in fostering effective communication and subsequently contribute to resolving conflicts among workers. The implications of these results underscore the importance of recognizing and cultivating nonverbal communication skills in the workplace to promote a harmonious and conflict-free organizational environment. Overall, this study

contributes valuable insights into the dynamics of nonverbal communication and its impact on conflict resolution in organizational settings.

Keywords: Interpersonal Communication, Non-Verbal, Conflict Resolution.

INTRODUCTION

Communication, the transmission of messages and symbols between individuals, plays a crucial role in human interaction (Kurniadi & Mahaputra, 2021). Effective communication, facilitated by language, is vital for expressing thoughts, sharing knowledge, and fostering connections (Mailani et al., 2022). However, conflicts often arise in organizational settings due to differing perspectives and communication styles among members (Hyatt & Gruenglas, 2023).

Throughout history, humans have employed various communication methods, from ancient oral traditions to modern digital platforms (Medoff & Kaye, 2021). While verbal communication is predominant, nonverbal cues, such as gestures and facial expressions, play a significant role in conveying emotions and intentions (Burgoon et al., 2021). Despite this, the impact of nonverbal communication on conflict resolution remains largely underexplored (Hemshorn de Sanchez et al., 2022).

The rise of technology has transformed communication, introducing new forms of nonverbal expression such as emojis and GIFs (Khmel, 2021). However, unresolved conflicts

persist in organizations, leading to decreased morale and productivity (Imtiaz et al, 2022). Addressing this issue requires a deeper understanding of nonverbal communication's role in conflict resolution.

This study aims to fill this gap by examining the effectiveness of nonverbal communication in resolving conflicts within workplace settings. Specifically, it seeks: (1) to identify the effectiveness level of nonverbal communication among workers, (2) to assess the level of conflict resolution in the workplace, and (3) to explore the correlation between nonverbal communication and conflict resolution.

By shedding light on the intricate dynamics of nonverbal communication in conflict resolution, this research aims to provide insights for organizational leaders, human resource (HR) professionals, and conflict resolution practitioners. Ultimately, it seeks to enhance workplace communication, foster positive relationships, and improve organizational outcomes.

The journal article used as a comparison is a study that examines the importance of nonverbal communication in the construction sector in Malaysia (Mohammadi et al., 2022). This journal article was chosen because it has the same nonverbal communication variables as those studies by the researchers, the difference is that the research method that has been used in the study is qualitative research. The technique employed in this study is thoroughly examining and evaluating pre-existing literature on nonverbal communication within the construction industry.

The second journal, namely Conflict Resolution Strategies among Surgical Team Members in a Nigerian Tertiary Health Institution (Oyediran et al., 2021) is used as a comparison because the study has the same variable as those being studied by researchers. The variable is about the conflict resolution styles. This comparative journal can be useful in helping the researchers to see the appropriate theory to be used in their research as well as providing references for writing in this study.

The researcher of this study used a quantitative approach to examine the research questions and research objectives of this research. The instrument that has been used is a questionnaire via an online form which is Google Form. Then, the survey was distributed randomly to the 50 staff at Universiti Sains Islam Malaysia (USIM).

From the study, there are two hypotheses have been identified in this study based on the objectives and conceptual framework formed. The hypothesis developed and wanted to be tested in this study is to see a significant relationship between nonverbal communication and conflict resolution. The hypotheses of the study are: (1) there is a significant correlation between nonverbal communication and conflict resolution among the workers in an organization, and (2) There is a significant difference in nonverbal communication between administrative and professional staff.

METHODS

This research employs a quantitative approach which used an online survey via Google Form to examine the relationship between nonverbal communication and conflict resolution among the workers in an organization. The survey was based on the questionnaire which was developed and distributed among 50 respondents who were randomly selected among the workers in Universiti Sains Islam Malaysia (USIM) through online media such as WhatsApp, Telegram, and e-mail. The questionnaire consists of three sections which include respondents' demographic background, nonverbal communication as the independent variable, and conflict resolution styles as the dependent variable. The variable of nonverbal communication was measured using a *Likert* scale from 1-5 while the variable of conflict resolution style used Four Point *Likert* scale. In order to analyze the data obtained, this study used a Statistical Procedure for Social Sciences (SPSS) which emphasized the descriptive

findings, correlation, and T-test. The reliability was tested on both variables. As a result, the 32 items that measure the nonverbal communication variable indicate a strong reliability which is $\alpha = 0.973$ while the conflict resolution style scores $\alpha = 0.885$ (15 items).

RESULTS AND DISCUSSION

According to Table 1, there were 24 males and 26 females involved in the survey. The majority of the respondents have 10 years and above experience working at Universiti Sains Islam Malaysia (USIM) which is 74%. The second most elevated respondents are 14% with five to 10 years of experience. 8% of respondents have below than 2 years of experience and only 4% of respondents have two to five years of experience working at USIM. The study found that most of the respondents work as professionals with 29 respondents, while others work as administrative with 21 respondents.

Table 1. Demographic Background (N=50)

Items	f	%
Gender		
Male	24	48.0
Female	26	52.0
Years of employment		
Below 2 years	4	8.0
2 – 5 years	2	4.0
5 – 10 years	7	14.0
10 years and above	37	74.0
Staff		
Administrative	21	42.0
Professional	29	58.0

Table 2 shows the effectiveness level of nonverbal communication which is identified as low, medium, and high. The findings reveal that the high level is getting the majority of responses with $f=43$, followed by the medium level $f=6$ and the low level with $f=1$. The findings of the level show that the high level has the highest frequency compared to other levels. For those who are working in an organization, they need to communicate more effectively to ensure that the information reaches the recipient.

Table 2. Effectiveness Level of Nonverbal Communication

Level	f	%
Low	1	2.0
Moderate	6	12.0
High	43	86.0

Then, the recipient needs to understand the information given well (Newman & Ford, 2021). Thus, the effectiveness of nonverbal communication plays a vital role in communication among employees in the workplace.

Apart from that, the study also wants to investigate the level of conflict resolution among the respondents. Table 3 shows the level of resolving conflict among the respondents in their workplace. In the table, there are two levels were identified, namely low and high. These levels have been divided into five different components of conflict resolution styles namely collaborating, competing, avoiding, accommodating, and compromising. Based on the result, accommodating has been chosen as the most resolving-conflict style which is the percentage of the low level is 22% ($f=11$) and the high level is 78% ($f=39$). However, the respondents use the competing style as the least

Table 3. Level of Resolving Conflict

Level	f	%
Collaborating		
Low	15	30.0
High	35	70.0
Competing		
Low	29	58.0
High	21	42.0
Avoiding		
Low	19	38.0
High	31	62.0
Accommodating		
Low	11	22.0
High	39	78.0
Compromising		
Low	14	28.0
High	36	72.0

conflict-resolving style. The percentage of the low level is 58% ($f=29$) is higher than the high level which is 42% ($f=21$)

Following this, it is found that there is a significant remark of the relationship which is a moderate and positive correlation between nonverbal communication and conflict resolution ($r = 0.448, p = 0.001$). An independent-sample- T-test was conducted to compare the effectiveness of nonverbal communication in administrative and professional conditions. There was a significant difference in the scores for administrative ($M=127.19, SD=25.301$) and professional ($M=138.41, SD=11.525$) conditions; $t(48) = -2.11, p = 0.040$. These results suggest that administrative and professional conditions do affect the effectiveness of nonverbal communication.

CONCLUSIONS

As far as this study is concerned, nonverbal communication should always be practiced by the employees at their workplace because it plays a very important role in our daily communication, especially in resolving conflicts that have arisen between employees. The effectiveness of nonverbal communication can be supported by the very findings of this study that a significant difference is found between the administrative and professional conditions. Following this, the result also shows that there is a significant relationship between nonverbal communication and conflict resolution among the workers.

More efforts should be made to increase the effectiveness of nonverbal communication in resolving conflict among employees. Not only is there a significantly moderate and positive relationship between nonverbal communication and conflict resolution, but how they form, practice, or handle their situation when they are in a conflict situation and they must be aware of the nonverbal communication cues in their daily lives may be highly affected on their relationship and interpersonal communication.

On the practical front, the study offers valuable insights for organizational leaders,

Human Resources (HR) professionals, and conflict resolution practitioners. Recognizing the importance of nonverbal communication in conflict resolution can guide the development of targeted interventions and real-world applications (Eaves & Leathers, 2017).

Organisations might integrate these discoveries into their training and development initiatives. Workshops and seminars can improve employees' ability to accurately understand and utilise nonverbal clues. Organisations can observe substantial enhancements in dispute resolution procedures and foster a healthy workplace culture by investing in the development of nonverbal communication skills. Integrating these findings into HR practices, such as recruitment and team building, can enhance interpersonal connections in the workplace (Robertson, 2020).

This study suggests that an exploration of cultural variations should be involved in examining the relationship between nonverbal communication and conflict resolution. Having had the extension of this study, the result may reveal clearer insight into the influence of cultural norms and expectations on the understanding and use of nonverbal cues would enhance the development of conflict resolutions that are culturally responsive in varied organizational settings.

The study also suggests future research that could investigate the functioning of nonverbal communication in virtual or remote work environments, considering the growing dependence on technology-mediated communication in modern workplaces. Examining the efficacy of nonverbal cues on digital platforms and the difficulties in interpreting them in virtual environments might have practical importance.

In conclusion, this study addresses the pressing need to recognize the significance of nonverbal communication in resolving conflicts within organizational settings. By exploring this aspect comprehensively, organizations can develop effective strategies to promote harmony, productivity, and employee well-being.

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UNDERSTANDING THE INFLUENCE OF TEleshopping CHANNELS ON THE PURCHASING BEHAVIOR AMONG ELDERLY: AN IN-DEPTH INTERVIEW APPROACH

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Abstract: This study delves into the influence of teleshopping channels on the purchasing behaviour of elderly individuals through an in-depth interview approach. With the proliferation of teleshopping channels offering various products, understanding how they affect the buying habits of older consumers is crucial for businesses and marketers. The research applies qualitative methods to gain deep insights into the perceptions, attitudes, and experiences of elderly individuals regarding teleshopping. Through the lens of in-depth interviews, the study investigates factors such as convenience, trust, product presentation, and technological barriers that shape the purchasing behaviour of older adults in the context of teleshopping. By employing this approach, the research aims to provide valuable insights for businesses to tailor their marketing strategies and improve the effectiveness of teleshopping channels in catering to the needs and preferences of the elderly demographic.

Keywords: *Teleshopping, Elderly, Purchasing Behaviour, Influence*

INTRODUCTION

In recent years, teleshopping channels have revolutionised how consumers engage with products and make purchasing decisions. These channels, which offer diverse products and services through televised broadcasts or online platforms, have become increasingly popular

among consumers of all ages. However, their influence on specific demographic segments, such as the elderly, remains relatively understudied (María E. et al., 2024).

The elderly represent a significant and growing segment of the consumer population, characterised by unique preferences, needs, and challenges. As technology advances and society undergoes demographic shifts, understanding the influence of teleshopping channels on the elderly's purchasing behaviour becomes increasingly pertinent.

Purpose of the Study

This study aims to explore the causes that drive the purchasing behaviour of elderly consumers in the context of teleshopping channels.

Research Theory

The Technology Acceptance Model (TAM) is a commonly employed theoretical framework for understanding technology acceptance and use among users (Marikyan, D. & Papagiannidis, S. 2023). It is a theoretical perspective that is interpreted as a lens for analysing factors affecting the acceptance and use of teleshopping channels or platforms among the elderly when considering the research conducted in the article study titled "Understanding the Influence of Teleshopping Channels on the Purchasing

Behavior Among Elderly: An In-depth Interview Approach”.

Applying the TAM to the study allows for the analysis of such factors as follows: 1) perceived usefulness, 2) ease of use, 3) behavioural intention to use, and 4) external variables. Thus, the TAM model can be integrated into the study in the following manner (Figure 1):

1. Perceived Usefulness: The study can explore the perceived usefulness of teleshopping channels among elderly informants. The researcher may use in-depth interviews as a data collection method to determine how the elderly view teleshopping's usefulness regarding their shopping habits. More specifically, they may ask whether they consider the availability of a broader range of products, convenience, or time-saving compared to shopping physically (Wang Y. et al., 2022).
2. Perceived Ease of Use: The informants' views on the ease of use of the teleshopping channels can also be studied through in-depth interviews. Factors such as the ease of navigation on the platform, order placement, and payment methods will be included in the research (Nguyen, M.H. 2021).
3. Behavior Intent to Use: This sub-element can also be analysed through in-depth interviews about whether they intend to use the channel.
4. External variables: The TAM model involves external variables for older adults, such as social support from family and friends, online transaction endorsement, participant accountability, and familiarity with the teleshopping procedure (Ma, Qi et al., 2021).

Therefore, applying the TAM framework by integrating the above factors makes it possible to analyse systematically the relevant factors influencing the informants' acceptance and usage of the teleshopping channels

systematically. The findings achieved or highlighted from this paper help determine the psychological and other cognitive processes in persons to understand better how to construct interventions to enhance the support from the teleshopping platforms.

Theoretical Framework

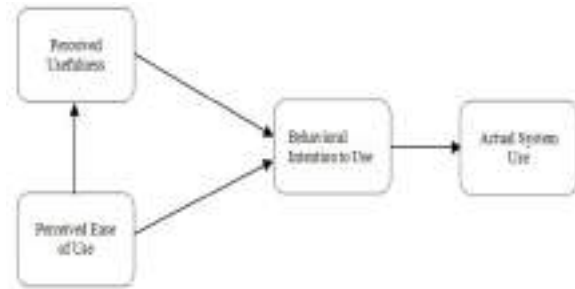


Figure 1: TAM Model
Source: Davis, F.D. (1989)

METHOD

The qualitative research method was applied using in-depth interviews and observation. Purposive sampling was applied only to elderly people with experience using teleshopping channels. Seven informants were involved in this research.

Procedure

1. The researcher asked the elderly to conduct teleshopping activities.
2. The elderly started to search for their favourite teleshopping channels and immediately started with the teleshopping routine.
3. The researcher observed their behaviour while they engaged in teleshopping activity.
4. The activities took approximately 10-15 minutes.
5. The researcher conducted in-depth interviews after the elderly were done with orders and transactions.

RESULTS

Objective: This study aims to explore the causes of the purchasing behaviour of elderly consumers using teleshopping channels.

1. For experience: The elderly's experiences with teleshopping channels can vary based on their familiarity with technology, shopping preferences, and overall satisfaction with the service.

- Ease of Use: Elderly individuals comfortable with technology may find Teleshopping Channels easy to navigate and use. They may appreciate user-friendly interfaces, clear product descriptions, and intuitive ordering processes, making shopping convenient and enjoyable.

- Learning Curve: The elderly, less familiar with technology, may face a learning curve when using teleshopping channels. However, with patience and support from family members or customer service representatives, many can overcome these challenges and become confident shoppers.

2. For perceptions: The elderly perceptions' regarding teleshopping channels can vary widely based on individual experiences, preferences, and familiarity with technology.

- Convenience: The elderly view teleshopping channels as convenient alternatives to traditional retail shopping. They appreciate the ability to browse and purchase products from their homes without travelling to physical stores or navigating crowded shopping environments.

- Accessibility: Some elderly perceive teleshopping channels as accessible platforms catering to their needs and preferences. They may find it easier to shop from home, especially if they have mobility limitations or live in remote areas with limited access to brick-and-mortar stores.

3. Motivation: The elderly's motivations regarding teleshopping channels can vary depending on individual preferences, needs, and circumstances.

- Product Variety: Elderly individuals are motivated to use Teleshopping Channels because of the wide range of products available. These channels often offer diverse items, including household goods, clothing, electronics, and personal care products, allowing elderly consumers to find products that meet their needs and preferences.

- Specialised products: Some elderly people may feel motivated to utilise teleshopping channels because they cannot find products in retail stores. These include those specifically designed for the elderly, such as mobility aids, medical supplies, and adaptive equipment. Each factor aims to promote shopping through these channels among elderly consumers.

- Savings and discounts: Spreading across many teleshopping channels is an option with saved and discounted products, which may motivate elderly people to shop. The majority of the elderly are on monthly stipends, which makes the two options favourable for them.

- Comparison: Elderly consumers tend to compare products to make the best buying decision; thus, Teleshopping Channels allow them to do so in the comfort of their homes.

DISCUSSION

The impact of Teleshopping Channels on purchase behaviour among the elderly is a multidimensional topic that requires a thorough explanation. Adopting an in-depth interview method allows for valuable insights into the experiences, perspectives, and reasons that

affect this demographic group's purchasing behaviour.

This study:

1. Allow the researcher to explore the diverse perceptions and experiences of the elderly regarding Teleshopping Channels.
2. Let the researcher uncover the reasons and drivers influencing seniors' decisions to use Teleshopping Channels. Researchers can learn more about what motivates senior consumers to use these platforms by looking at convenience, accessibility, product diversity, savings, and social engagement.
3. Let the researcher identify the barriers and challenges the elderly may face when purchasing Teleshopping Channels. These include technological hurdles, concerns about trust and reliability, and product quality or customer service challenges.
4. This will allow the researcher to explore the influence of technology on older consumers' purchasing habits. They can investigate how the elderly adjust to new technologies, their level of digital literacy, and how much technology influences their purchasing habits and preferences.

Perceived Usefulness and Perceived Ease of Use

Perceived Usefulness:

- The elderly perceived these platforms as valuable because they believed that shopping through them provides convenience, access to a wide range of products, and time and effort savings compared to traditional retail shopping.

Perceived Ease of Use:

- The elderly's perceived ease of use is critical in determining their willingness and ability to

use teleshopping channels. The elderly reported that user-friendly interfaces, straightforward navigation, intuitive design, and support resources can influence these platforms' perceived ease of use.

CONCLUSIONS

Knowledge of teleshopping channels' impact layout on the purchasing decisions of the aged is also vital to maintaining this population in the growing digital market that caters to its needs. The in-depth interview used to explore the experiences, perspectives, interests, and struggles of Teleshopping Channels helps to grasp the enigmatic conditions controlling elderly customers and their online participation. The vital factor common to the attitudes and actions of the aged is a determining factor and a perceived lack of effort. Thus, it is essential to create compelling, user-friendly, convenient and easy-to-navigate user interfaces to improve the shopping process for the elderly consumer.

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CALM QUEST: UTILIZING MOBILE GAMES FOR RELAXATION IN HECTIC LIFESTYLES

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Abstract: In today's fast-paced world, individuals often struggle to balance the demands of their busy schedules with the need for relaxation and stress relief. Mobile games have emerged as a convenient and accessible solution to this dilemma, offering a portable means of unwinding amidst the chaos of daily life. This study explores the intersection of gaming and relaxation, providing users with a curated selection of mobile games explicitly designed to promote calmness, mindfulness, and stress reduction. Through engaging gameplay mechanics, soothing visuals, and immersive soundscapes, these games offer a reprieve from the pressures of modern life, allowing players to escape into tranquil virtual environments at any time and place. By leveraging the ubiquitous nature of smartphones and tablets, the study aims to democratise access to relaxation tools, empowering individuals to prioritise their mental well-being amidst the hustle and bustle of their hectic schedules. Through a combination of research-backed design principles and user feedback, this innovative platform seeks to redefine the role of mobile gaming as not only a source of entertainment and a valuable resource for promoting mindfulness and relaxation in the digital age.

Keywords: *Mobile Game, Working Adults, Stress, Relief, Relaxation*

INTRODUCTION

In the modern fast-moving world, most individuals are preoccupied with busy schedules and numerous responsibilities. As a result, having moments of retreat and peace is a luxury many cannot afford (Cheng, C., 2021). Nevertheless, the increased utilisation of mobile devices enables the development of alternative methods to address stress and improve well-being. Therefore, scholars examine whether mobile games can serve as efficient mediators of relaxation and stress relief for individuals with high levels of preoccupation (Reay et al., 2023). Thus, the researcher attempts to determine the potential gains from this method.

Almost all over the world, millions of people integrate mobile games into their daily routines to entertain, kill time, or even learn something new (Hannah W., 2023). Apart from the ordinaries, it is vital to discover the benefits of such a distraction as mobile gaming to enhance mental well-being. Considering that games are accessible, adjustable, and inherently exciting simultaneously, mobile gaming is an apparent match for anyone who wants to do relaxing activities but is burnt out to allocate time for them.

This research investigates the effectiveness of mobile games designed for relaxation. The researcher plans to assess their impact on stress levels, mood, and overall well-being to advance current knowledge at the junction between

technology and mental health. The goal extends further to identify pivotal factors that contribute significantly to promoting relaxation through these games—ultimately paving the path for creating evidence-based remedies customised to meet individual needs amidst busy daily routines.

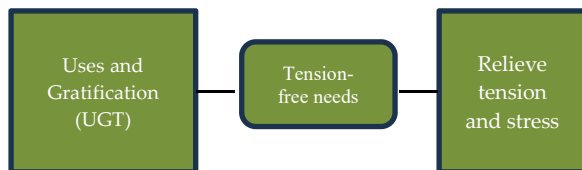
Research Theory

This research applied the Uses and Gratification Theory (UGT) as a guideline to discuss the media's effects on people. The UGT suggests that people select and employ media intentionally to satisfy particular needs or wants. This view implies that consuming media is an active process shaped by personal motivations and objectives. An essential desire recognised in this context pertains to acquiring relaxing or calming experiences, which is particularly relevant in today's dynamic society with high pressure and stress levels (Bulduklu, Y. 2019; Bueno et al., 2020)

There are several needs and gratification for people. They are categorised into five needs.

1. Cognitive needs
2. Affective needs
3. Personal Integrative needs
4. Social Integrative needs
5. **Tension free needs**

Conceptual Framework



The researcher explored how mobile games can help people relax and reduce stress. By including only one component of UGT, tension-free needs, which defines people who sometimes use the media to escape from the real world and relieve tension and stress, the

objective mentioned was to comprehend users' reasons for using mobile games to unwind.

In what ways could the study have included considerations for tension-free needs? The researcher may have employed interviews, non-participants, and participants' approaches to determine why individuals use mobile games for relaxation. By inquiring about informants' stress levels and preferred methods of unwinding while playing mobile games, along with identifying their motivation behind doing so, the researcher could identify tension-free requirements.

With the tension-free needs identified, the researcher conducted non-participant observations to recognise most mobile games played by informants that promoted relaxation and minimised stress. The researcher identified that these games comprised serene visuals, calming music, and gameplay mechanics that foster mindfulness and ease (PA News Agency, 2019).

METHOD

The qualitative research method was applied using in-depth interviews and observation (non-participant and participant). Purposive sampling was applied because it only involved working adults who played mobile games. Eight informants were involved in this research.

Procedure

1. Before the interview sessions, the researcher decided to conduct non-participant observations.
2. These non-participant observations were conducted in the Nilai and Kuala Lumpur areas.
3. The non-participant observations were conducted for a year to see the consistency of working adults playing mobile games during their break time.

4. The non-participant observations were conducted at the mall, office café and lobby.
5. After a year of non-participant observations, the researcher conducted in-depth interviews.
6. A total of 10 questions were asked to the informants based on the definition of tension-free needs.
7. The researcher observed their body language/gesture and behaviour while engaging in the in-depth interview.

RESULTS

Objective: Explores the intersection of gaming and relaxation, providing users with a curated selection of mobile games to promote calmness, mindfulness, and stress reduction.

1. Increased Relaxation/Calmness: Informants consistently reported feeling more relaxed after playing mobile games. The soothing visuals, tranquil sounds, and immersive game environments created a comfortable atmosphere, helping users unwind and recharge amidst busy schedules (Desai V. et al., 2021).
2. Mindfulness and Relaxation Techniques: Informants reported that many mobile games incorporate mindfulness exercises, relaxation techniques, and meditation practices into their gameplay. These activities encourage the informants to focus on the present moment, regulate their breathing, and release tension, which can help reduce stress levels (Wu J. et al., 2022).
3. Social Support and Connection: Informants reported that many mobile games offer social features that allow players to connect with friends, join communities, and collaborate with others. Social support and interaction can provide emotional comfort, encouragement, and a sense of belonging, which can help reduce stress levels (Ballard et al., 2023).

4. Improved Stress Management: Informants reported significantly reduced stress levels after regularly engaging with mobile games. Incorporating mindfulness exercises, relaxation techniques, and calming gameplay experiences enhanced stress management capabilities, allowing the informants to navigate their hectic lifestyles with greater ease and resilience (Sarah, B. 2023).
5. Enhanced Well-being: Engaging with mobile games had a positive impact on the informants' overall well-being, with many reporting improvements in mood, sleep quality, and overall mental health. By prioritising self-care and investing in their mental well-being, the informants experienced a sense of empowerment and fulfilment that translated into various aspects of their lives (Yamaguchi S. (2023).

DISCUSSION

Contemporary lifestyles are characterised by stress and anxiety, making it crucial to discover efficient relaxation techniques. A novel strategy gaining popularity involves leveraging mobile games to reduce tension. This study employs the potential of mobile gaming applications to enable individuals to relax and discover moments of peace during their busy routines.

Addressing the need for relaxation:

1. Accessibility and Convenience: Mobile games are readily accessible to many individuals, regardless of location or schedule. This accessibility makes them an attractive option for relaxation, as they can easily engage with it during short breaks throughout the day, whether at home, work or on the go (Lopez. F. et al., 2018).
2. Effectiveness of Relaxation Techniques: It is crucial to explore the effectiveness of relaxation techniques incorporated into mobile games, such as mindfulness exercises

and guided meditation. Research studies and their feedback can provide insights into the most beneficial techniques and how they can be optimised for maximum impact (McGarry S. et al., 2023).

3. Engagement and Long-Term Use: Engaging and enjoyable mobile games for relaxation are essential for long-term use. Developers should create immersive experiences that capture individuals' attention and encourage repeated engagement over time. To enhance the individual experience, this situation may incorporate gamification, social interaction, and personalisation elements (Jonna et al., 2019).

Potential benefits and impact

4. Integration with Other Wellness Practices: Mobile games for relaxation should complement other wellness practices, such as exercise, meditation, and social connection. Encouraging individuals to incorporate relaxation gaming into a broader self-care routine can maximise its benefits and promote overall well-being (Alqahtani F. et al., 2021).
5. Stress reduction: Various actions in the game based on calm activities can reduce stress and facilitate relaxation, leading to and contributing to better mental health and overall well-being (Desai V. et al., 2021).
6. Improved focus and productivity: A short break to spend playing Calm Quest can boost focus, concentration, and productivity due to the mental reset and recharge.
7. Community support: Social activities as a part of the game, such as progress sharing or a challenge of relaxation in a group, can help create a community and a support network between gamers (Von et al., 2019).

While conducting research, the researcher evaluated the extent to which relaxation-based mobile games successfully achieved a stress-free criterion. It could precisely be measured how individuals' stress, mood, and general inners are sweet before and after playing relaxation games.

CONCLUSIONS

To conclude, using mobile games as relaxation opportunities in our busy lives is a potentially successful way to help ensure mental well-being and reduce stress. These engaging games drive contentment and satisfaction through immersive play, creating mindfulness and positive emotions. Such games can inspire individuals to take an active role in achieving lower stress levels, leading to overall quality of life.

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HIERARCHY OF INFLUENCES IN REPORTING RELIGIOUS CONFLICTS IN MALAYSIAN MEDIA

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Abstract: Religion often serves as a sensitive element in a plural society like Malaysia due to its deeply held beliefs, cultural significance, and potential for conflict. In such society where multiple religions coexist, differences in religious beliefs, practices, and values may lead to tensions and challenges in maintaining peace and harmony in the country. This study explores the reporting of religion conflicts in Malaysian newspapers using the Hierarchy of Influences Model by Shoemaker and Reese. Malaysia's diverse society often sees religious conflicts covered extensively, reflecting a complex interplay of influences of journalistic practices. This model provides a holistic framework, considering individual, organizational, extra-media, ideological, and societal levels. Individual factors such as journalists' beliefs and norms influence their reporting decisions. Organizational factors like editorial policies and resource constraints also shape coverage. External influences. Including government regulations and societal expectations, add pressure to the reporting. Ideological influences from political and religious ideologies affect how conflicts are portrayed. Societal factors such as public opinion and historical contexts contribute to the framing. This research employs a qualitative approach through in-depth interviews with the 10 journalists and editors of Utusan Malaysia, The Star, Berita Harian and The News Straits Times newspapers. By understanding these influences through a thematic analysis, the

study aims to offer insights into media representations, ethics, and interreligious dynamics in multicultural societies, fostering informed discussions on conflict resolution.

Keywords: religious conflicts, reporting conflicts, Malaysian media, sensitivity, plural society

INTRODUCTION

Religion, with the nature of difference beliefs, cultural significance, and continuous potential for conflict, holds a pivotal role in shaping the dynamic of a society, particularly in a plural society like Malaysia. In such a diverse society where various religions coexist, disparities in religious beliefs, practices, and values often emerge as a challenge in influencing peace and harmony in the society. Because of the vital role of religion and culture as an indicator of a united society, it is significant to look at how the Malaysian newspapers report on religion conflicts despite the differences that exist in its people.

The media, playing an important role in disseminating information and opinion, is considered powerful in shaping public perceptions and understanding of religious conflicts (Berkowitz, 2019). It is a matter of fact that reporting such conflicts is not an easy process but rather, it is influenced by a myriad of factors that happen at various levels of society (Valdeon, 2022). The Hierarchy of Influences Model founded by Shoemaker and Reese provides a comprehensive framework in

understanding these multilevel of influences, which include individual, organizational, extra-media, ideological, and societal dimensions.

Religion on the other hand, holds a significant place in Malaysian society, with Islam being the official religion of the Federation, followed by Buddhism, Christianity, Hinduism, and various indigenous beliefs. Despite the efforts of the government in promoting unity and tolerance among society, differences in religious beliefs, practices, and values often lead to tensions and challenges in maintaining peace and harmony within the country.

In this paper, the Hierarchy of Influences Model provides a comprehensive framework in understanding the multifaceted influences that shape the media coverage of religious conflicts. These influences include different levels consisting of individual, organizational, extra-media, ideological, and societal factors, where each of the levels contribute to the representations of the coverage made by the journalists with different backgrounds and beliefs (Reese & Shoemaker, 2016).



Figure 1: Hierarchy of Influences Model
Shoemaker and Reese's (1996)

Through a thematic analysis of interviews with the media practitioners (journalists and editors) of prominent Malaysian newspapers including Utusan Malaysia, The Star, Berita Harian, and

The News Straits Times, this study seeks to explore the contributing influences in shaping the media representations of religious conflicts in Malaysia. By understanding these influences, people could gain insights into media ethics, interreligious dynamics, and conflict resolution in a multicultural society like Malaysia (Wallace, 2018).

METHODS

This study adopts a qualitative approach in exploring the complexities of media portrayals or representations of religious conflicts. The primary data for this study were obtained through in-depth interview sessions with journalists and editors as the media practitioners from prominent Malaysian newspapers. The selection of respondents aims to capture diverse perspectives and insights from individuals who were directly involved in the reporting and editorial processes. A purposive sampling strategy is employed in selecting the respondents with at least three years of working experience and must have been involved in reporting on religious conflicts. The respondents were chosen from a range of newspapers including Utusan Malaysia, The Star, Berita Harian, and The News Straits Times to ensure various media organizations' representations. The key topics of the interview questions include individual beliefs and values, organizational policies and constraints, external pressures, ideological influences, and societal factors. For data analysis, a thematic analysis is employed to analyze the interview data in identifying the recurrent themes and patterns relating to the influences in reporting on religious conflicts. This process includes coding of data identifying emerging themes and analyzing relationships between different influences. The analysis is guided by Shoemaker and Reese's Hierarchy of Influences Model, which provides a theoretical framework in understanding the various levels of influence in shaping the media representations of religious conflicts.

INFLUENCES IN SHAPING RELIGIOUS CONFLICTS IN MALAYSIAN MEDIA

The findings of this paper are divided into the levels of Hierarchy of Influences which include (1) individual, (2), organizational, (3) extra-media, (4) ideological, and (5) societal. From the (1) individual level, the themes derived from the interview data include personal beliefs and values, professional norms, and impact of bias. Most of the respondents agreed that some journalists aimed to present a balanced view, while others were struggling with their own biases or affiliations. J2, J3, and J6 stated that while struggling to maintain objectivity, ethical considerations have guided the journalists' reporting practices. This bias may have been rooted from their personal experiences, cultural backgrounds, or unconscious prejudices (Salaudeen, 2022).

On the (2) organizational level, all respondents agreed that the organizational guidelines and policies shaped the tone and framing of religious conflict reporting. With the themes of editorial policies and resource constraints, E1 and J1 said that although some organizations are firm with their stances, the others tried to look neutral. J2 and E2 added that with the tight deadlines they faced as routine, the journalists faced challenges in conducting thorough research with limited sources they are allowed to refer to. The (3) extra-media level outlined themes being pressured the media practitioners encountered from government regulations and censorship laws, especially news relating to sensitive religious issues. At this level, all respondents agreed that they will prioritize public sentiments and try to avoid offending religious communities at their best as part of their role in helping to maintain peace and harmony in the country. Meanwhile, on the (4) ideological level, the theme derived from this level is political and religious ideologies. All respondents said that political and religious ideologies played a crucial role in shaping the narratives of their news reports as some of the media organizations are aligned with certain political or religious groups that leads to biased

reporting. J4 added that this is normal due to human nature when picking sides. Finally, the themes derived from (5) societal level referred to public opinion and historical contexts. All respondents understood that public perceptions and attitudes towards religious conflicts influenced the media representations especially on religious issues. At certain times, E3, E4 and J5 stated that some media organizations were just trying to cater to prevailing sentiments or amplify certain viewpoints for the sake of appealing to their audiences. Historical narratives on the other hand contribute to the shaping of the stories (Vos & Thomas, 2019). This is due to the historical tensions and grievances that often resurfaced in contemporary reporting that contribute to the polarized viewpoints.

CONCLUSIONS

In conclusion, the findings shown that all levels of the Hierarchy of Influences Model by Shoemaker and Reese played a crucial role in shaping the narratives of religious conflicts news reporting (Collins et al., 2022). This underscores the complexity and sensitivity of the task facing the media practitioners in multicultural society like Malaysia. Moving forward, there is a need for the public to understand the pressure and importance of such careful reporting by the media practitioners (Harro-lot & Josephi, 2020) and that the media practitioners should understand their responsibilities in considering the sensitivities of the multicultural people Malaysia has in maintaining peace and harmony in the country. Perhaps, the media practitioners should engage with diverse religious leaders and scholars to promote interfaith dialogues and understanding in educating the people about faith and religion. At the same time, it is highly recommended that the government and the society themselves should encourage the awareness among each other on the responsible use of social media to avoid religious conflicts and not to trigger or provoke on such issues (Lai, 2023).

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ROLE OF AI IN COMBATING AND PERPETUATING FAKE NEWS

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Abstract: In today's digital age, the pervasive spread of fake news has become a pressing societal concern that challenges the integrity of information and public discourse. This conceptual paper delves into the intricate role of artificial intelligence (AI) in both combating and perpetuating the proliferation of fake news in contemporary digital ecosystems. It is critical to comprehend the complex effects of AI technologies since disinformation continues to be a serious threat to the accuracy of information shared and the public conversation. On one hand, AI is harnessed as a powerful tool for detecting and combating fake news. However, there are issues with algorithmic bias, adversarial attacks, and others. On the other hand, AI, also facilitates the creation and dissemination of fake news through the emergence of deepfakes and other AI-generated content. The dissemination of false contents created by AI presents ethical questions and emphasizes the necessity of effective measures to counteract the possible abuse of AI in disseminating fake information. By critically examining the dual role of AI in combating and perpetuating fake news, this conceptual paper contributes to a nuanced understanding of the complex interplay between technology and misinformation. It highlights the importance of interdisciplinary research, ethical considerations, and the development of effective interventions to harness AI for mitigating the spread of fake news while upholding the integrity of information in the digital age.

Keywords: fake news, AI technology, integrity, disinformation, false contents

INTRODUCTION

In the contemporary digital landscape, the proliferation of fake news has always emerge as a societal challenge, disrupting the integrity of information and public discourse. Amidst the landscape, Artificial Intelligence or known as AI technologies have been increasingly leveraged in both combating and perpetuating fake news (Wang, 2020). The primary objective of this paper is to provide a systematic examination of how AI influences the spread of fake news, encompassing both its role in combating misinformation and its potential to perpetuate it. The paper seeks to provide a comprehensive understanding of the mechanisms through which AI influences the spread of fake news, with the focus on identifying AI-driven interventions, challenges, and opportunities in addressing this pressing societal problem (Biju P.R. & Gayathri, O., 2023). As fake news have the potential in putting impact on public discourse, trust in the media, and disturb the democratic processes, this paper aims to contribute to a nuanced understanding of the complexities surrounding the interplay between AI technologies and misinformation dissemination that will be done by systematically reviewing the existing literature on AI's role in combating and perpetuating fake news. The previous research revealed the roles of AI in combatting fake news through various approaches such as content analysis, fact-

checking, and social media monitoring (Muhammad Irfan, 2020). Moreover, these studies too have highlighted the potential of AI algorithms in perpetuating fake news through algorithmic biases, echo chambers, and feedback loop effects ((Nazar S. & Bustam R., 2020). These findings provide a foundational understanding of the current state of research in this area in informs the approach taken in this paper. Through a systematic literature review, this paper has identified and analyzed relevant research articles, academic papers, and reports addressing the role of AI in combatting and perpetuating fake news using a comprehensive search strategy across multiple academic databases. The findings of this paper elucidate the dual role of AI, combatting and perpetuating fake news. On the one hand, AI technologies offer promising tools to detect and mitigate the spreading of misinformation through content analysis, fact-checking systems, and monitoring social media algorithms. On the other hand, algorithmic biases, echo chambers, and feedback loop effects pose challenges in AI driven interventions, potentially exacerbating the spread of fake news.

METHODS

This extended abstract concept paper employs a systematic literature review (SLR) methodology to investigate the role of AI in both combatting and perpetuating fake news. For this paper, the methodology was outlined in several steps: (1) formulation of research questions, (2) development of search strategy, (3) selection of inclusion and exclusion criteria, (4) literature search and screening, (5) data extraction and synthesis, (6) quality assessment, (7) analysis and interpretation, and finally (8) presentation of results. All these steps were conducted before reaching its discussion and conclusion of this paper. In simple words, the first step is to formulate a set of clear research questions such as the effectiveness of AI-based interventions, the ethical implications of AI-driven approaches, and the challenges associated with algorithmic biases. Second, a comprehensive search strategy

which include a combination of keywords and tailored with search filters were conducted to capture articles related to AI, fake news, misinformation, and relevant subtopics. Third, the criteria of inclusion and exclusion were established that may include publication date, study design, research methodology, language, and relevance to the research questions. This will be done consistently during the screening process to ensure the selection of high-quality and relevant studies. Fourth, titles and abstracts are reviewed to assess relevance, followed by a full-text review of potentially eligible studies. This will be done with two or more reviewers to avoid bias and to ensure the reliability of the study selection. Fifth, the data extraction may include on the study characteristics which include author, publication year, and study design, key findings, AI techniques employed, and implications for combatting or perpetuating fake news. Then, the synthesized data will be organized systematically to facilitate analysis and interpretation. Sixth, the quality of the selected studies is assessed that may include quality assessment criteria that vary in terms of the study design and research methodology used. Seventh, the synthesized data are analyzed and interpreted to identify the patterns, trends, and themes relating to AI's role in combatting and perpetuating fake news. Finally, the main findings for the SLR are presented in a structured way that highlights the key insights, implications, and areas for further research. All of these steps will then be discussed in the context of existing literature, theoretical frameworks, and practical implications and the recommendations for future studies in the same or similar field.

ROLE OF AI IN COMBATING FAKE NEWS

From the findings, this paper highlights both roles of AI in combatting and perpetuating fake news in this digital era. In combating fake news, findings reveals that AI-based content analysis techniques such as natural language processing (NLP) and machine learning algorithms, have shown promising results in detecting patterns

and inconsistencies in indicating fake news (Aldwairi & Alwahedi, 2018, Broniatowski, 2019)). Previous research shown that these AI-driven approaches are capable to analyze large volumes of textual, visual, and audio content from diverse sources in identifying misinformation and disinformation campaigns (Muhammad Irfan, 2020). On the other hand, AI-powered fact-checking systems have emerged as a valuable tool in combatting fake news. This is by utilizing AI algorithms in verifying the accuracy of news articles by cross-referencing claims with credible sources and databases of factual information (Nazar S. & Bustam R., 2020). These studies indicated that automated fact-checking is potential to improve the efficiency and scalability of fact-checking efforts, which may enable real-time detection and debunking of false information (Sharma et al., 2020). Previous studies too indicated that AI algorithms play an important role in monitoring social media platforms in identifying and counteracting the spread of fake news. This is done by analyzing the user interactions, content characteristics, and propagation patterns that AI-driven social media monitoring tools could help to detect suspicious behaviour and flag potential misleading contents (Aldwairi & Alwahedi, 2018). Researchers agreed that proactive monitoring and detection could help to control the virality of fake news that will impact on public discourse.

ROLE OF AI IN PERPETUATING FAKE NEWS

On the other hand, in perpetuating fake news, results found that AI algorithms may inadvertently perpetuate fake news through algorithmic biases and amplification effects. Some may lead in promoting of sensationalist or misleading content such as biases in training data, algorithmic decision-making processes and user engagement that will amplify the spread of fake news (Raman R. et al., 2024). Secondly, AI-driven recommendation algorithms on social media platforms contributed to the formation of echo chambers and filter bubbles. This is where

users are exposed to content that reinforces their existing beliefs and preferences (Hussein, F. & Hejase H. J., 2023). This phenomenon contribute to the spreading of fake news by limiting exposure to diverse perspectives and fact-checking efforts which will end up creating fertile ground for misinformation propagation (Nazar S. & Bustam R., 2020). Moreover, AI-powered content generation tools and deepfake technologies shows significant threats to the integrity of information by enabling the creation of highly realistic fake news contents. previous studies shown how malicious actors leverage AI algorithms in manipulating audio, video, and text-based content, which end up making it more challenging to distinguish between genuine and falsified information (Hussein, F. & Hejase H. J., 2023). AI-driven algorithms too could leverage psychological and behavioral insights to exploit cognitive biases and emotional responses that could facilitate the dissemination of fake news. This has been proven in the previous studies that personalized content recommendations and targeted advertising algorithms could manipulate user perceptions and behaviours, that lead to increased susceptibility to misinformation and disinformation campaigns (Wang, 2020).

CONCLUSIONS

In conclusion, the findings underscore the dual nature of AI technologies, highlighting heir capabilities in detecting and mitigating fake news while also acknowledging its susceptibility to perpetuate misinformation through algorithmic biases, echo chambers and vulnerabilities to manipulation. Hence from the findings, it is highly recommended to prioritize future considerations in highlighting the importance of interdisciplinary research, ethical considerations, and collaborative efforts in developing effective strategies to combat fake news and uphold the integrity of information in the digital era.

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THE UTILIZATION OF WEBSITE IN CONVEYING PUBLIC RELATIONS COMMUNICATION AMONGST ORGANIZATIONS IN MALAYSIA: A PRELIMINARY STUDY

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Abstract:

A website is very important to many organizations in Malaysia because of its function to convey information about the organization's background and services. The objectives of this study are to investigate media materials, news, information, and data provided by Public Relations (PR) departments that have been displayed on the website. Besides, also to explore how the PR departments have a policy and strategy to use efficient online communication to promote and develop their relations with the media and public through website. A preliminary study was conducted with two organizations that were selected from random sampling namely, Lembaga Hasil Dalam Negeri Malaysia (LHDNM) and Universiti Sains Islam Malaysia (USIM). Content analysis on the website and an interview with PR officers from both organizations were conducted for data collection. The study revealed that LHDNM website primarily serves

as a hub for tax-related information and services, emphasizing effective communication, transparency, and accessibility. In contrast, the USIM website integrates Islamic values into various fields of study, focusing on branding, stakeholder engagement, and crisis communication. However, both websites display a commitment to upgrade and adapt to new media, including social media platforms. This study can be expanded involving many organizations, including private sectors to compare the role of their websites in dissemination of information to the public in Malaysia.

Keywords:

Public Relations, Website, Organization, Public

INTRODUCTION

A website is very important to many organizations because of its functions to convey information about the organization's

background and services. Since the website works as a medium of communication, it can improve the quality of publicity, branding, image and promoting the organization. A good website communication is one of the powerful prerequisites to boost online business (Jongmans et al. 2022). A website is not just a place to sell products, but it is also a place to educate audiences, create brand awareness, spread word-of-mouth, and build relationships with users (Morales-Vargas, Pedraza-Jimenez & Codina, 2023). Therefore, Public Relations (PR) do not miss of being an important role in organizing and filling out information throughout the organization website. Many companies around the world are spending billions of dollars on PR and marketing processes that are not suited for this new environment (Barbara, 2016).

The development of the web is clearly seen as a challenge for most government and private organizations to focus on communication skills to pursue their respective goals. A good and effective website consists of relevant criteria of ease of use in terms of usability, accessibility, navigability, and information quality. These criteria were further discussed by Moustakis, et al. (2004) as it is resulting in a quality of a website that relates to the level of customer satisfaction and user experience when using a website. It measures the degree of success in meeting a customer's expectations when visiting and using the website. The objectives of this study are to investigate media materials, news, information, and data provided by PR departments that have been displayed on the website. Besides, to explores how the PR departments have a policy and strategy to use efficient online communication to promote and develop their relations with the media and public through website. The research also investigates the websites' functionalities, interactivity aspect, and implications to PR.

METHODOLOGY

A preliminary study was conducted with two organizations were selected from random sampling namely, Lembaga Hasil Dalam Negeri Malaysia (LHDNM) and Universiti Sains Islam Malaysia (USIM). Content analysis on website and an interview with PR officers from both organizations for data collection. The purpose of selecting this study's research design is discussed by the researcher. The data collection tool used in the study, as well as the techniques used to collect it, are both clearly detailed. The researcher also discusses and outlines the techniques that were used for data analysis.

Research design is the plan and structure of a study which is designed in such a way that answers research questions. Also, research design is known as the process of planning, thinking, and acting to conduct research and accomplish the research's objectives. Descriptive design is used in this study which aims to characterize a population, situation, or phenomena accurately and systematically. To do a qualitative descriptive design, all relevant events and data must be observed, gathered, and described (Rakhmat, 2021). Survey research is used to investigate the descriptive design developed in this study. Survey research allows us to collect data and information about a group of individuals selected from the population to be studied by asking them questions and analyzing their responses. The survey will examine opinions on website features and the utilization of websites in conveying public relations that can influence purchase decision among users. This research will use two sorts of methodologies which are in-depth interviews and focus groups. These are intended to assist the informants in acquiring a comprehensive perspective from various points of view to achieve resolving the research question and the research objectives. To gather data for this study, open-ended questionnaire surveys via interview session are used as the qualitative approach.

RESULTS AND DISCUSSION

The study revealed that LHDNM website primarily serves as a hub for tax-related information and services, emphasizing effective communication, transparency, and accessibility. In contrast, the USIM website integrates Islamic values into various fields of study, focusing on branding, stakeholder engagement, and crisis communication. However, both websites display a commitment to upgrading and adapting to new media, including social media platforms. The findings reveal that both entities prioritize user-friendly interfaces, transparency, and efficient communication to enhance their online presence and engagement. Besides, the study shows website quality assessment criteria from the aspect of functionality and interactivity, the important elements such as the home page, newsroom, background information, career opportunities, banners, and social media links.

Both organizations demonstrate effective functionality of their website, as well as providing clear and concise information through their website. Besides, both actively engage with visitors through social media platforms as well as adapting to new media trends. The websites demonstrated a level of interactivity and prioritized essential PR elements and strategies. The result shows that both organizations positioned the “newsroom” section respectively on their homepage to ease the visitors to access, read the news and information related to the organizations. However, certain sections of the websites proved to be more effective than others in their own unique ways. In general, these two websites acknowledged the importance of considering the PR aspects of design and the needs of the web community, which values prompt and informative content that educates rather than simply informs.

CONCLUSION

The research contributes to understanding how organizations use their websites for PR purposes, adapting to technological advancements and new media trends. Overall, the study

emphasizes the critical role of websites in shaping public perception, disseminating information, and fostering relationships with diverse stakeholders.

By analyzing user perceptions and using a marketing perspective on design, designers can improve user-company interface interactions by discovering the website that best meets the demands of their users.

Additionally, it has been shown that web atmospherics are important for drawing consumers to the website, enhancing their understanding of the offerings of the business, and influencing their propensity to make a purchase and boost good communication. As a result, web design plays a critical part in the success of websites. Furthermore, we have emphasized several instances of excellent design practices to determine the key elements of web design that prosperous virtual retailers employ. This study can be expanded involving many organizations, including private sectors to compare the role of their websites in dissemination of information to the public in Malaysia.

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THE ROARS OF DEMONS: EXPLORATORY RESEARCH ON STUDENTS' PSYCHOLOGICAL RESPONSES TO HORROR FILMS IN MALAYSIA

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Abstract: Horror films were effectively banned for three decades in the Muslim-majority country. Then, after the retirement of strongman premier Mahathir Mohamad in 2003, horror films have risen from the dead. These films were banned because they celebrate the other-worldly in violation of Islamic teachings and have a powerful effect on viewers, causing them to experience a variety of emotional and physical reactions. Horror films have diverse narratives ranging from supernatural entities to psychological thrillers, and they have consistently succeeded at the box office. Horror films have a powerful effect on viewers, causing them to experience a variety of emotional and physical reactions. These films are made with the express purpose of inciting fear in viewers, causing them to experience a variety of emotional and physical reactions. Therefore, this qualitative study was carried out to delve into the psychological impact experienced by USIM students and the exploration of cultural influences of horror films. The thematic analysis of focus group discussions revealed that horror films can elicit intense emotional responses among university students, inducing feelings of fear, anxiety, and suspense. Physical reactions, such as screaming, reflex movements, and a sense of proximity to ominous elements depicted in the films, were vividly described by the students. The question arises again whether horror movies can contribute to Malaysia Madani's vision of creating a civilized, skilled, and inclusive society based on six core values namely sustainability, prosperity, innovation, respect, trust, and compassion to restore and uphold the pride and dignity of the society.

Keywords: horror, films, psychological, thematic

INTRODUCTION

Horror films were effectively banned for three decades in Malaysia, which is a Muslim-majority country. Then, after the retirement of strongman premier Mahathir Mohamad in 2003, horror films have risen from the dead. Horror films have a powerful effect on viewers, causing them to experience a variety of emotional and physical reactions. Horror films are made with the express purpose of inciting fear in viewers, causing them to experience a variety of emotional and physical reactions. Horror films have diverse narratives ranging from supernatural entities to psychological thrillers, and they have consistently succeeded at the box office. Watching horror films can deeply affect viewers psychologically, provoking a range of emotional and physical responses like trembling, shivering, eye closure, startle, and an increased heart rate (Stecher, S. 2023). These films are designed to elicit certain feelings like stress, anxiety, tension, and shock. This causes the autonomic nervous system to release chemicals like adrenaline, cortisol, and norepinephrine, which causes physiological reactions like tense muscles, dilated pupils, and an elevated heart rate (Vinall, 2020). This research explores the psychological impact of horror films on audience reactions, aiming to bridge this gap and enrich our comprehension of the enduring allure of the horror genre. The objective of this study is to analyze the psychological responses of viewers after exposure to horror films. The exploration of viewers' psychological responses

to horror films goes beyond the screen, offering insights into the lasting effects on real-life behavior, perceptions, and emotions, providing valuable perspectives on the profound impact of media content on human psychology.

METHODS

A qualitative research design is used in this research. The decision to employ a qualitative research design for this study is justified by the need to dive deeply into the diverse aspects of horror film consumption as highlighted in the literature review. This approach enables a nuanced exploration of individual experiences, cultural variations, and the complex interplay of factors associated with the psychological and cultural dimensions of horror films. Based on the chosen research approach, this study utilizes a focus group qualitative design. Focus groups offer insights and theoretical justifications for observed phenomena (McMillan and Schumacher, 2001). The target population in this research comprises the students at USIM. The goal of the sampling procedure is to obtain a sample that accurately represents the target population (Mouton, 1996). Five students from the Faculty of Leadership and Management and one from the Faculty of Science and Technology were selected to participate in a focus group. The focus group session is conducted to obtain more detailed and interactive insights into the experience of watching horror films. A focus group provides informants the opportunity to share views and reflections collectively, making the data collection process more holistic and in-depth.

RESULTS AND DISCUSSION

The thematic analysis of focus group discussions centered around individuals' experiences and perceptions while watching horror films. In the narratives provided by the participants, several themes emerged that shed light on the impact of horror movies on their emotions, behaviors, and beliefs. The first theme is emotional responses which encompass a spectrum of physical reactions, including intense screaming,

instinctive reflex movements, and a feeling of proximity to the ominous elements portrayed in the movies. For instance, Informant 1 vividly expressed, "I unleash a powerful scream." Informant 3 revealed, "I find myself on the verge of tears, especially when watching the Indonesian horror film *Pamali*; it feels incredibly authentic." Moreover, spatial awareness and the ability to anticipate frightening scenes emerged as significant themes. Informant 2 shared her strategy: "I usually sit at the edge, minimizing the space, as it creates a sensation that the entity is close to us." Informant 5 added, "I can intuitively sense when a ghost scene is about to unfold. Even if I avert my gaze, I can still sense its presence." The thematic analysis of focus group discussions revealed that horror films can elicit intense emotional responses among university students, inducing feelings of fear, anxiety, and suspense. Physical reactions, such as screaming, reflex movements, and a sense of proximity to ominous elements depicted in the movies, were vividly described by informants. These findings are consistent with the existing literature on the psychological effects of horror films, underscoring the intricate ways in which fear unfolds during viewing (Park, M., 2018). Another frequent theme mentioned by the informants is the psychological impact of horror films. Informant 1 vividly described, "I find myself putting my feet up on the chair and hugging my knees. Whenever I try to hug my knees, I'm often startled. Horror stories don't allow us a chance to rest." Informant 2 shared, "All horror movies have an impact on me and leave me with lingering thoughts after watching. I become afraid of various things; even my sleeping pillow, I imagine as a ghost." Participants' feelings of being startled and experiencing heightened vigilance resonate with Hoffner and Levine's (2005) research, indicating that exposure to frightening media content increases arousal and vigilance, affecting individuals' perceptions of threat in daily situations. As informant 2 mentioned, "After watching a horror film, I find it difficult to sleep. I keep thinking about the frightening scenes

from the movie, and I feel anxious even when in the bedroom." Informant 4 also added, "I become more cautious after watching a horror film. I often feel the need to check the doors and windows before sleeping because the film leaves a disturbing impression." The participants' accounts of stress, fatigue, and occasional anger associated with horror films correspond to research on the emotional impact of horror movies on viewers. According to Hoffner and Levine (2005), exposure to frightening media content can lead to heightened arousal and negative emotions, including anxiety, stress, and anger, in individuals. The participants' descriptions of spatial awareness and the ability to anticipate frightening scenes also align with research on the cognitive and perceptual effects of horror films. According to a study by Zillmann and Bryant (1982), exposure to horror films can lead to changes in individuals' cognitive and perceptual processes, including heightened attention to threatening stimuli and increased sensitivity to cues of danger.

CONCLUSIONS

The thematic analysis of focus group discussions revealed that horror films can elicit intense emotional responses among university students, inducing feelings of fear, anxiety, and suspense. The theme of emotional responses to horror films, as expressed by the participants, is consistent with existing literature (Vinall, 2020). The findings also aligned with the research questions and the Uses and Gratification Theory utilized in this investigation. As for future studies, researchers may engage in comprehensive studies on local horror films, exploring unique cultural elements and characteristics that distinguish Malaysian horror films. This may involve a detailed analysis of local cultural elements, values, or specific aspects that set Malaysian horror films apart from foreign productions. Utilizing more targeted research methodologies, such as in-depth interviews, can provide deeper insights into the intricacies of students' experiences with horror films.

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TALES OF THE LOST AND FOUND: REPRESENTATIONS OF ISLAM IN MALAYSIAN HORROR FILMS

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Abstract: This paper analyses Malaysian horror films and how the films represent Islam in the realm of darkness and in various monstrous manifestations. Deemed as popular genre, two (2) Malay films of *Al-Hijab* (Partition, 2011) and *Khurafat* (The Superstition, 2011) were selected to identify the emergence of social and political ideology in Malaysian horror films and how these meaning associates to the representation of Islam/religion. Narrative analysis is employed to identify the films' plot structure which includes the presentation of plot and characters, time, and space (*mise-en-scène*) on screen. *Al-Hijab* and *Khurafat* exemplify a straightforward structure of the male quest of desires (for fame, fortune, or women) that drift them away from the morality path. Throughout this quest, the ideological discussion occurs in the narrative, focuses on the dichotomies of 'good' and 'bad' as well as 'villains' and 'helpers' which in overall highlight the 'politics' of the film.

Keywords: Horror, Malaysian Films, Islam, Representations, Narrative Analysis

INTRODUCTION

This paper analyses Malaysian horror films, and how the films represent Islam. It is worth beginning the discussion in this section by asking the question 'what is the appeal of horror?' Although there are various interpretations of the nature of 'horror' texts (a useful starting point for us here is Tudor's (1997) social and contextual argument in relation to the

horror narrative. As films may engage emotions or morality in many ways, it is important to understand the belief in the horror text as a form of representation that reflects the social, political, and cultural norms of the society within which the texts are operating (Grant, 2012; Cherry 2009).

Although different cultural contexts may have different ideas of what horror is or should be, Wells (2000, p. 6-7) proposes that the grand narratives of horror feature, which may be observed as being in relation to, and derived from, Western horror films. The horror features include a) social alienation; b) the collapse of the moral and spiritual order; c) deep crisis of evolutionary identity; d) the overt articulation of humankind's innermost imperatives; and e) a need to express the implications of human existence in an appropriate aesthetic.

The Asian region also offers a 'generic ghost' (Lim, 2007, p.109) that relatively shaped the Malaysian horror setting. For example, the enormous commercial success of the *Pontianak* (i.e. a Malay female vampire) and *hantu* (ghost) in local horror films intersects in complex ways with the system of belief of the society. As Ahmad Nazri and Maznah (2019, p.45) mentioned, the world of man and the unseen creatures are all intertwined in this ephemeral world and the constant interplay between good and evil is just part of ordinary life as the Malay-Muslim community sees it. Yet, some common patterns in the approach to the genre can be found across different contexts in the Asian region.

METHODS

This study employs narrative analysis to facilitate identifying the structure of the film narrative and how the horror genre signifies religion in the narrative. The first step is to identify the plot structure of the films, which includes exposition, disruption, complication, climax, and resolution-closure (Gillespie 2006, p. 97). The analysis continues to explore how different plot structures highlight the meaning of religion/Islam in the horror storytelling. According to Lacey (2000), to identify the plot structure is to enable an assessment of the way the text is similar to and different from the generic genre template. The narrative details that will be analysed in the structure include the following: a) the presentation of causality (plot and characters), b) time (order, duration, and frequency), and c) space (*mise-en-scène*) (Gillespie, 2006).

RESULTS AND DISCUSSION

Al-Hijab (2011): Imagining the ‘unseen’

The horror film is amongst the favourite genres of Malaysian producers/directors for its promotional appeal in the local film market. The film of *Al-Hijab* (2011, dir. Pierre Andre) introduces an interesting but different Islamic concept of ‘hijab’ in a horror narrative. Released for public screening in 2011, *Al-Hijab* tells the story of Rafael (working as an actor in a film), who does not believe in ghosts. Rafael is offered a leading role in a horror movie, which then incites him to learn about ‘hijab’ and he then wishes to unlock ‘it’ to witness the invisible. ‘Hijab’ usually denotes the veil that Muslim women wear. However, ‘hijab’ in this film signifies the ‘partition’ created by Allah to conceal a person’s vision from unseen creatures, and the uplifting of ‘hijab’ means that a person could gain their ‘sixth sense’ to see the invisible.

Al-Hijab illustrates a straightforward plot structure as the order of events creates a causal effect in the narrative, which revolves around the quest for ‘hijab’ to enter the unseen

world. The structure of this film exposes a male quest (i.e. Rafael) for fame and fortune, which then leads to an obsession.

To understand the Islamic element of ‘hijab’ in this film, it is worth mentioning that the concept of ‘hijab’ is connected to the Islamic notion of knowledge (Mohd Aizam, 2013). It is important to understand that the miracle of ‘hijab’ is bestowed on whom He (Allah) wishes. It is also to be regarded as a legitimate search for knowledge in Islam, provided that the pursuit of knowledge is in accordance with the fundamental teaching of Islam. However, the uplifting of ‘hijab’ may also jeopardise one’s religious conviction if it is conducted in a manner conflicting with the teaching of Islam, particularly if it is done without referring to the Quran and Hadith (the teachings of prophet).

Despite the Islamic allusions to ‘hijab’, this film was criticised in the Malay media for propagating ‘superstition’, for it possibly provokes people to find ways to uplift their ‘hijab’ for illegitimate purposes (i.e. searching for supernatural beings).



Figure 1: The ritual to lift the ‘hijab’ (accompanied by a special *du’a*). (Source: YouTube)

The quest of Rafael to fulfil his desires for uplifting the ‘hijab’ (see Figure 1) appears to oppose the principle of Islam, which prescribes humbleness and modesty within and among humans and the idea that humans should not seek to attain the special and superior powers reserved for God. The dim and mysterious setting for this film also enhances the suspense by limiting the viewer’s access to the scenes, and thus this withholds the fear. Rafael’s quest and

his obsession about revealing his 'hijab' also reflect an individual quest for the power to rule over a certain space, but the possession of power that derives from an obsession could result in self-destruction.

***Khurafat* (2011): A representation of 'the fallacious life'**

Khurafat (literally means 'the superstition') was released in 2011 (dir. Shamsul Yusof). *Khurafat* tells the story of Johan who became engrossed in a superstitious belief to win his desired woman and ended up suffering the consequences. The central storyline of *Khurafat* is about Johan and his new life after marrying Aishah. People admire him for his reliable personality towards his family, which also symbolises that he possesses positive male and leader characteristics. However, the presence of Ana reveals her history with Johan, as she keeps begging Johan to accept her back.

The recurring terrifying scenes between Johan, Aishah and the spirit establish the causal effect of using black magic. As Johan starts to discover the mysterious events that occur in his family, the quest reveals that all these are part of the 'punishment' for him using black magic before. A final still shot of Quranic verses about forbidding mythical belief draws viewers to reflect on its contradictory practices from the norms of cultural and religious belief, particularly in Islam.

This film represents social taboos within the Malay culture, specifically in obtaining power to gratify needs and desires. Apart from the utilisation of the traditional features of a character's appearance (physical and emotional) and the film's setting, this narrative represents an essential contradiction between affirming traditional Malay beliefs in sorcery and witchhood, spiritual (Islamic) healing and verses of the Quran. In other words, *Khurafat*, in some way, articulating both Islamicisation and traditional and mythical Malay beliefs. These traditions regularly feature as central elements of narrative in the contemporary Malaysian

horror films, in which are insinuated cultural representations of 'good, Islamicised' healers and 'bad' healers who practice witchcraft and black magic.

The structure of *Khurafat* portrays a man's (Johan's) quest for love, but simultaneously establishes Johan as a villain that allows desire and lust to rule his life. Prior to marrying Aishah, Johan is obsessed with Ana, who he met in the nightclub, but has been rejected. This rejection upsets him, and he decided to seek a shaman to fulfil his wishes. A flashback scene in the climax reveals how Johan seeks help from the shaman, who provides Johan with a liquid/oil charm to be used for Ana. The plot arrives at its complication as Ana's obsession with winning back Johan leads to various terrifying experiences for both Johan and Aishah. A ghost that appears as a disfigured woman is constantly haunting them (as visualised in Figure 2 below).

As the narrative progresses, this film represents an intersection between the Muslim-Malay characters and references to Islamic beliefs, the moral narratives against the superstitious and/or other pre-Islamic practices, as well as the existence of supernatural evil and the social significance of religion in Malaysia.



Figure 2: A disfigured feminine monster in a white and-full-of-blood dress is disturbing Johan. (Source: YouTube)

CONCLUSIONS

It is worth reiterating that the films' relations to the Islamic religion are constructed in an apparently contradictory way: Islamic allusions

to hijab and verses of the Quran are framed together with traditional Malay beliefs in sorcery, witch-hood, and 'hijab'. As a result, the narratives articulate moral stories, affirming Islamic principles condemning egotism, immodesty, greed, illicit sexual desire, and Western, secular materialism.

As the above analyses have shown, the contextual setting also shapes the representation of Islam (and non-Islam) in Malaysian horror films. Discussions of genre structures and several key events that occur in the both horror films (i.e. the pre-Islamic and Islamic beliefs; the monstrous 'other' invading/attacking mainstream society) demonstrate a specific condition of Malaysian, Malay-Muslim society. Therefore, analysing how the monstrous threat and the mainstream society are represented is contextually determined, in this case by the specific history of Malaysia and its sociocultural background.

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LOVE AT FIRST SIGHT: EXPLORATORY RESEARCH ON THE INFLUENCE OF ROMANTIC FILM “CINTA SUBUH” ON STUDENTS’ REAL-LIFE RELATIONSHIP

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Abstract: In the digital era, many kinds of information on love are available including romantic films, revered in popular cinema. Romantic films are popular among youth because of their enchanting narratives of love, passion, and the promise of enduring affection and sensation of certain romantic scenes. However, not all aspects of romantic films are appropriate for students to emulate. The notion of love and romance is quite different and unique in Islam because it emphasizes honesty and dignity. This research explores the influence romantic films have on students' real-life relationships, by focusing on an Indonesian film "Cinta Subuh", adapted from the novel "Cinta Subuh" by Ali Farighi. It examines the complex web of romantic ideals and beliefs following the Islamic view of love. Aligned with the Uses and Gratifications theory by Katz and Blumler, this study clarifies how students choose media material that meets their love-affection needs. A focus group discussion was carried out among undergraduate students in USIM. The result showed that the “Cinta Subuh” film has successfully influenced students’ expectations and behaviours in influencing their real-life relationships with the person they love. This research found that “Cinta Subuh” had influenced students to follow the *taaruf* process to get to know someone before getting married. Another concept, the *fajr* prayer is highlighted in the "Cinta Subuh" film. The film also depicts the importance of seeking Allah’s love and blessing in finding love. Therefore, “Cinta Subuh” is depicted as an excellent romantic film in line with the teachings of Islam.

Keywords: film, romantic, *taaruf*, *fajr*

INTRODUCTION

In the digital era, various types of information about love have been exposed and easily accessible. Among them are romantic films. This study will focus on an Indonesian romantic film produced by Indra Gunawan titled “Cinta Subuh” which was shown on May 19, 2022. This film is adapted from the novel "Cinta Subuh" by Ali Farighi. Romantic films, with their enchanting narratives of love, passion, and the promise of enduring affection, have long held a revered place in the world of popular cinema. The themes and ideals in romantic films can have a considerable impact on students' views, expectations, and behaviors in real-life relationships. This research sets out to explore by investigating the connection between the romantic film “Cinta Subuh” and students' real-life relationships. The research questions are, “What is the influence of “Cinta Subuh” film on students’ expectations of their real-life relationships,” and “What is the influence of “Cinta Subuh” film on students’ behavior on their real-life relationships.” The film, “Cinta Subuh” was selected by the researcher because it contains a lot of good values that can be conveyed to the audience. According to Apriliyana (2023) this film's message is represented by three symbols. First, the conduct of an individual driven by a deliberate want to carry out a good deed is covered by the moral teaching message. Second, the rules of God established by the Al-Qur'an and Sunnah are covered by the Shariah compliance message.

Third, the Aqidah message encompasses unwavering confidence or conviction in the core principles of Islamic teachings as revealed by the Al-Qur'an and Hadith. By identifying how the film affects students' beliefs, attitudes, and behaviors, this research aligned with the Uses and Gratification Theory developed by Katz, and Blumler. The Uses and Gratifications Theory states that audiences are active, and they seek satisfaction when selecting media (1974). By applying this theory, the researcher will perceive the influence of "Cinta Subuh" film on students' expectations of their real-life relationships.

METHODS

This study employs a qualitative research design and uses a focus group. Focus groups might provide ideas or theoretical justifications for what they saw (McMillan and Schumacher, 2001). Misconceptions might also be cleared up in focus group interviews by having participants restate or rephrase their responses to unclear questions. The target population of this research is the students in USIM. This study focuses on undergraduate programs from the Faculty of Leadership and Management. Based on the consensus (Krueger & Casey, 2000) that six to eight people is sufficient, several research (Fern, 1982; Mendes de Almeida, 1980) have reported as few as four and as many as fifteen participants were selected in focus group research. However, the researcher selected only five respondents. The focus group was conducted at the library in Universiti Sains Islam Malaysia. The researcher used a sound thematic analysis, which is beneficial for summarizing the essential qualities of a considerable data collection, as the researcher is expected to comply with the brief method in handling data and at the same time help to produce and develop an accessible and systematized conclusive report (King, 2004). Continuous reading and rereading of transcripts were carried out by the researcher until a firm understanding of the patterns emerged in the

process of coding, which involves finding themes across qualitative data.

RESULTS AND DISCUSSION

The first theme identified in this research is *taaruf*. It was mentioned by Informant 1, "In Islam you can't be practicing promiscuity, you must go through *taaruf* process and follow the right way in Islam." Another response from Informant 2 said, "I am eager to go to the next step to pursue love in a halal way, this is because Islam has the best way for a beautiful relationship, which is *taaruf*." "If we like someone, we must be *taaruf* in the right way." In the focus group, the informants discussed that the love that is pleased by Allah is how going through the *taaruf* process is how a man and a woman who want to get to know one another before getting married. Three informants talked about this theme. *Taaruf* is more than just getting to know each other's families and hearts; it's a deeper introduction. An informant explained that *taaruf* is intended so that both a man and a woman are more prepared with all information, behavior regarding their future partner. In addition, another informant says *taaruf* process can build a family that is pleased with Allah SWT. The second theme identified in this research is the relationship between love and religion. Four of the informants talked about love and religion being inseparable. When watching "Cinta Subuh" film, they can grasp the concept of worship to Allah. An informant mentioned how the film emphasized the *fajr* prayer. In her opinion, it is because the *fajr* prayer is one of the most difficult prayers to do. So, in the informant's opinion, a man who prays *fajr* prayer in the mosque is the most excellent one. According to Informant 5, "If you want to find a good partner, look for someone who can go to the *fajr* prayer at the mosque". Then, an informant said, in a particular scene, she was very impressed when Angga had changed himself to perform *fajr* prayer in mosque. The blessings from parents were also emphasized in the film. According to Informant 5, "I was also

impressed where the scene when Dodi asks for his future father-in-law's blessing." The blessing of parents or family became a prominent theme in focus groups conducted with undergraduate students in USIM. Four informants were impressed when Dodi tried to get the father's blessing of the woman he was interested in marrying. The research's findings revealed that students had certain expectations for their partner. Students who have seen the romance film "Cinta Subuh" want their partner to always make the best improvements to their relationship.

CONCLUSIONS

The way that romantic films are portrayed in the media shapes how society views relationships and love. Students' romantic views of belief and ideals in their genuine relationship would alter after watching the love film "Cinta Subuh," which has Islamic components. Furthermore, "Cinta Subuh" film provides a hierarchical and ethically grounded view of love, which is consistent with Islamic beliefs. It also looks at how these findings affect students' expectations and behaviors in real-life relationships by applying the Uses and Gratification Theory. As for future studies, the researcher recommended that researchers should delve into Islamic perspective and cultural aspects in analyzing romantic films. The research will offer an excellent study from the perspectives of *aqli* and *naqli* by exploring more into the elements of Islam and culture. With its findings, it will also influence the community and contribute to the development of an advanced Islamic civilization. The researcher also suggested that in the future, should interview more informants consisting of both men and women. Analyzing the potential benefits and drawbacks of media depiction, it explores the intricate network of romantic ideas and beliefs. The study also delves into the intricate perspective on love in Islam. Aligned with Katz and Blumler's (1974) Uses and Gratifications hypothesis, this study elucidates how actively viewers select media content that satisfies their needs. The results show that the

"Cinta Subuh" film had a positive impact on students' expectations and behaviors, which in turn affected their relationships with the people they love in real life. For instance, from the "Cinta Subuh" film, students get knowledge about the *taaruf* process, *fajr* prayer and the importance of family blessings and other good values.

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A LOOK AT THE TRANSFORMATIONAL LEADERSHIP AND STRATEGIC COMMUNICATION TOWARDS MADANI UMMAH

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Abstract: Malaysia Madani, a political slogan termed by the current premiership, Datuk Seri Anwar Ibrahim on January 19th, 2023, promoting six core values: Sustainability, Prosperity, Innovation, Respect, Trust, and Care and Compassion, hence will ultimately produce Madani Ummah or Madani Society. This study aims (i) to identify the important roles of strategic communicator in the establishment of Madani Ummah, and (ii) to justify the relevant of Transformational Leadership theory towards the establishment of Madani Ummah. Towards achieving these objectives, the roles of strategic communicator as liaison between the government and its citizens are crucial. This paper has utilised the Transformational Leadership theory and suggest that effective leaders can bring major changes to the organisation they lead and motivate the subordinate to support the vision. This paper employs literature review through secondary material as the methodology. This study revealed that the strategic communication is a very important stepping stone for any governmental effort particularly in educating the citizens on the public policies and governmental planning. This study also highlighted the significant roles strategic communicator plays for instance the leadership through example, inclusive communication plan and being optimistic, as well as the involvement of every layer of the Malaysian citizens.

Keywords: Madani Ummah, Strategic Communication, Leadership.

INTRODUCTION

The six core values of Madani are not standalone. These initiatives will drive the country towards stability, economic recovery, the well-being of the people and the outcomes of such programmes will uphold the integrity of public service and its delivery system (Ibrahim, 2022). Al-Shibami et.al (2019) assert that in any transformational situation of an organisation, a strong and capable leader is all what the institution needs to ensure the process is smoothly and effectively taken place.

LITERATURE REVIEW

Sustainability

The World Conservation Union (1991) defines sustainability as to improve the quality of life while living within the carrying capacity of ecosystems. Enkvist, & Vanthournout (2007) suggest that for any business to be sustainable, the key players must pay high regards on the elements of business strategy, production economics, cost competitiveness, investment decisions, and the value of different types of assets.

Prosperity

Chandler, Stoleson, McCormick and Vassiliou (2023) view prosperity as far more than wealth; it is when the citizens are entitled to live with freedom. Chandler et.al. (2023) further added that true prosperity is when all people can prosper by fulfilling their unique potential and playing their part in strengthening their communities and nations.

Innovation

This term is commonly used in the business, and commerce industry and this usually mean any project that is risky, costly and time consuming (Kuczmarksi, 2003). A common way to associate innovation with is new products, materials, new process and new services (Iqbal, 2020).

Respect

Respect is one of important psychological and interpersonal attitude oneself must demonstrate in a social setting; be it at home, at work, at university, and beyond (Blader & Yu, 2017; Dunning, Fetchenhauer, & Schlösser, 2016). This element of attitude is crucial as it could be a reason why a relationship can enhance or destroy. Frei & Shaver (2002) assume that respect can be expressed through high level of consideration of differences.

Lee (2017) argued that the relationships and interactions among people of different cultural groups in the local communities are still limited.

Trust

Morgan & Hunt (1994) point out that trust has become a central concern in many areas of business endeavour and its related matters including teamwork, leadership, organizational relations, strategic business partnership, and organizational governance, and beyond. Sharing the same opinion as Morgan et.al (1994), Moorman, Deshpande & Zaltman (1993) propose the concept of trust as a willingness to rely on an exchange partner in whom one has confidence.

Care and Compassion

Chochinoy (2007) defines compassionate care as awareness of the pain of others and the desire to relieve their pain, and this requires personally understanding the others' pain.

METHODS

Literature review is also better known as narrative review, which seeks to describe and summarise the existing primary inputs. It uses existing inputs of primary, and does not report

any new primary knowledge itself (Cooper, 1989).

RESULTS AND DISCUSSION

Auwalu (2021) suggests that such a well-designed value of governance must pursue with communicative efforts to ensure its accessibility by the intended audiences. The Minister of National Unity, Datuk Aaron Dagang who said that "All ministries are responsible for promoting and nurturing the Malaysia Madani concept in the community. As for the National Unity Ministry, efforts are being made to promote the concept more comprehensively, especially regarding the understanding of the civilised society in respecting cultures and becoming a more harmonious country," (Bernama, 2023).

The first dimension of transformational leadership demonstrates PM Anwar cum the Minister of Finance has announced Budget 2024 involves an allocation of RM393.8b with RM303.8b for operating expenditure for development expenditure, with RM2b in contingency savings (The Edge Malaysia, 2023) and one of significant and quick resolution was to streamlining diesel and power subsidies; the subsidy program is targeted instead of nationwide.

The second dimension witnessed that despite the short tenure of leadership of the late Datuk Seri Salahuddin Ayub, Former Minister of Domestic Trade and Cost of Living, the concept of Rahmah Menu was highly acceptable and pleasant to many of Malaysians (the needy and poor in particular) for its affordable food price without the food quality being compromised. (Khairil Anwar, 2023).

The third dimension recorded the Ministry of Transportation, Minister Anthony Loke and his team had experienced a numbers of massive transportation crisis including the broken flyover structures on the Light Rail Transit (LRT) route, the LRT system frequently being interrupted and

the unforgettable air crash in Elmina, Shah Alam (Nor Ain 2023).

The fourth dimension demonstrates the initiatives taken up by the Ministry of Health that has launched the Madani Afiat Programme on January 8th, 2023 as a platform to disseminate basic disease prevention information and health promotion programmes to the people. Health Minister, Dr Zaliha Mustafa said the programme was aimed at encouraging the key leadership of the ministry and agencies to have the 'Touch Point' with the people on the ground for instance by house-to-house visit', apart from setting up exhibitions for illness-related information (Nor Ain, 2023).

CONCLUSION

The concept of Madani promotes the idea of living in a sustainable environment regardless of the background of the citizens. In this case, there are four main ministries play crucial roles to support the agenda of Madani. Additionally, communication during transformation is helpful in building trust and this is entailed in the Transformational Leadership theory.

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THE FUNCTIONS AND PROGRESSION OF CHINESE MEDIA IN COSTRUCTING MALAYSIA MADANI SOCIETY - A CASE STUDY OF SIN CHEW DAILY

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Abstract: As a culturally diverse nation, Malaysia necessitates robust interethnic communication and comprehension of ideological and cultural nuances to effectively advance the contemporary aspirations of a Madani Society. This research endeavors to investigate the roles and evolution of Chinese-language media in shaping Malaysia's Madani Society, focusing on an examination of pertinent articles within Sin Chew Daily. A purposive sampling approach will be employed, targeting 100 headline articles from Sin Chew Daily for comprehensive analysis, including scrutiny of accompanying netizen feedback. This inquiry will employ coding techniques to categorize article themes, reporting patterns, source diversity, and frequency of coverage. Furthermore, it will scrutinize netizen responses to discern prevailing public sentiments regarding the selected reports. Subsequently, the study will scrutinize Sin Chew Daily's initiatives aimed at fostering national cohesion and inclusivity within Malaysia's Chinese community. Finally, recommendations will be proffered on how Chinese-language media can enhance their role in advancing the realization of a Madani Society within Malaysia.

Keywords: Madani Society, Sin Chew Daily, Chinese Media, Function, Progression

INTRODUCTION

In Malaysia, Madani society underscores the profound respect for human rights, echoing universal principles cherished worldwide. It stands as a testament to the rich moral

fabric inherent in Islam when practiced conscientiously. Through its principles and practices, Madani society serves as a beacon of ethical conduct and communal welfare, demonstrating the enduring relevance of Islamic teachings in fostering a just, equitable, and inclusive society. From an epistemological point of view, both commonalities and differences between Madani society and civic society, the term in the discourse system of the Western world. (Ahmad Mukri Aji, Havis Aravik & Nur Rohim Yunus, 2020; Nik Khusairie Jaafar¹ & Azmi Aziz, 2023).

The mass media play an important role in promoting the building of Madani society by disseminating information, fostering dialogue, shaping perceptions, forging consensus, punishing evil and preserving culture. In the case of the Chinese language media in Malaysia, they also share the same responsibilities and obligations as public media (Ng, M. L. and Y. B. Lee, 2018). The framing of media coverage varies greatly from one position to another in response to different topical events in Malaysia (Manimegalai Ambikapathy & Hasmah Zanuddin, 2018; Kenneth Lee Tze Wui & Wong Win Wei, 2022). Previous studies have mainly focused on the perspective of traditional media, this study combines the new features of traditional media news production and social media distribution, delving into the functions and progression of Chinese media, with a specific focus on Sin Chew Daily, in contributing to the construction of a Madani Society in Malaysia.

METHODS

The study employed purposive sampling and selected 100 high-concerned articles from 2022 to 2024, in Sin Chew Daily (over 10,000 reads and over 100 reads on Facebook) and utilized content analysis to estimate the issue types, reporting tendencies, information source dimensions and the degree of reporting concentration through related coding. Additionally, netizen comments associated with these articles are analyzed to summarize public sentiment and reactions on Facebook. Through these evidence, this study discussed the functions and progression of Sin Chew Daily in construction of a Madani Society in Malaysia.

RESULTS AND DISCUSSION

The present study reached initial findings through the systematic analysis of 100 news articles extracted from Sin Chew Daily's publications spanning the period from 2022 to 2024. Employing a purposive sampling methodology, the research applied coding techniques to discern patterns related to various attributes including the thematic focus, racial representation, reporting inclinations, sourcing dynamics, and the extent of thematic concentration within the sampled articles. Additionally, thematic analysis was conducted on the netizen feedback associated with each news item to elucidate prevailing sentiments and perspectives within the online community.

In assessing the functions and progression of Chinese media towards the realization of a Madani Society, several key observations emerge.

1. The characteristics of reports of Sin Chew Daily

The content analysis revealed that Sin Chew Daily focused on Chinese-speaking readers in the selection of topics, but also took into account topics from other ethnic groups to ensure a reasonable coverage.

(1) Political issues. In terms of political

coverage, it tended to fight for the rights and interests of the Chinese community, and was keen to report on government affairs, corruption and lawsuits.

(2) Economic issues. In terms of economic coverage, it mainly reported on the behaviour of Chinese enterprises and Chinese associations. Topics about consumer disputes, tourism services were widely reported to criticize and reflect on the lack of Malaysian services.

(3) Education issues. In education coverage, it mainly showed the achievements of Chinese education and the attractiveness of the Chinese language education system to other ethnic groups.

(4) Culture issues. In terms of traditional culture, there were more reports on Chinese calligraphy, Chinese literature, food and beverage culture, wedding customs and festivals, as well as reports on ethnic blending in culture, such as Malay couples hold weddings according to Chinese customs.

(5) Emergency issues. In terms of breaking news and case reports, the main focuses were on car accidents, frauds, sexual assaults, domestic violence and other incidents that attracted public attention.

(6) Family issues. Family dispute-type stories were easy to spotlight on social media. Such topics mainly focused on conflicts between couples, parents and children, and couples over household, filial paternity and living expenses.

2. The characteristics of netizen comments of Sin Chew Daily

(1) Chinese speaking netizen expected a fair and just political environment, but they also believed in conspiracy theories and the existence of subterfuge.

(2) Chinese speaking netizen had a clear sense of right and wrong, blessing the good

and criticizing the ugly, sympathizing with the weak and wanting the strong to be more public-spirited. But very often they also used a sarcastic, flirtatious and mocking tone of voice. In the face of disasters or bad things, the two most common words said by Chinese speaking netizen were Namo Amitabha Buddha and cheering up.

(3) Chinese speaking netizen showed a high level of media and information literacy, such as inquiring about the source of information, calling for deeper coverage of sensitive topics, discussing social issues rationally, and showing inclusiveness and criticality towards social phenomena.

3. Functions of Chinese-language media in building Madani society

(1) Maintaining the unity and stability of the country through criticism and supervise public power.

(2) Providing information that Chinese people care about.

(3) Striving for indiscriminate national treatment for the Chinese community, and reflecting the political demands of the Chinese.

(4) Highlighting the importance of the Chinese community in economic development.

(5) Inheriting and develop Chinese culture and promoting Chinese education.

(6) Providing the platform for Chinese-speaking users to communicate, vent, and entertainment.

(7) Building a window for the world to understand Malaysian Chinese.

CONCLUSIONS

With the newspaper's philosophy of justice above all else and love on earth, the Sin Chew Daily is playing an important role in the process of building a Madani society. In

general, there are common room for improvement of Chinese-language media in Malaysia.

(1) Covering multi-ethnic reporting issues as broadly as possible.

(2) Reporting politics issues that promote the development of the entire country rather than focusing on a single ethnic.

(3) Reporting diverse economic issues that promote the integral prosperity of Malaysia.

(4) Preserving traditional Chinese culture, getting reasonable treatment for the Chinese community, and promoting exchanges and dialogues among ethnic groups, it is also seeking the attention of the young people of Generation Z. Not only calling for national funding for the Chinese education ,but also taking into account the education status of other ethnics.

(5) Paying attention to the characteristics and integration of cultures.

(6) Uncovering the in-depth social reasons behind breaking news and case reports.

(7) Expanding the richness of coverage of family issues rather than focusing solely on money.

In conclusion, the construction of a Madani society necessitates that Chinese-language media adopt a public-oriented approach, transcending mere pursuit of commercial success and online viewership metrics. Media entities should engage in comprehensive coverage of significant societal issues, eschewing undue catering to the transient interests of internet users. Embracing a more substantive journalistic ethos, they ought to delve into matters of significance and depth, thereby contributing meaningfully to public discourse and societal development within the framework of Madani values.

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KARSA PICTURA WEDDING VIDEOGRAPHER BRANDING STRATEGY THROUGH BEHIND-THE-SCENE CONTENT ON SOCIAL MEDIA IN 2022

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Abstract: A company needs a branding strategy to be able to market products, both goods and services, to potential customers. One of the branding strategies used is the use of social media to create a social brand image in order to highlight the characteristics, identity and values of a company. The creative industry sector has such a strategy, one of which is a wedding videographer from Purwokerto, namely Karsa Pictura, who relies on behind-the-scenes content to show the creative process when doing his work. This research aims to analyze how the behind-the-scene content strategy produced by Karsa Pictura Wedding Videographers improves their social brand image on social media. This research uses a qualitative descriptive approach with branding theory analysis from Schultz and Barnes. The results of this research are that Karsa Pictura uses a branding strategy through social media, especially Instagram. This social media has features that maximize behind-the-scene content from Karsa Pictura. It is hoped that the emotional side of potential customers will be touched after seeing Karsa Pictura provide the best results in their work. So the company's credibility is established. This is proven by the increase in the number of customers, reaching 61 job weddings in 2022. In accordance with the branding theory of Schultz and Barnes, Karsa Pictura succeeded in conveying a message clearly, gaining credibility, touching the target's personal side, creating motivation to use the company's services, and inviting customers.

Keywords: Branding Strategy, Marketing Communications, Social Media, Wedding Videographer.

INTRODUCTION

Social brand image is no longer just a description of the quality of the product or service offered, but also reflects the values, identity and credibility of a company (Maulana & Patrikha, 2021).

To help the branding process of a brand, the right media like Instagram is needed to channel it. Instagram social media focuses on sharing content in the form of images and videos for its users with various business features that can be used to support the online branding process.

In Purwokerto, there are several Wedding Videographers operating. One of them is Wedding Videographer Karsa Pictura, which has implemented a behind-the-scenes content strategy to strengthen their social brand image in the wedding videographer industry.

According to Hamid (2012), branding is one of the crucial elements that must be taken into account when planning a product marketing strategy. Schultz and Barnes' Branding Theory discusses how in management of a product or service brand there are activities that organize elements to support the image and characteristics of the brand's goals. According to Oktaviani, et al, (2018) explain the function of branding, one of which is as a means of instilling a positive image in the minds of consumers and observers. Apart from that, Nastain (2017) states that a brand functions as an emotionally strong bond between the owner and the consumer.

Behind the scene content is a type of content that provides a look behind the scenes or behind the process of making a product or work (Sholihul Abidin, et al, 2022). It's a way to allow audiences or customers to see a more

personal and authentic side of a company, brand, or creator.

This research will discuss the summary of a year's journey in 2022 regarding branding carried out by Karsa Pictura so that it can attract enthusiasm from the public to use its services.

METHODS

This research uses a descriptive qualitative approach with a constructivist paradigm.

The subject and object of this research are the parties behind Karsa Pictura whose office is located in Purwokerto, Central Java.

The data collection techniques used were observation, interviews and documentation. Meanwhile, the data analysis technique used is the technique from Miles and Huberman (1992), namely data collection, data reduction, data presentation, and drawing conclusions. The selection of informants in this research used a purposive sampling method. The author in this research looked at considerations from the representation of informants as key informants, namely the Owner and Admin of Wedding Videographer Karsa Pictura who knows all forms of branding strategy activities. Finally, developing data validity in this research uses the data source triangulation method.

RESULTS AND DISCUSSION

Karsa Pictura was founded on July 14 2021 by Bagus Haris Nugroho. Karsa Pictura's goal is to become a trusted partner in recording and telling couples' love stories through beautiful visual art. Aims to create lasting memories and immortalize the most precious moments on their journey to happiness together. For this reason, it is necessary to divide the tasks in it, namely:

Owner with the obligation to manage the company in accordance with its objectives. The owner is assisted by two directors and two assistants with the task of taking the video.

After the video is taken, it is edited with creativity and good quality. After the video is finished it will be handed over directly to the

client.

There are admins who have the task of managing and organizing, uploading content, interacting with customers, and evaluating content.

Karsa Pictura uses social media for branding and promotion. One of the social media used is Instagram. Karsa Pictura's Instagram account name is @karsapictura which has 899 followers with 45 posts.

Atmoko (2012) explains various main features on Instagram that can be used for business starting from the home page, comments, explore, profile, news feed, highlights, stories and others.

The content on Instagram @karsapictura is content that has been packaged by Karsa Pictura so that it has branding value in accordance with their goal, namely touching the personal side of anyone who sees it. Starting from wedding photos, wedding videos, to what was studied in this research, namely behind-the-scenes videos.

What differentiates Karsa Pictura from other wedding videographers is the behind-the-scenes content that is highlighted on their Instagram account, namely @karsapictura, which is then used as a means of branding and promotion.

There is some behind-the-scenes content uploaded on Instagram @karsapictura.



Figure 1. Behind-the-scenes Content Insights

on Instagram @karsapictura

There is a behind-the-scenes post on Karsa Pictura's Instagram which shows the interaction between the photographer and a small child at a wedding who was curious about camera operation. What is trying to be shown is the professional side of Karsa Pictura which can still work and also interact with these young children. Branding like that is what Karsa Pictura is trying to build based on the Branding Theory of Schultz and Barnes. Branding is a modern marketing strategy that is now widely used by many entrepreneurs to market their products or services (Kotler, 2002). According to Schultz and Barnes (1999), brand strategy theory or brand strategy can be interpreted as brand management. Karsa Pictura through behind-the-scenes content on Instagram conveys a clear message that they are wedding videographers who have experience in carrying out their work. There is other content that shows the team's preparation process before leaving for the wedding venue and the work process.

This strategy confirms the credibility of Karsa Pictura through behind-the-scenes content showing how credible they are as a wedding videographer business actor who is able to complete work with maximum results in various conditions.

The strategy used by Karsa Pictura is able to connect with more personalized marketing targets. Karsa Pictura, through behind-the-scenes content, was able to get closer to their customers.

Karsa Pictura motivates its fans through behind-the-scenes content. The motivation created is the belief that Karsa Pictura is able to produce work according to customer orders. Likewise, Karsa Pictura wants this motivation to create branding, namely that wedding videographers will produce good work when there is the same motivation from employees and customers.

In the end, Karsa Pictura through behind-the-scenes content strives to create loyalty. Customers who have used Karsa Pictura's

services will become regular customers who will add to their portfolio and provide good testimonials about Karsa Pictura's work.

Good cooperation and trust from customers can make Karsa Pictura continue to exist and work in wedding videographer jobs. A mutually beneficial relationship was created and Karsa Pictura gained more and more customers.

The impact of behind-the-scenes content on Instagram @karsapictura is quite significant, especially when compared with the number of followers on Instagram and insights from non-behind-the-scenes content.



Figure 2. Regular content insights on Instagram @karsapictura

It can be seen how Instagram users who view ordinary content such as non-behind-the-scenes wedding photos reach 1,238 accounts. Meanwhile, behind-the-scenes content reached 6,214 accounts, this number is even more than the followers of Karsa Pictura's Instagram account. This proves that behind-the-scenes content can be reached by other parties who do not know and follow Karsa Pictura.

A clearer impact based on interviews with admins from Karsa Pictura is the increase in the number of customers within one year, namely in 2022. The number of customers using Karsa Pictura's services reached 61 jobs.

A SWOT analysis is needed to evaluate the behind-the-scenes content strategy used for

branding by Karsa Pictura. According to Rangkuti (2017), SWOT analysis is a strategic planning method used to evaluate strengths, weaknesses, opportunities and threats that occur in a project or business, or in evaluating its own product line. or its competitors.

First, strength. Karsa Pictura has a strength or advantage, namely in terms of creativity by using behind-the-scenes content on social media to carry out branding that has not been done by other wedding videographers. Second, the weakness of Karsa Pictura can be said to be that this wedding videographer is still new compared to other competitors and the number of followers on Instagram is still small. Third, the opportunity can be seen, namely how the number of insights in behind-the-scenes content reaches 7 times that of followers on Instagram. Fourth, an unavoidable threat is business competition from other wedding videographers who can create similar content.

CONCLUSIONS

Karsa Pictura as a wedding videographer in Purwokerto is trying to get a name and also get customers by 2022. Karsa Pictura carries out a branding strategy using social media, namely Instagram with the account name @karsapictura. Karsa Pictura can take advantage of the various advantages of Instagram. The content that is the mainstay for branding is behind-the-scenes content. Karsa Pictura shows how this content is considered as content that can bring customers closer and attract them. Behind-the-scenes content shows Karsa Pictura's process when carrying out its work. Based on branding theory from Schultz and Barnes, Karsa Pictura has implemented it through behind-the-scenes content on Instagram @karsapictura so that it succeeds in conveying a message clearly, gaining credibility, touching the target's personal side, creating motivation to use the company's services, and inviting customers. In the future, Karsa Pictura needs to have other content besides behind-the-scenes to add new branding as time goes by. Because, the success of Karsa

Pictura can be seen by competitors and imitated. So, in the future, Karsa Pictura will need to create and implement other strategies to retain customers and get new customers.

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EXAMINING THE INFLUENCE OF CELEBRITY ENDORSER PERCEIVED ON PURCHASING INTENTION FOR LEVI'S PRODUCT AMONG FEMALE NEWJEANS ENTHUSIAST; MODERATED ANALYSIS OF PARA-SOCIAL RELATIONSHIP

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Abstract: This study explores the transformative role of social media influencers in fashion marketing, examining how brands strategically collaborate to enhance product visibility and engage consumers. In the fiercely competitive fashion industry, businesses increasingly turn to influencers as powerful drivers of consumer preferences. The research aims to empirically examine the relationship between celebrity attributes and consumers' purchase intention while considering the moderating role of para-social relationships.

Through this study, the research dissects successful brand-artist collaborations, emphasizing the role of para-social relationships in heightened consumer engagement. It explores how artists, by fostering one-sided connections with their audience, create authenticity, relatability, and resonance, thereby influencing consumer behavior. The findings offer actionable insights for businesses in navigating the digital era, providing a roadmap for leveraging influencers to build brand loyalty and expand market reach by cultivating para-social relationships. The findings of this research reveal the influence of celebrity endorsers' perceived on purchase intention, a relationship reinforced by the existence of the para-social relationship.

In summary, this research contributes to a deeper understanding of innovative marketing strategies in the fashion industry, showcasing social media influencers' impact and para-social

relationships' role in shaping consumer behaviour.

Keywords: Parasocial Relationship, Consumer Behaviour, Marketing Strategies, Newjeans, Purchase Intention

INTRODUCTION

The fashion industry has experienced increased competition in the current competitive environment, prompting businesses to continuously create innovative strategies to maintain and expand their market shares. It is crucial for a company to select a business-level strategy that aligns with the external environment's opportunities and threats, as well as its internal organizational strengths, as highlighted by its core competition (Maryani & Chaniago, 2019).

Levi's uses brand ambassadors to drive consumer interest and purchase in line with this principle. Celebrity assessment models based on their characteristics are useful tools for marketers looking to use celebrity endorsements (Yuan et al., 2021) In promoting their latest collection, Levi's strategically partners with NewJeans as the ambassador, enhancing the visibility and appeal of their products.

The success of New Jeans demonstrates that entertainment agencies have upheld the concept of female narrative groups, creating a new line of growth distinct from the girl crush style. (Chen, 2023). They accomplished this by integrating popular designs amongst Generation Z consumers into the group concept and

moderating the current market's tone. The growth of NewJeans indicates that Generation Z currently constitutes the primary audience and propeller of vital consumer trends in the entertainment and fashion sectors (Chen, 2023).

In previous research by Yuan et al. (2021), during the process of customers using para-social relationships on the fashion web, brand love moderates the influence of fashion web celebrity endorser popularity, leverage, and affinity on para-social relationships. Therefore, we will bring out the influence of attributes in the NewJeans girl group in the social media environment. If consumers develop strong para-social relationships with widely popular and often exposed public figures, this may influence their aesthetic preferences (Landwehr et al., 2013; cited in Yuan et al., 2021)

According to Masuda et al. (2022), Para-social Relationships (PSR) exert the most significant impact on consumers' purchasing intentions (Pereira et al., 2023). The Levi's and NewJeans cases are intriguing subjects for exploration in this research, examining how NewJeans effectively leverages their girl group concept for promotional purposes, particularly in shaping fashion trends among the youth.

Thus, through this research, it is hoped that it can provide a valuable contribution to understanding the influence of celebrity attributes in purchasing decisions for Levi's products among NewJeans fans moderated by Para-social Relationships. It is hoped that the results of this research will provide in-depth insights for companies, entertainment agencies, and marketing practitioners to design more effective strategies for establishing connections between fans in targeting markets. The findings of this research reveal that there is an influence of celebrity endorsers perceived on purchase intention, a relationship that is reinforced by the existence of a para-social relationship. This insight offers marketers valuable guidance in strategically leveraging both celebrity

endorsements and the cultivation of para-social relationships to optimize their impact on consumer purchasing decisions.

METHODS

This research utilizes a quantitative approach to examine the relationships between variables objectively. "Celebrity Attributes" (Variable X) are explored as independent variables influencing "Purchase Intention" (Variable Y). The "Parasocial Relationship" (Variable Z) moderates the strength of the relationship between Celebrity Attributes and Purchase Intention. Data collection was carried out by distributing questionnaires, which are a series of written questions used to test concepts that have been established and have gone through special preparation. (Oppenheim, 1992; in Safitri, 2023). This questionnaire is based on and adapted from previous research identified in the literature based on three constructs and dimensions: (1) influencer attributes (Popularity, Leverage, and Attributes (Yuan et al., 2021), (2) Para-social Relationship (PSR) (Horton & Wohl, 1956; in Chung & Cho, 2017), and (3) purchase intention (Safitri, 2023).

Data collection involved distributing questionnaires based on established constructs. An ordinal scale, represented by a five-point Likert-type scale, measured in non-numeric data. Regression analysis was employed to identify and analyze trends and relationships among variables. The first regression assessed the effects of independent variables on the dependent variable, while the second regression included moderating variables in the research test.

RESULTS AND DISCUSSION

The validity tests conducted on the Celebrity Endorser Perceived, Para-social Relationship, and Purchase Intention questionnaires reveal that all three instruments exhibit significant correlations between individual items and total respondent answers, surpassing the tabulated r

value. The reliability tests, assessed through Cronbach's Alpha, indicate that all three questionnaires have a high level of internal consistency, exceeding the recommended threshold of 0.5.

Table 1. Regression Analysis Result

	R	R Square	Sig
Celebrity Endorser Perceived	0.699	0.488	.000
CEP , PR, CEP*PR	0.880	-0.744	.000

The regression analysis underscores the pivotal relationship between Celebrity Endorser Perceived and Purchase Intention, revealing its statistical significance. This finding indicates that consumers' perceptions of celebrity endorsers play a crucial role in shaping their intentions to make a purchase. Moreover, exploring the combined influence of Celebrity Endorser Perceived and Para-social Relationships unveils a substantial impact on Purchase Intention. The collective strength of these variables highlights the interconnected nature of consumer decision-making processes, emphasizing that a positive perception of celebrity endorsers, coupled with a robust para-social relationship, significantly influences and amplifies consumers' intentions to engage in purchasing behavior.

Table 2. Regression Coefficients Result

Model	B	B	Sig
1	Celebrity Endorser Perceived	0.283	.000
2	Celebrity Endorser Perceived	-0.317	.000
	Para-social Relationship	-0.222	.010
	Celebrity Endorser Perceived+ Para-social Relationship	0.016	.000

The regression coefficients reveal crucial insights into the dynamics shaping consumer purchase intentions. A positive perception of celebrity endorsers, as indicated by the

substantial unstandardized B coefficient of 0.283, significantly heightens consumers' inclination to make a purchase. Conversely, the negative coefficient of -0.317 associated with Celebrity Endorser Perceived underscores these attributes' impact on diminishing purchase intentions. The counterintuitive negative coefficient of -0.222 for the Para-social Relationship suggests that, despite its significance (p-value 0.010), a stronger para-social relationship might paradoxically lead to a reduction in consumers' intention to purchase, warranting further exploration. The interaction term (Celebrity + Para-social) introduces a modest positive influence (0.016). It highlights that a positive perception of the celebrity endorser, combined with a strong para-social relationship, enhances their collective impact on consumers' purchase intentions. Overall, these findings offer valuable guidance for marketers, emphasizing the intricate interplay between celebrity perceptions, attributes, and para-social relationships in shaping consumer behavior.

The findings underscore the significant impact of celebrity endorsers on consumer behavior, indicating a strong correlation between positive perceptions of celebrities and heightened purchase intentions. Moreover, the secondary regression analysis reveals that para-social relationships serve as a crucial moderator, amplifying the influence of celebrity endorsers on consumer perceptions and purchase intentions. This nuanced understanding elucidates the intricate dynamics at play in celebrity endorsement strategies, emphasizing the importance of considering para-social interactions in crafting effective marketing campaigns.

CONCLUSIONS

Based on the findings of the study titled "The Influence of Celebrity Endorser Perceived on Purchasing Intention for Levi's Product Among Female Newjeans Enthusiast: A Moderated Analysis of Para-social Relationship," the following conclusions can be drawn. There is a

close-to-perfect relationship between Celebrity Endorser Perceived and Purchasing Intention for Levi's Product Among Female Newjeans Enthusiasts. Para-social Relationship significantly influences the relationship between Celebrity Endorser Perceived and Purchasing Intention for Levi's Product Among Female Newjeans Enthusiasts.

Subsequent investigations could delve deeper into the mechanisms underlying para-social relationships and their role in celebrity endorsement effectiveness. Moreover, exploring the influence of various celebrity attributes, such as credibility, attractiveness, and expertise, on consumer perceptions and purchase intentions could further enrich our understanding of endorsement dynamics. By recognizing the pivotal role of celebrity endorsers and the moderating effect of para-social relationships, practitioners can tailor their strategies to cultivate stronger connections with consumers.

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EVENT MANAGEMENT STRATEGY OF JOGJAROCKARTA FESTIVAL 2022 BY RAJAWALI INDONESIA COMMUNICATION IN MAINTAINING THE EXISTENCE OF JOGJAROCKARTA FESTIVAL

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Abstract: The evolution of the age that gave rise to the present day has significantly altered many facets of human existence, including the use of communication media. Rock music is one of the communication media used by most people to convey messages emotionally or express themselves to the listener. Younger generations got interested in the emergence of rock music, which went on to become internationally recognized. Indonesia saw the global expansion of rock music due to the ability of mass media to disseminate new cultural trends. Mass media plays a role in the spread of rock music, namely with the trend of music events such as concerts and music festivals. Rajawali Indonesia Communication, the promoter of music events in Yogyakarta, utilizes mass media to create its annual events, one of which is Jogjarockarta Festival. In this research, researchers want to explain that the existence of the Jogjarockarta festival will continue to be maintained because of event management, especially in the management of the Jogjarockarta 2022 festival event. Researchers analyzed event management using Goldblatt's event management theory with interview and documentation methods to collect analysis data. The results of this research explain how the differences between the 2022 Jogjarockarta Festival and other years have successfully attracted the attention of rock music listeners to attend the Jogjarockarta Festival.

Keywords: Mass Media, Rock Music, Event Management, Existence

INTRODUCTION

Communication media that originally used mass media such as print media, television, and radio, are increasingly innovating into new media such as social media that can interact two-way directly with the audience. However, with today's sophisticated technology, mass media remains an important part of conveying a message to the audience, especially in the entertainment industry, one of which is music.

Music is a communication media used by most people to convey messages emotionally or express themselves to the listener and can be enjoyed by many people (Cahya & Sukendro, 2022). Various genres of music can convey messages with different impressions, one of which is rock music. Rock music can continue to evolve with the times and technology. With print and electronic media able to spread the new culture, rock music spread worldwide, including in Indonesia (Ardivitiyanto, 2015).

In the 1960s, the trend of music concerts in Indonesia began to emerge until Indonesia was flooded with solo concerts of several local and foreign musicians in the 2010s. However, over time, the dynamics of solo concerts have decreased in intensity due to the emergence of music festivals (Rezky & Sabrina, 2019). The emergence of concerts and music festivals has greatly influenced audience interest because many are attracted to music festivals with more varied artists, especially musicians, and events. According to Noor, festivals are events that are unique to the culture of a particular community, where a group of people bring passion, strength, and knowledge and enhance family customs

(Noor, 2013). With the presence of festivals, people can interact and share experiences through entertainment media, especially music.

Based on holding a festival, of course, it has an event management strategy managed by the event organizer for the smooth running of the event. In the journal (Achmad, 2018), management is a process of designing and monitoring human resources effectively and efficiently to achieve the goals set by an organization. Supported by Goldblatt's explanation in his book titled "Special Events : Twenty-First Century Global Event Management" states that the basis for the resources of management you will choose and oversee throughout the coordinating phase of an event is laid by the administration process. Inadequate management will eventually make it more difficult for you to organize the event, and effective organization will improve the marketing outcomes (Goldblatt, 2002). Therefore, the role of the event provider is important in managing the event from preparation to evaluation of the event.

A service provider in the communications industry, Rajawali Indonesia Communication organizes many events as an event promoter. One of the events organized by Rajawali Indonesia Communication is Jogjarockarta Festival. Jogjarockarta Festival is an annual event by Rajawali Indonesia. This event is successful in bringing various national and international musicians from year to year in the era of the onslaught of music festivals of various genres. Therefore, the indicator of a successful event is the management of the event by an organization or corporation that is structured and entirely responsible for organizing the event so that it can maintain the existence of the event by making it an annual event.

Based on the explanation above, the researcher found several similar studies that will be used as references in this research. Previous research with the title "The Existence of Java Jazz as a Music Event in Indonesia" (Rezaky & Sabrina, 2019) examines the management of Jazz

music events. The research entitled "Management Events In V Five Music Group" (Achmad, 2018) focuses on the implementation of the management function of a music group, namely V Five. The research "Analysis of Indie Bash Event Management by Optimus Event Organizer in Bandung in 2019" (Ariawijaya & Nugrahani, 2020) examines event management in the third event of an event organizer, Optimus Creative Works.

According to quotes from several studies contained in a journal, an event is not only successful with good event management. However, it can also positively impact the community, impact psychologically, build good relations with customers, promote new products, and, most importantly, increase reputation (Rezaky & Sabrina, 2019). In this research, the researcher wants to explain the event management of Jogjarockarta Festival 2022 that is managed by Rajawali Indonesia Communication in maintaining the existence of Jogjarockarta. Therefore, in this research, the researcher will analyze event management based on Goldblatt's theory. In this theory, Goldblatt states that five stages must be carried out to create an efficient and effective event: research, design, planning, coordination, and evaluation (Ayunda & Megantari, 2021).

METHODS

In this research, the researcher uses a qualitative descriptive approach. As explained by Moleong, qualitative research aims to understand the phenomenon of research subjects holistically by describing them in the form of words and language in a natural context (Utami & Herdiana, 2021).

In a qualitative descriptive approach, the researcher uses interviews and documentation as the data collection techniques for explaining the event management of Jogjarockarta Festival 2022. Researchers interviewed the Project Manager and Assistant Manager who contributed to the Jogjarockarta Festival 2022 in conducting research, design, planning, coordination, and evaluation in

accordance with Goldblatt's event management theory which has five stages of managing events. The researcher also interviewed adult and teenager audiences that came to the festival to support the existence of Jogjarockarta Festival.

RESULTS AND DISCUSSION

1. Event Management of Jogjarockarta Festival 2022

First Stage : Research

Rajawali Indonesia Communication as an event promoter of Jogjarockarta Festival 2022, carried out the first stage by having an event research team and an event committee structure. Jogjarockarta Festival was created as a rock genre music festival and all its derivatives with a lineup of legendary international and national musicians. Therefore, the target formed is an audience consisting of a fairly old age group. However, choosing a lineup of performers is very crucial in making the event a success to increase audience interest with a wider scope in terms of age and respective regions of origin to attend the Jogjarockarta Festival.

The initial formation of the Jogjarockarta Festival was due to the small number of rock music festivals in Indonesia which made the Jogjarockarta Festival an annual Rajawali Indonesia Communication event located in Yogyakarta. However, the holding of this event was stopped due to the Covid-19 pandemic which caused the Jogjarockarta Festival in 2021 to be abolished.

After the Covid-19 pandemic subsided, the Jogjarockarta Festival continued to be held in 2022. Promoters considered government policies in the regulations for organizing an event during the Covid-19 pandemic.

Second Stage: Design

The determination of the event design was greatly influenced by the decisions of stakeholders such as the Founder and CEO of Rajawali Indonesia. The Project Manager and team must coordinate well to create event concepts and carry out brainstorming.

The initial theme of the Jogjarockarta Festival 2022 is "Rock on Jeep" where the theme

has the concept of watching a rock music festival from a Jeep due to the "keep your distance" regulation of Covid-19. However, the theme changed due to changes in government regulation as the issue of Covid-19 eased.

Finally, the theme used was "History Continues" where this theme meant that the Jogjarockarta Festival was back and will continue to exist. Jogjarockarta Festival 2022 created three different stages, namely Main Stage, Arena Rock, and Panggung Petir. Unfortunately, the Jogjarockarta Festival 2022 did not feature international musicians. "Hoobastank", which was announced as a headliner, canceled its performance because one of the band's members had gotten into an accident.

With several obstacles experienced, the Jogjarockarta Festival 2022 had succeeded in presenting a line-up of more than 30 national rock musicians who often travel to rock music events abroad. The "ROCKFIVETIVAL" pre-event also attracted audience enthusiasm, where the pre-event was a rock band competition event that produced two winners to appear on the Main Stage.

Third Stage : Planning

After the event design is determined, the event promoter plans the venue and implementation time. Promoters are considering holding events that are similar to the Jogjarockarta Festival so that the implementation time does not coincide and that there are no audience intersections between events.

Rajawali Indonesia Communication had designated Tebing Breksi as the location for the Jogjarockarta Festival 2022. Initially, the location for the event was at Gading Wonosari Airfield adjusted to the "Rock On Jeep" concept. However, taking into account the large distance from the city center and changes in the concept of the event, the promoter changed the location to Tebing Breksi by holding three press conferences.

Fourth Stage: Coordination

At this stage, the Project Manager plays a big role in implementing the event so that it continues to run according to what has been prepared. In accordance with the predetermined committee structure, to coordinate the implementation of events starting from supervision by the Board of Directors, the Project Manager who is responsible for the job desk of all divisions and decision-makers, the Assistant Manager who assists the Project Manager in ensuring the workflow of events runs smoothly in the field by overcoming technicality of the events and also coordinating talents, as well as division heads who oversee division staff and volunteers to execute events according to the job description division. The organizational structure is similar to the explanation in Goldblatt's book regarding organizational charts, namely using flat traditional organizational structures.



Reference: (Goldblatt, 2002)

Figure 1. Flat Traditional Organizational Structure

Fifth Stage : Evaluation

After holding the event, the project manager and the committee team held an evaluation to monitor the implementation of the event. Jogjarockarta Festival 2022 had quite a large audience enthusiasm. The promotion of this event succeeded in attracting public attention on social media.

Meanwhile, in terms of business, the Jogjarockarta Festival ticket sales with the enthusiasm of rock music fans on social media are not directly proportional. Most audiences in Yogyakarta and its surroundings felt that ticket sales were considered expensive. However, funding for organizing this event is greatly helped by sponsors. Audiences outside the Yogyakarta area who dominate the Jogjarockarta Festival 2022 audience also helped with income in terms of ticket sales.

From the audience's perspective, they felt a breath of fresh air when watching the 2022 Jogjarockarta Festival. The presence of many well-known local musicians with three different stages adds to the essence of "festival" to its implementation. The choice of location at Tebing Breksi also provides a refreshment for the audience in enjoying the rock music festival because the Jogjarockarta Festival was previously always held at the Kridosono Stadium, which is known as a venue for rock music events. The implementation of "ROCKFIVETIVAL" also had a positive impact on the regeneration of rock musicians in Indonesia. With this, the audience feels that they want to enjoy the atmosphere of the Jogjarockarta Festival again in 2022.

2. Event Management as a Promotional Media

Rajawali Indonesia Communication, as a promoter, has implemented consistent event management from year to year, especially at the Jogjarockarta Festival event. In Jogjarockarta Festival 2022, the promoter took advantage of and adapted the situation and circumstances by creating a new concept, one of which was the "ROCKFIVETIVAL" pre-event. This event is the result of a collaboration with Telkom Indonesia, with the concept of a rock band competition domiciled in East Java, Bali, and Nusa Tenggara. Therefore, the promotion of the Jogjarockarta Festival event expanded to areas outside Java and succeeded in attracting 60 bands who registered for the "ROCKFIVETIVAL" competition

Based on the management of the 2022 Jogjarockarta Festival 2022, the promoter optimizes a series of research, design, planning, coordination, and evaluation into promotional media for the Jogjarockarta Festival event to maintain the existence of the event. This is also supported by the enthusiasm of the audience on social media and the large number of audiences outside Yogyakarta who bought tickets to the 2022 Jogjarockarta Festival.

CONCLUSIONS

This research explains that organized event management can maintain the existence of the event itself. The organizational structure formed by dividing the job descriptions clearly influences the workflow and results of an event, especially the Project Manager's decision to lead event management. However, it is not always smooth in its management and the implementation is not as easy and smooth as expected.

All forms of obstacles not only come at the preparation stage, but also exist during the event. Unmet expectations and sudden obstacles that arise in implementation can be the subject of a major evaluation of Rajawali Indonesia Communication in managing the event. Evaluation is the final stage of event management. The promoter uses the evaluation results as part of the research material to manage the next Jogjarockarta Festival event to continue creating the annual event.

Apart from that, the audience's satisfaction with the Jogjarockarta Festival 2022 provides a statement that supports that the concept used by the 2022 Jogjarockarta Festival has been successfully implemented to maintain the existence of the Jogjarockarta Festival. With that, the audience will want to return to the Jogjarockarta Festival the following year by experiencing the sensation of enjoying the 2022 Jogjarockarta Festival.

This research has succeeded in explaining and proving that event management of the Jogjarockarta Festival 2022 can maintain the existence of Jogjarockarta Festival. With the many updates and innovations implemented, the Jogjarockarta Festival 2022 has successfully become a promotional medium for rock music festivals in Indonesia.

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ARTIFICIAL INTELLIGENCE (AI) FOR ENHANCING STUDENT ENGAGEMENT AND MOTIVATION IN EDUCATION: A STUDY OF UNDERGRADUATE STUDENTS AT USIM

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Abstract: Artificial Intelligence (AI) is a technology that simulates intelligent behaviour using computer programming and advanced neural network learning systems, enabling machines to perform cognitive tasks and solve problems independently without human intervention. This paper will put AI as one of the technologies that can influence student engagement with great motivation in education and discover AI and education as one of the initiatives for motivating students. The fulfillment of the previous study recommendation in terms of completely comprehending the implications of AI on student learning results and motivation is the main this research was developed. The researcher decided to conduct this research for additional knowledge about AI and students' engagement in education. This paper aims to explore AI's role in the educational process. It seeks to study the impact of AI on students' engagement and motivation while providing insights into the dynamic interplay between technology and education. This study employs qualitative approaches by conducting semi-structured interviews with undergraduate students in the Faculty of Leadership and Management (FKP), Universiti Sains Islam Malaysia (USIM). Thematic analysis has been thoroughly applied to derive the findings. The comprehensive implementation of this methodology improves the study's reliability, increasing its validity and accuracy by attentively recognising and analysing major themes drawn from participant responses. The results show that AI has a multifunction role that impacts student engagement and motivation in the educational

process. It aligns with the Uses and Gratifications Theory (UGT), offering a theoretical framework to understand how students purposefully engage with AI to achieve learning objectives in education. Despite the limitations and barriers that the researcher faces, this paper contributes and provides fresh knowledge to the field of AI through educational perspectives and insights.

Keywords: AI, education, engagement, motivation, students

INTRODUCTION

The research particularly explains how Artificial Intelligence (AI) can enhance student engagement and motivation in education perspective which I want to study thoroughly. As we know, social networks are changing now, and students are interacting more with technology that can make their learning process easier. So, AI is one of the technologies developed in Information and Communication Technology (ICT) and has many purposes in students' daily lives. Choosing students as my subject to study regarding AI because students are the first who embrace new technologies and it relates to AI as a machine of learning. This study explored the role of AI among FKP students at USIM in the educational process and studied the impact of AI among FKP students through student engagement and motivation.

Furthermore, this paper will put AI as one of the technologies that can influence student engagement with great motivation in education as it discovers AI and education as one of the initiatives for motivating students. This research

aims to make sure that AI plays a crucial role for students in their society and learning process. This research has been conducted to fulfill the previous study's recommendation of completely comprehending the implications of AI on student learning results and motivation (Sanchez et al., 2023). Considering the gap and limitations regarding the previous study, I decided to conduct this research for additional knowledge about AI and students' engagement in education.

Based on the literature, I overview three sub-topics which are AI as Technology, AI in Education and AI Enhances Student Engagement and Motivation. Retrieve to the European Journal of Education, a fundamental aspect of AI, machine learning, enables computers to learn from data, spot patterns, and make judgments or forecasts without code being written explicitly (Holmes & Tuomi, 2022). Cecilia Ka Yuk Chan (2023), in the International Journal of Educational Technology in Higher Education, shows that approximately one-third of polled college students in the United States (samples size 1000) have used a chatbot powered by artificial intelligence, such as ChatGPT, to complete written academic assignments (Chan, 2023). Machine learning, such as AI, can increase classroom engagement, encourage collaborative learning, and motivate students and educators (Chuang, 2014).

In this study, qualitative methods using non-probability sampling have been implemented to explore the role of AI and study the engagement and motivation of students while using AI in the educational process. Data coding was used to divide up the obtained data and provide consistency and scale within participants' responses. Two major themes in this research are the result of the findings of the data collected from FKP students.

METHODS

Methods that I applied are qualitative research design and thematic research analysis to explore students' experience regarding using AI and how it can enhance student engagement and

motivation in education. Moreover, implementing qualitative methods contributes to addressing the limitations discovered in past research, which found that previous scholars had barriers to qualitative research on the AI topic.

To understand students' experiences from various programmes in the Faculty of Leadership and Management (FKP) at USIM, non-probability sampling has been analysed to gain the objectives of this study. To narrow down my study, purposive sampling has been chosen as it can improve the accuracy and practicality of the findings that I want to obtain. Following the authors of the Journal of Research and Methods in Education (2022), utilised semi-structured interviews as it is more efficient than other types of interviews for qualitative research since semi-structured interviews allow researchers more space and adaptation to stay on the topic (Ruslin et al., 2022). Six students were interviewed as illustrated in Table 1 below.

Table 1. Participants Demography

Participants Id	Programmes	Year of Study
Participant 1	Communication	Year 4
Participant 2	New Media Communications	Year 4
Participant 3	Akidah and Religion Studies	Year 4
Participant 4	Dakwah and Islamic Management	Year 4
Participant 5	Counselling	Year 4
Participants 6	Management with Tourism	Year 3

RESULTS AND DISCUSSION

As a result of the findings, two main themes emerged. First, multifunction role, and second, engagement and motivation. The merging of sub-themes into overarching themes is relevant to the

objectives of my research study to retrieve the findings of this study. The primary research question in the study aims to explore the role of AI in the educational processes among FKP students. Three sub-themes have merged to contribute to the theme of multifunction roles (See Appendix 1).

Two sub-themes that contribute to the engagement and motivation theme are related to the second study concern, which intends to study the impact of Artificial Intelligence on student engagement and motivation in the FKP student population (See Appendix 2). Participants positively gain impact on their engagement and motivation, aligning with the Uses and Gratifications Theory. The findings of this research are consistent with the theory, demonstrating how participants actively engage with AI regarding education to meet specific goals, such as personalised assistance, efficient learning, or skill improvement. The purposeful and intentional use of AI tools in education provides support to the idea that people choose and use the medium, including AI, to meet their specific educational goals and preferences by engaging it well.

The study reveals AI's multifunction role in education which is AI-driven personalisation, machine learning, and development of vital insight. Furthermore, the intentional use of AI tools meets educational needs and participants' purposeful engagement. The study provides insights into AI's significant and intentional role in enhancing the educational experience for FKP students at USIM.

CONCLUSIONS

In conclusion, this study gives a complete review of AI as a multifunction role in education and its favourable impact on student engagement and motivation among FKP students at USIM aligns with the theory of Uses and Gratifications. Moreover, the use of the theory is important because it is appropriate for the study environment. For instance, all participants in this

research study are satisfied with the usage of AI, particularly in terms of engagement and motivation during the educational process. This relationship emphasises the main principles of the Uses and Gratifications Theory and reinforces its significance and relevance to the study's findings, thus supporting the research outcomes' reliability. This research study contributes to new acknowledgment regarding AI that fulfills the needs of the users and activates their motivation in the learning process.

The study makes significant contributions to understanding the symbiosis relationship between students and AI technologies, as evidenced by a thorough thematic analysis. Despite limitations, such as a narrow emphasis on FKP students, the study provides useful information. Recommendations include using a mixed-methods approach for future research, investigating AI in medical applications, and emphasising the use of ethical AI through the educational process by providing tutorial classes on ethically using AI.

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Appendix 1

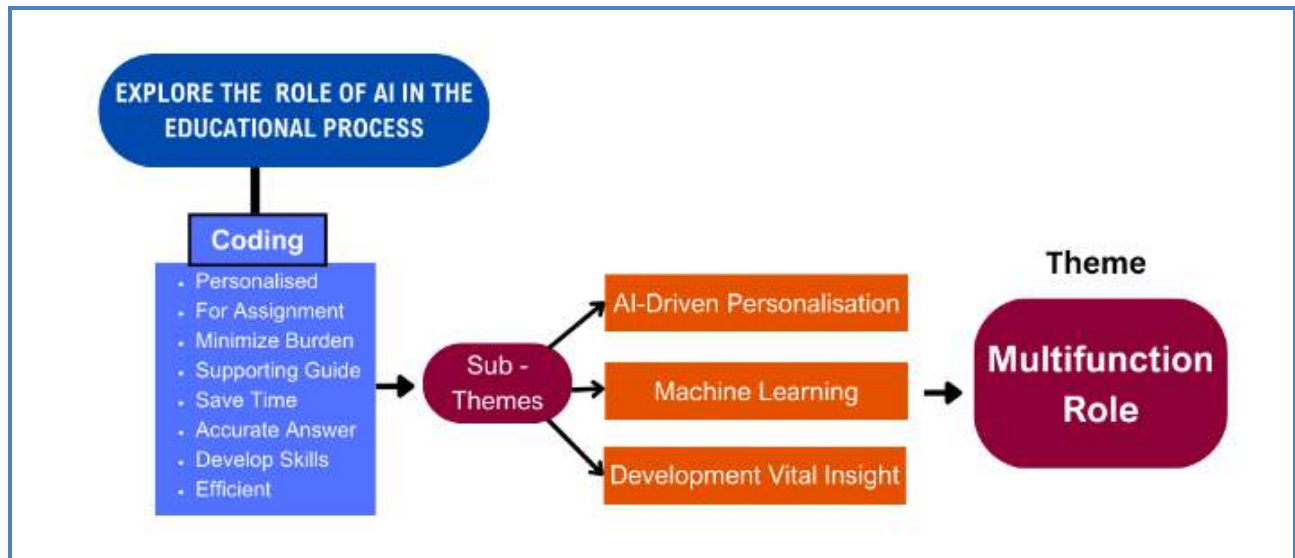


Diagram 1. The Development of Theme 1: Multifunction Role

Appendix 2

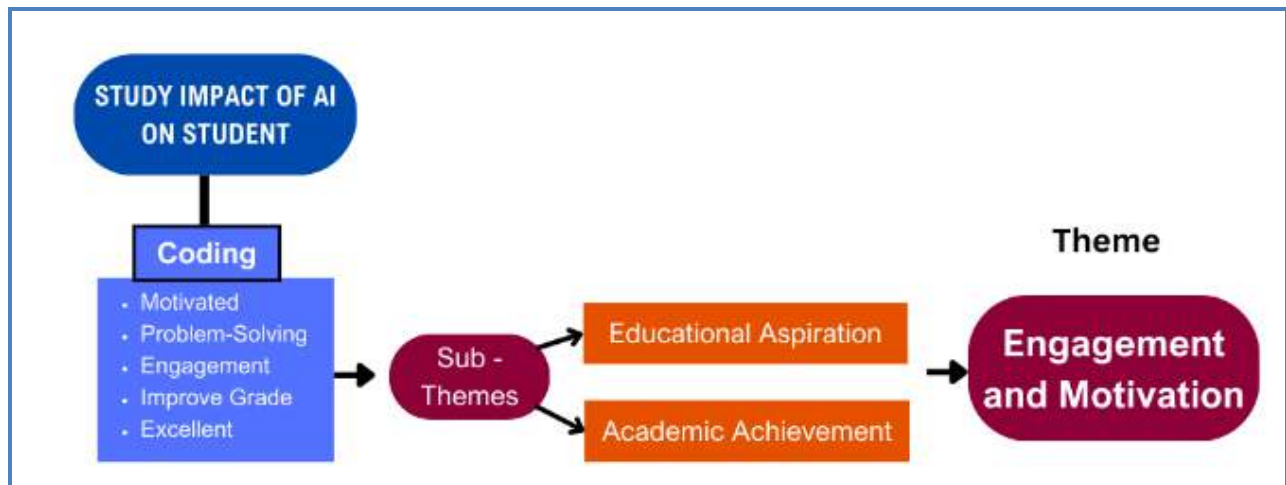


Diagram 2. The Development of Theme 2: Engagement and Motivation

NAVIGATING THE NEXUS OF TECHNOLOGY, GOVERNANCE, AND AUDIENCE: A SYSTEMATIC REVIEW OF CHINESE GOVERNMENT SOCIAL MEDIA (2013-2023)

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Abstract: This systematic literature review, underpinned by the PRISMA framework, delves into the progression of Chinese government social media from 2013 to 2023. Adopting a mixed-methods analysis, by employing bibliometric analysis and content analysis from 22 articles sourced from Google Scholar, Scopus, CNKI, and Airiti Library, the investigation delineates findings across three pivotal themes: governance, technological evolution, and audience engagement.

Delving deeper, the review meticulously categorizes the amassed findings into distinct sub-themes under each primary theme. Within these themes, the audience engagement theme, albeit explored through a singular study, emphasizes the critical yet underrepresented area of user satisfaction with government social media platforms.

It can be seen that this research underscores the imperative role of social media in the landscape of digital governance and political communication within China, offering insightful contributions to the discourse on public engagement strategies. Notably, the findings advocate for an intensified focus on audience-centric research, recognizing the scarcity of literature in this domain and its critical importance for informing future digital governance frameworks. This study's revelations are poised to inform policymakers, communication strategists, and academic inquiry, directing future digital governance

tactics and enriching the scholarly narrative surrounding political communication.

Keywords: Government social media, China, PRISMA, bibliometric analysis, content analysis

INTRODUCTION

The advent of social media has significantly transformed public communication and governance, presenting both opportunities and challenges, especially within authoritarian regimes like China(Han, R., 2018). Accordingly, this paper aims to dissect these dynamics within Chinese Government Social Media (GSM) from 2013 to 2023, focusing on the strategic use of social media by the Chinese government, the impact of technological advancements, and the nature of public engagement.

The literature on social media's role in authoritarian contexts reveals a dichotomy, serving both as a tool for government propaganda and as a platform for public discourse. In China, the strategic integration of traditional and new media reflects an effort to adapt to digital challenges while maintaining control over the narrative. Studies by Hsiang, et al. (2020) have highlighted the complexities of media integration and its implications for policy dissemination and public opinion. However, there is a notable gap in understanding the audience's active participation, particularly in the context of crises like the COVID-19

pandemic, which has reshaped the interaction between the government and the public on social media platforms.

Employing a systematic review methodology guided by the PRISMA framework, this study analyzes 22 articles from databases such as Google Scholar, Scopus, CNKI, and Airiti Library. Through bibliometric analysis and content analysis, the research categorizes the findings into governance, technological evolution, and audience engagement. This comprehensive approach enables the identification of significant trends, knowledge gaps, and emerging inquiries within the realm of Chinese GSM.

The review uncovers three pivotal themes: governance, technological evolution, and audience engagement. Governance findings underscore the government's strategic use of social media to foster transparency and public trust, balancing control with engagement. Technological evolution highlights the shift towards interactive governance through platforms like Sina Weibo, Douyin, and WeChat. Despite these advancements, a deficiency in research focusing on user satisfaction and participation underlines the need for further exploration into public interactions with GSM, especially during crises.

METHODS

This article employs a Systematic Literature Review (SLR) research procedure. As a review method, SLR was initially used in academia as a systematic, transparent, and replicable method for synthesizing research findings (Cook, Mulrow & Haynes, 1997). This technique provides a comprehensive overview of the existing literature related to a specific research question and presents and synthesizes research findings. Compared to traditional literature reviews, SLR is characterized by its objectivity,

systematic approach, transparency, and replicability (Mallett et al., 2012).

The purpose of SLR is to study a variety of different designs and concepts using quantitative, qualitative, or mixed methods (Hijriyah, et al., 2024). Therefore, this procedure is particularly suitable for describing evolutionary processes. Such a scientific and statistical review can provide a systematic interpretation of research, with the research question of this article being the research trends of Chinese government social media.

Through the rigorous PRISMA procedure (Figure 1), this study collected 22 articles that met the criteria from four databases. To analyze the research question more comprehensively, this study adopted a mixed research method.

First, this study used a quantitative research method to analyze the collected data, statistically summarizing the research theme trends of the related literature over the past decade and the distribution of research mediums through bibliometric methods, to describe the overall development trend of previous research.

Second, this study also conducted a qualitative analysis of the collected literature, categorizing the selected literature into 3 themes and 11 sub-themes through content analysis. This helps to investigate the current state of research on Chinese government social media, thereby responding to the research question of this study.

and emergency response was highlighted as a

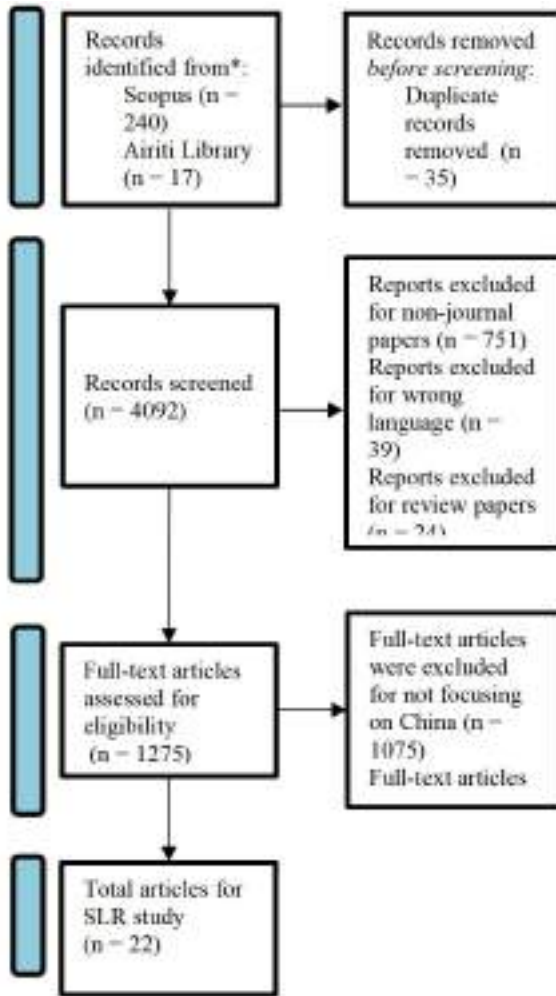


Figure 1. PRISMA Steps for SLR Studies

RESULTS AND DISCUSSION

The systematic review unearthed pivotal findings across the three primary themes of governance, technological evolution, and audience engagement, each revealing nuanced insights into the digital governance strategies employed by the Chinese government through social media.

Governance. The analysis identified a multifaceted approach to digital governance,

emphasizing efforts to enhance transparency and foster trust. The government's strategic use of social media for information dissemination

key driver of increased citizen engagement(Table 1).

Table 1. The distribution of sub-themes within the governance category

Sub-themes	The Authors	n
Requirements of Information Transparency and Trust	Jiang, Y., 2023; Liu, Zhao, Liang & Zhang, 2023	2
Requirements of Government Information Dissemination	Huang & Hu, 2022; Wang & Liu, 2023; Zhang, H. Y., 2023	3

Requirements of Adaptation to Digital Governance	Noesselt, N., 2014	1
Development of Government Information Ecology and Strategy	Schlæger & Jiang, 2014; Gu, Harrison & Zhu, 2020; Liu, Zhou & Liu, 2013; Zheng & Zheng, 2014	4
Development of Government Communication Power and Performance	Lu & Pan, 2022; Li, Wang, Zhong & Ren, 2022	2

Technological Evolution. The review highlighted significant technological advancements and their impact on government communication strategies. The evolution of social media platforms, especially the integration of mobile services, has transformed public engagement practices(Table 2).

Table 2. The distribution of sub-themes within the technological evolution category

Sub-themes	The Authors	n
Advancements in Communication Technology	Sullivan, Zhao & Wang, 2023	1

Themes	n
Technology	12
Governance	9
Audience	1

Advancements in Social Media's Development	Zhou, M., 2013; Shao, Guan, Sun, Cole & Liu, 2022; Medaglia & Zhu, 2017	3
Technological Evolution of Government Communication	Lu & Pan, 2021; Chen, Xu, Cao & Zhang, 2016	2
Social Media in Public Health and Services	Chen, Zhang, Evans & Min, 2021; Banghui,	2

	Yonghann & Guitao, 2020	
Advancements in Mobile Technology	Fu, Mensah, Wang, Gui, Wang & Xiao, 2022	1

Audience Engagement. Despite the scarcity of focused studies, the review pointed to a critical examination of user satisfaction, suggesting a gap in understanding the audience's perspective and interaction with government social media(Table 3).

Table 3. The distribution of sub-themes within the audience engagement category

Sub-themes	The Authors	n
Audiences' Satisfaction	Cai & Zhao, 2023	1

The findings from this systematic review underscore the strategic utilization of social media by the Chinese government as a multifaceted tool for governance, marked by an ongoing adaptation to technological advancements and a nuanced approach to engaging with the citizenry. However, the evident scarcity of research focusing on audience engagement highlights a significant gap in the literature, suggesting an urgent need for studies that delve into user satisfaction and interaction with government social media platforms(Table 4).

Table 4. A bibliometric analysis of the volume of literature across the three primary themes

CONCLUSIONS

This systematic literature review (SLR), adhering to the PRISMA framework, meticulously examined the evolution and impact of Chinese government social media from 2013 to 2023. The findings elucidate several

overarching principles and raise pertinent considerations.

The analysis revealed a strategic pivot by the Chinese government towards integrating social media within its governance framework, aiming to enhance transparency, foster public engagement, and streamline information dissemination. This approach illustrates an attempt to meld control with openness, striving to maintain narrative dominance while accommodating some degree of public discourse.

Notwithstanding the identified trends, the review surfaced a notable gap in the literature—specifically, a nuanced understanding of audience engagement. This shortfall highlights the methodological challenges inherent in gauging public trust and satisfaction, as well as the potential risks associated with media content homogenization on public opinion diversity.

Theoretically, this SLR enriches the discourse on digital governance, especially within authoritarian regimes, by shedding light on the intricate dynamics of government and media interactions. Practically, the insights offer a nuanced perspective on the digital governance model, suggesting pathways for other nations with similar political structures to navigate the digital domain effectively. The study advocates for a nuanced governance approach that upholds transparency and public engagement while safeguarding against the dilution of discourse diversity.

The strategic utilization of social media by the Chinese government marks a significant shift towards a more engaged and responsive governance model. However, the depth of genuine public engagement facilitated by these digital strategies remains largely unexplored. Future research should focus on refining methodologies to better assess and quantify the nature of public engagement, trust, and satisfaction with government social media efforts. It is recommended that policymakers

and practitioners consider the broader implications of media integration on public discourse and work towards enhancing digital literacy to promote a more informed and participatory digital public arena.

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CROSS-CULTURAL UNDERSTANDING IN ENGLISH LANGUAGE TEACHING CLASS: STUDENTS' PERSPECTIVE

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Abstract: English Language Teaching (ELT) classrooms functioned as focal points of cultural diversity, where individuals from diverse backgrounds converged to acquire English proficiency. In the contemporary globalized landscape, nurturing cross-cultural understanding was a fundamental requisite for proficient communication and the cultivation of intercultural competence. The objective of this research was to investigate the perspectives of students concerning Cross-Cultural Understanding within ELT environments. Employing a quantitative methodology, the research utilized a questionnaire to elicit data from students enrolled in ELT programs. The results clarified the importance of cultural sensitivity and the influence of classroom dynamics on interactions across cultures while highlighting the challenges students faced when dealing with cultural differences. Moreover, the study advocated for the integration of cross-cultural understanding into ELT pedagogy, thereby fostering inclusive learning environments conducive to intercultural communication and comprehension. This research contributed valuable insights to language education research, informed the development of culturally responsive teaching practices in ELT classrooms, and promoted inclusive learning environments conducive to intercultural communication and understanding.

Keywords: *Cross-Cultural Understanding, ELT Class, Students' Perspective*

INTRODUCTION

The individual who acquires language skills without understanding culture runs the risk of becoming a proficient but ignorant communicator (Bennett & Allen, 2003). In essence, mastering English requires an understanding of its culture, as culture serves as the foundation for language acquisition. However, the comprehensive discussion on how culture is integrated into language teaching and learning remains incomplete due to variations in learners' contexts, requirements, and anticipations.

Effective communication requires not only knowing a foreign language but also understanding different cultures. Learning a language naturally involves learning about its culture. By understanding the culture of the language they're learning, students can use the language effectively (Prasetya, 2019). Studying language involves more than just understanding grammar and structural rules; it also encompasses gaining insight into social and cultural aspects. It suggests that human beings and culture are closely intertwined and cannot be separated.

Cortazzi and Jin (1999), in English teaching, there are three fundamental categories of cultural content: the source culture, the target culture, and the international culture. First, the source culture pertains to the learners' cultural background. For example, Indonesians would readily connect with materials that reflect Indonesian society and culture. Indonesia has 1,340 ethnic groups according to the data from the Population Census in 2010 (Badan Pusat Statistik (BPS), 2017). Second, target culture refers to the cultures associated with the target language, such as English. Third, the

international culture is distinct from both the source culture and the target culture itself.

Sajidah et al., (2020) stated that numerous colleges provide elective courses focusing on culture to enhance students' awareness of diverse cultures and foster an understanding of cultural complexity, such as Cross-Cultural Understanding (CCU). CCU courses typically concentrate on the cultures of English-speaking countries (target culture) and encourage comparisons with students' own cultures (source culture). Indonesia is a country rich in cultural diversity with many ethnic groups and diverse ethnic backgrounds. Students in the English Department often come from various ethnicities and cultures. In the context of globalization and the digital era, the ability to communicate and interact across cultures is becoming increasingly important.

Cross-cultural understanding is a crucial aspect of English language learning in Indonesia. Students need to understand the cultures and values that underlie communication in various cultural contexts, both locally and globally. This ability helps them not only become competent English speakers but also individuals who are sensitive to cultural differences and capable of adapting to multicultural environments.

In a professional context, English students in Indonesia often encounter situations where they need to interact with native English speakers or individuals from various cultural backgrounds in the workplace. Having a good understanding of the cultures and customs of various ethnic groups can help them communicate more effectively and establish cooperation. Therefore, research on the importance of learning Cross-Cultural Understanding for English students in Indonesia, who come from diverse ethnic backgrounds, will provide a deeper understanding of how cultural factors influence the learning process and cross-cultural communication. It also demonstrates the significant relevance of integrating cross-cultural aspects into the

English language education curriculum at the university level.

The aim of this study is to examine the perceptions of students in the English Department regarding Cross-Cultural Understanding.

METHODS

This study used a descriptive design utilizing a quantitative approach. The quantitative method is used by using a questionnaire to determine the perspective of students.

The participants in this study were students of the English Language Education Department from several universities in Indonesia. The participants were from several tribes in Indonesia, such as Javanese, Sundanese, Madurese, Malay Bengkulu, Sasak, and Ternate. They have learned Cross-Cultural Understanding (CCU) in their class.

There were 35 participants who filled out the questionnaire. Participants were asked to rate 8 questionnaire items, each of which was answered with a four-point Likert scale, ranging from 4 "Strongly Agree" "Agree" "Disagree" to 1 "Strongly Disagree". After that, the researcher conducted semi-structured interviews to get in-depth information about their perception of cross-cultural understanding in English class. The researcher distributed questionnaires using the Google form. Then the researcher analyzed the students' perceptions based on the questionnaire.

RESULTS AND DISCUSSION

No	Statement	SD		D		A		SA	
		n	%	n	%	n	%	n	%
1	I believe that learning the culture of English-speaking people and countries is as important as learning the language.	0	0	0	0	11	30.3	22	66.7
2	I think learning about English-speaking people and countries' cultures can diminish my understanding of my own culture and native culture.	0	0	3	9.1	9	27.3	21	63.6
3	I am more tolerant when I know about English-speaking people and countries' cultures.	17	51.5	10	30.3	3	9.1	3	9.1
4	Teaching culture makes me eager to learn English.	18	54.5	11	33.3	4	12.1	0	0
5	I forget the importance of my own culture because of learning English.	28	84.8	4	12.1	1	3.0	0	0
6	I think with the influence of English, I am losing my confidence in my own cultural identity.	28	84.8	3	9.1	2	6.1	0	0
7	I feel a lack of understanding of my own culture and cultural identity when learning English as a foreign language.	25	75.8	6	18.2	1	3.0	1	3.0
8	In my opinion, when speakers of different languages meet, misunderstandings arise often from linguistic differences.	2	6.1	6	18.2	17	51.5	8	24.2

The questionnaire results indicate that 22 participants (66.7%) strongly agree that learning the culture of English-speaking countries and their people is as important as learning the language itself. Meanwhile, 11 participants (30.3%) expressed agreement with the first statement.

The second statement reveals that 21 participants (63.65%) strongly agree that when learning English and its culture, it may diminish their understanding of their own culture. There are 9 participants (27.3%) who agree and 3 participants (9.1%) who disagree. Therefore, it can be concluded that learning English and its culture might lead students to forget their native culture, such as Javanese, Madurese, Minang, Malay Bengkulu, Sundanese, and Ternate cultures.

The third statement, 3 participants (9.1%) stated that they strongly agree if students would become more tolerant if they know the culture of English-speaking countries. Then there are 3 participants (9.1%) who agree with that statement, 10 participants (30.3%) who disagree, and 17 participants (51.5%) strongly disagree.

Therefore, it is concluded that more participants indicate that students will not have high tolerance if they know the culture of English-speaking countries. The fourth statement indicates that 4 participants (12.1%) agree, 11 participants (33.3%) disagree, and 18 participants (54.5%) strongly disagree.

The fifth statement states whether participants can forget their culture when learning English. The questionnaire results show that 1 participant (3.0%) agrees, 4 participants (12.1%) disagree, and 28 participants (84.8%) strongly disagree. Therefore, it can be concluded that learning English does not result in participants forgetting the importance of their culture, doubting their cultural identity, or understanding their own culture less. Students believe that learning English does not have a negative impact on their cultural identity. They may use English as a language or tool of communication, thus they do not feel threatened by the process of learning English.

The sixth statement indicates that 2 participants (6.1%) agree, 3 participants (9.1%) disagree, and 28 participants (84.8%) strongly disagree. Thus, the questionnaire results state that more participants strongly disagree that learning English can influence their cultural identity beliefs. The questionnaire results for the seventh statement indicate that 1 participant (3.0%) strongly agrees, 1 participant (3.0%) agrees, 6 participants (18.2%) disagree, and 25 participants (75.8%) strongly disagree that they understand less about their culture and cultural identity when learning English.

The last statement indicates that 8 participants (24.20%) strongly agree, 17 participants (51.50%) agree, 6 participants (18.2%) disagree, and 2 participants (6.1%) strongly disagree that misunderstandings often occur due to language differences when speakers of different languages meet. Therefore, it can be concluded that different cultures and languages often lead speakers to experience

difficulties in communication. Thus, when someone learns English, they need to learn its culture as well.

From the questionnaire results, it can be concluded that students have a positive attitude toward the statements. 66.7% of students who learn English-speaking society culture still learn and believe in their original culture. These results are consistent with the research conducted by Sajidah et al., (2020), which states that language learners tend to view cultural teaching positively because they can explore the culture of societies and countries that speak English, along with their own culture. Apart from that, the participant highlighted the importance of cross-cultural non-verbal comprehension, focusing on kinesics (such as eye contact and gestures), proxemics, and artifacts (Pratiwi, 2022). Culture and language are deeply intertwined, making it impossible to separate them without diminishing their impact on either language or culture. In EFL or ESL classrooms, it's essential to teach English with a focus not only on linguistic proficiency but also on acquiring cultural knowledge and awareness. Otherwise, even students demonstrating excellent English skills may struggle to effectively communicate with native speakers in real-life scenarios (Hartono et al., 2021).

CONCLUSIONS

The conclusion of the study on English language learners' perceptions of Cross-Cultural Understanding (CCU) indicated that students considered it important to have a deep understanding of culture in language learning. They realized that CCU played a key role in cross-cultural communication. The emphasis on English language teaching encompassed not only linguistic aspects but also cultural understanding and awareness of cultural differences. Students who had a strong understanding of culture could be more successful in communicating with native English speakers in real-life situations. Therefore, integrating cultural teaching into the English

language curriculum was crucial to prepare students for effective interaction in cross-cultural contexts.

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CONSUMER ATTITUDES IN THE DIGITAL AGE: NAVIGATING THE LANDSCAPE OF SOCIAL MEDIA MARKETING

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Abstract: Today's marketing relies heavily on online advertising platforms, especially social media, to promote the marketer's brand. This platform is seen as more effective, opening space for advertisers to be creative and being a profitable investment due to the high cost of buying media, which is cheaper than other media platforms. This study examines the influence of content-related variables, including content type, frequency, and format, on consumer attitudes. It evaluates the impact of social media usage patterns on consumer attitudes toward social media marketing among USIM students. This study uses a quantitative methodology, with an online survey distributed to 100 students from USIM students. SPSS was used in this study to analyze the data. Therefore, advertisers need to understand the attitude of users, especially the current generation of users, towards marketing on social media since they are the most active generation using social media. Consumers' attitudes toward marketing influence their responses to advertising, and consumer response behaviors such as avoiding online ads result from their negative attitudes toward advertising that may be due to cultural influences that have been shown to influence consumer behavior and consumption.

Keywords: Consumer attitudes, social media, marketing

INTRODUCTION

Social media has revolutionized how people interact and access information, reshaping daily lifestyles worldwide. With billions now incorporating the internet, mobile apps, and digital communication into their routines, social media platforms facilitate rapid and widespread information sharing.

This has compelled advertisers to shift towards social media advertising to engage with consumers more directly and effectively. Marketers recognize the integral role of social media in their strategies, leveraging platforms like Facebook, Twitter, and Instagram to promote brands and interact with customers. Consumers increasingly rely on social media for information, so their attitudes and behaviors evolve, influencing marketing performance.

The internet's vast reach enables advertisers to connect with a global consumer base, facilitating browsing, selecting, and purchasing products and services worldwide (B.Pharm, 2023). Social media, mainly through networking sites, is a powerful tool for advancing marketing objectives, enhancing

communication, user engagement, and customer relationship management.

Understanding the factors influencing social media marketing within diverse cultural contexts is crucial (Marroquin, 2023). Unlike in the past, where consumers relied solely on sellers' information, social media allows for extensive communication among consumers, leading to informed decision-making and increased control over purchases (Maksic, 2023). Consumers now actively engage with sellers, negotiate deals, and share opinions, impacting their attitudes towards advertising, which vary across cultures.

Social media facilitates two-way communication between firms and customers, fostering personalized relationships and enabling marketers to reach target populations more effectively. However, it also exposes organizations to positive and negative user feedback (Pandit, 2023). Handling negative comments appropriately is essential to maintain a positive brand image. Ultimately, grasping consumer needs and attitudes within diverse cultural contexts is paramount for organizations to make informed investment decisions and navigate the complexities of social media marketing successfully.

This research aims to investigate the variations in factors affecting consumer attitudes towards social media marketing. To examine the influence of content-related variables, including content type, frequency, and format, on consumer attitudes and to evaluate the impact of social media usage patterns on consumer attitudes toward social media marketing.

This study investigates the factors influencing consumer attitudes towards social media marketing, particularly among students at USIM. Given the significant role of social media marketing in contemporary marketing practices, understanding how it impacts the

attitudes of USIM students towards product selection via social media platforms is crucial. By examining the attitudes of USIM students towards social media marketing, this research aims to raise awareness among students regarding the purpose and impact of customer attitudes on social media marketing. Ultimately, this study encourages students to approach social media marketing on these platforms with greater caution and discernment, reducing the likelihood of being easily influenced by marketing efforts.

METHODS

This research uses a quantitative approach to examine the influence of content-related variables, including content type, frequency and format, on consumer attitudes and assess the impact of social media usage patterns on consumer attitudes towards social media marketing at USIM. The scope of this research involves all students from various faculties at USIM.

The chosen methodology uses structured online survey questionnaires designed to collect important numerical data to meet the research objectives and address the research questions. The questionnaire that has been produced will be distributed to respondents online using social media.

The survey questionnaire consists of three parts, each with a specific purpose. Section A was designed to capture demographic details to establish a profile of respondents. Part B consists of multiple-answer questions where respondents can choose more than one answer, and Part C evaluates the objective of this research, which is to examine the influence of content-related variables, including content type, frequency, and format, on user attitudes and evaluate the impact of social media usage patterns on consumer attitudes towards social media marketing at USIM.

After that, the collected data will be subjected to careful analysis using the Statistical Package for the Social Sciences (SPSS) software. This analysis will facilitate extracting valuable insights and validating research findings on consumer attitudes towards social media marketing among the diverse student population at USIM without specifying any faculty.

RESULTS AND DISCUSSION

Question	Percentage					Mean	Std. Deviation
	SD	D	N	A	SA		
Social media provides a great influence in influencing purchase decisions.	2	9	8	37	44	4.36	.835
Social media with marketing is very interesting.	0	2	9	55	34	4.24	.888
Social media advertisements are more attractive than traditional advertising.	1	3	18	38	40	4.31	.845
Social media content provided credible.	4	11	27	37	20	3.57	1.066
Social media marketing influences consumer attitudes towards social media usage patterns.	0	3	18	55	24	4.28	.721
Social media uses for marketing purpose are more interactive.	1	3	8	46	40	4.24	.766
Social media is preferred by consumers to buy online than not.	0	9	17	38	44	4.19	.873
Social media marketing provides information that convinces individuals to buy the product/service offered.	0	4	14	55	27	4.05	.787

Table 1: Percentage, Mean and Standard Deviation for the influence of content-related variables, including content type, frequency and format on consumer attitudes

Table 1 shows that exploring the influence of content-related variables, including content type, frequency, and format, on consumer attitudes among USIM students, participants showed strong agreement with the statement, "Social media provides a great influence in influencing purchase decisions". This is evident in the highest mean score of 4.36, indicating a high level of consensus. The included standard deviation of 0.835 suggests a relatively high and consistent level of agreement among respondents, reinforcing that social media is perceived as having a substantial influence on their purchasing decisions.

The lowest mean score on the statement "Social media content provided credible". The mean score of 3.57, accompanied by a standard

deviation of 1.066, suggests moderate agreement among respondents but also some variability in opinions. While a substantial portion acknowledges the credibility of social media content, neutral and opposing responses highlight diversity in perceptions within the surveyed group.

Question	Percentage					Mean	Std. Deviation
	SD	D	N	A	SA		
I trust the promotion made on social networks.	2	9	24	43	22	3.77	.802
I like interacting with applications such as YouTube, Facebook and blogs, generally known as social media.	1	1	21	38	39	4.09	.857
I believe that marketing over social media is very satisfying.	0	4	17	58	21	4.18	.857
I feel comfortable in sharing my information on social media sites.	19	13	20	31	17	3.30	1.347
I refer to the opinion of experts on social media sites while considering any product or service.	0	4	11	50	34	4.14	.776
I use social media advertising as a reference for purchasing.	0	3	18	58	21	4.20	.804

Table 2: Percentage, Mean and Standard Deviation for the impact of social media usage patterns on consumer attitudes toward social media marketing.

Table 2 provides insight into the impact of social media usage patterns on consumer attitudes towards social media marketing among USIM students, focusing on the mean score and standard deviation. The highest mean score, showing strong agreement among participants, was observed for the statement: "I use social media advertising as a reference for purchasing." The mean score of 4.20, accompanied by a standard deviation of 0.804, suggests a consistent and relatively high level of agreement among respondents. This collective viewpoint underscores the significance of social media advertising as an influential factor in shaping purchasing decisions among the surveyed individuals. The data provides valuable insights into the positive impact and influence of social media advertising on the purchasing attitudes of the surveyed individuals.

On the other hand, the lowest mean score is related to the statement: "I feel comfortable in sharing my information on social media sites." The mean score of 3.30, coupled

with a relatively high standard deviation of 1.345, suggests moderate agreement among respondents and a notable degree of variability in opinions. While a substantial percentage feels comfortable sharing information on social media, neutral and opposing responses highlight diversity in perceptions within the surveyed group. The data provides valuable insights into the mixed comfort levels of the surveyed individuals when sharing personal information on social media sites.

CONCLUSIONS

In conclusion, the influence of consumer attitudes towards social media marketing is an essential factor that significantly impacts the effectiveness of marketing strategies in the digital landscape. Through this study, we have explored how consumer attitudes shape their interaction with social media marketing content, ultimately influencing brand perception, engagement, and purchase attitudes. These findings highlight the importance of understanding and effectively leveraging consumer attitudes to optimize social media marketing efforts.

Furthermore, the recommendations and implications derived from this study provide valuable insights for businesses looking to improve their social media marketing strategies. By tailoring content to align with positive consumer attitudes, fostering trust through transparent communication and engaging in interactive communication, businesses can strengthen brand-consumer relationships and drive meaningful engagement on social media platforms. Additionally, leveraging influencer sharing, maintaining consistency and authenticity in messaging, and continually improving strategies based on user feedback are essential to influence consumer attitudes toward social media marketing positively.

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ARTIFICIAL INTELLIGENCE (AI) AS A SOURCE OF ISLAMIC INFORMATION: EXAMINING THE RESPONSE OF NAHDLATUL ULAMA (NU) AND MUHAMMADIYAH IN INDONESIA

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Abstract: Artificial intelligence (AI) has recently become an important phenomenon. Interestingly, some Islamic groups have used AI to ask about Islamic information. Of course, the validity, accuracy, and veracity of AI-related information are in severe debate. The two most prominent Islamic organizations in Indonesia, Nahdlatul Ulama (NU) and Muhammadiyah have responded to the existence of this AI technology. This article reviews how NU and Muhammadiyah responded to AI as a means of Islamic information. By using qualitative methods, which focus on data in the form of statements by NU figures, offline and online, this article concludes that both NU and Muhammadiyah view AI as a challenge and threat to Islamic authority. However, NU tends to view that AI-generated information should not (*haram*) be used as a reference. For NU, AI cannot be trusted as a provider of religious information. This differs from Muhammadiyah, who emphasizes that preachers can consider AI technology as a vehicle for da'wah. Even for Muhammadiyah, preachers are encouraged to use this technology. NU tends to be more traditionalist and closed regarding AI and even views AI as a threat to Islamic boarding school (*pesantren*) culture; meanwhile, Muhammadiyah is more open to adapting to new technology. These findings can be a reference in developing Islamic da'wah media in the context of dynamically emerging technology.

Keywords: AI; NU; Muhammadiyah; source of Islamic information.

INTRODUCTION

Artificial intelligence (AI) has become an alternative technology that provides various information, although experts debate the validity of the information provided by this technology (Noémi Bontridder & Yves Pouillet, 2021; Annie Benzie & Reza Montasari, 2022). This is, of course, a challenge for the religious world. The existence of AI has given rise to various studies, such as the moral implications of using AI, the integration of AI with religious practices, the analysis of religious texts in AI, and so on (Yuli Ardianysah, 2023). Apart from that, according to Susanna Trotta et al. (2023), many studies regarding AI and religion focus on concerns that AI will replace the role of God. However, what is certain is that according to Marius Doromontan (2022), AI has extraordinary implications for religion. However, ethical and moral problems in using AI for religion remain problematic (Ana Khorunnisa et al., 2023).

Even though various questions remain, AI, whether we admit it or not, continues to develop into a source of religious information and, in turn, can replace the role of traditional religious authorities. This study aims to complement previous studies that have not studied how specific religious organizations adopt AI as a medium or source of religious information. This article, therefore, examines the response of Nahdlatul Ulama (NU) and Muhammadiyah in Indonesia regarding the use of AI as a source of religious information as two organizations that work in their respective approaches, NU and Muhammadiyah seem to have different views on AI. This study assumes that specific religious approaches have their way

of looking at new technology. This article can contribute to the development of Islamic media based on artificial intelligence technology.

METHODS

Researcher use qualitative research, where data is explored and analyzed in depth. In qualitative research, the researcher is the key instrument that determines the data obtained. Data was collected using documentation techniques by reading, researching, and drawing conclusions from NU and Muhammadiyah's comments and opinions about AI, which were spread in online media. Researchers will focus on several online media articles published by nu.or.id and muhammadiyah.or.id.

The data was analyzed using the Religious Social Shaping of Technology (RSST) approach (Campbell, 2010). This approach states that religion influences the use of technology, the opposite of the old concept, which says that technology influences religion. In this approach, researchers will test three aspects, namely (1) community, (2) authority, and (3) textual media. The community focuses on community identity, namely NU and Muhammadiyah. Authority focuses on the authority of ulama or religious figures in NU and Muhammadiyah. In contrast, textual media focuses on traditional religious texts that reference these two organizations in viewing AI.

RESULTS AND DISCUSSION

Nahdlatul Ulama's response to AI

NU held a national deliberation (Munas) in 2023, and the position of AI as a source of Islamic information was discussed. This can be seen in an article posted on the NU website as seen in Table 1.

Table 1. Article Posted on NU's Website

No.	Posted Article	Link
1	2023 NU National Conference	https://www.nu.or.id/nasional/munas-nu-2023-

	Recommends PBNU to Create AI (Munas NU 2023 Rekomendasikan PBNU Bikin AI)	rekomendasikan-pbnu-bikin-ai-mluw3
2	2023 NU National Conference: Asking AI is OK, but It is Haram to Use It as a Guide to Practice (Munas NU 2023: Bertanya ke AI Boleh, Tapi Haram Dijadikan Pedoman untuk Diamalkan)	https://www.nu.or.id/nasional/munas-nu-2023-bertanya-ke-ai-boleh-tapi-haram-dijadikan-pedoman-untuk-diamalkan-HvEI3

Reference: nu.or.id, 2023

NU appears to view AI as an adaptable technology. Therefore, NU encourages the need to develop AI based on the NU database. In article number 1, it says,

"Inevitable Technological developments must be welcomed and adopted. Artificial intelligence (AI) is a technology that is developing very quickly. The 2023 Nahdlatul Ulama National Conference (Munas) recommended that the Nahdlatul Ulama Executive Board (PBNU) create an AI with a database from NU."

The establishment of AI based on NU data was carried out by displaying NU's

religious tradition, which emphasizes sect (*madhhabis*)-based religion. It says,

"Data from the PBNU is necessary to fill in the AI so that it can refer to *the Ahlulsunah wal Jamaah an-Nahdliyah* schools of thought (*madhhab*s), without being biased by understandings outside of it... This recommendation is based on the rise of AI, where many people ask about religious matters. Meanwhile, AI is still produced by non-Muslims."

In article 2, NU emphasized that using AI as a reference source for worship (*ibadah*) is forbidden. AI can only be used as a tool to ask questions, as it says,

"The 2023 Nahdlatul Ulama (NU) National Conference (Munas) of Alim Ulama determined that it is permissible to ask AI about religion, but it is *haram* to use it as a guideline that is practiced."

Furthermore, it is said that this impossibility refers to several reasons. Namely, first, the truth of AI is not yet guaranteed, even though its knowledge may surpass humans. This prohibition is also based on the fact that the answers given are hallucinatory. Apart from that, AI is still produced by non-Muslim people so it creates its own bias in the answers presented.

Muhammadiyah's response to AI

Muhammadiyah provided a response to AI which can be seen in the following article post as seen in Table 2.

Table 2. Articles Posted on Muhammadiyah's Website

No	Posted Article	Link
1.	Artificial Intelligence	https://muhammadiyah.or.id/2023/10/artificial-intelligence-sebuah-keniscayaan-kenali-

	Necessity, Recognize its Positive and Negative Potential (<i>Artificial Intelligence Sebuah Keniscayaan, Kenali Potensi Positif dan Negatifnya</i>)	potensi-positif-dan-negatifnya/ .
2.	Challenge of Muhammadiyah Mubalig Da'wah in the Era of AI Development (<i>Tantangan Dakwah Mubalig Muhammadiyah di Era Perkembangan AI</i>)	https://muhammadiyah.or.id/2024/01/tantangan-dakwah-mubaligh-muhammadiyah-di-era-perkembangan-ai/ .

Reference: Muhammadiyah.or.id, 2023

In article number 1, Muhammadiyah views AI as a necessity, but users must understand the positive and negative potential of this technology, as stated:

"AI is an inevitability. This means that we all cannot escape this AI. However, if we rely too much on AI, we may become useless. This message reminds us of the importance of taking a

wise attitude in facing advances in AI technology and how we can make good use of it while avoiding the negative impacts that may occur. Do not use AI as a jockey, but make it a tutor; that is where you will have skills later. If you become a jockey, you will not learn anything."

Furthermore, as presented in article number 2, Muhammadiyah views that AI can shift the authority of ulama, as stated:

"Ulama, who were originally religious authorities, have shifted that authority to Google, which is connected to the internet network. Moreover, the presence of AI is also taking away the authority and role of ulama among the people."

However, AI can become a source of abundant data that can be utilized by preachers. It is stated that:

"The existence of Big Data is a mine for AI to dig deeper into any knowledge, including religious knowledge. Amid such a situation, the role of preachers must be more stable." IT and AI do come as a challenge, but Muhammadiyah preachers must not give up. Mubalig of Muhammadiyah must be brave and ready to surf the waves of progress."

The data shows that there is encouragement from Muhammadiyah to use AI as long as it is used for positive things. Muhammadiyah preachers encourage their preachers to utilize AI in their preaching (*da'wah*) activities.

Factors of NU and Muhammadiyah's Acceptance of AI

Based on the data above, it can be said that NU and Muhammadiyah both accept AI as a source of religious information. However, the difference is that NU only limits the ability to use AI to ask questions but forbids it as a reference or guide in doing worship (*ibadah*). Meanwhile, Muhammadiyah did not issue a *fatwa* prohibiting the use of AI but asked users to be wise and selective in their use of AI.

There are three factors in NU and Muhammadiyah's acceptance of AI, namely: community, authority, and media textual factors.

Community identity strongly becomes the basis of NU and Muhammadiyah's opinion on AI. NU is known as a traditional Islamic community that is the past ulama tradition, so it is very selective in adopting new technology, and it does not readily accept AI as a guide in worship (*ibadah*). Meanwhile, Muhammadiyah, as a modernist Muslim community, easily views AI's position as inevitable even though it is also a threat to Islam.

In addition, the referenced religious authority also influences their acceptance of AI. Their religious authority is related to religious figures called *kiyai* or *ustadz*. However, both appear different regarding the institutions that preserve this authority. NU's religious authority is more developed in Islamic boarding schools (*pesantren*), which teach their students various cross-school books (*kitab kuning*). Muhammadiyah operates more through modern educational institutions called *sekolah umum* and colleges (*perguruan tinggi*).

Furthermore, their understanding of primary Islamic sources which are the Quran, hadith, and Ulama's books also influences their views on AI. In this regard, NU is more textual than Muhammadiyah which emphasizes a contextual approach. However, both NU and Muhammadiyah still consider that primary Islamic texts cannot be replaced with AI-based Islamic texts. NU and Muhammadiyah seem to

be trying to integrate pure Islamic texts with Islamic texts provided by AI (Adeni, 2022).

Model of New Islamic Information Source

It seems that NU and Muhammadiyah still do not want the authority of their Islamic leaders in the offline space to be eroded. Both view the importance of conventional religious authority in their acceptance of AI. This statement refuses a technocentric perspective that is considered able to negate the historical tendency of influential leaders to influence the diffusion of technology and new media interactions in society (e.g., Beatty & Gordon, 1991; Lin, 2003; Siebel, 2019). However, NU and Muhammadiyah encourage the need for Islamic authority to be channeled or mediated (Benoit-Barné & Cooren, 2009; Fairhurst & Cooren, 2009). Hence, following Harris's (2017) parable about the first church of artificial intelligence or the Way of the Future, AI that can provide the truth information can be run as an Islamic mansion based on large communities of NU and Muhammadiyah.

It can be said that AI needs to be developed as a source of Islamic information. We need to ensure that this technology is not biased in providing information (Brown, 2018). In particular, the most important thing is how to integrate the Islamic community identity, conventional Islamic authority, and pure Islamic sources (texts) with the existence of AI so that there is no religious misdirection in the use of AI. As a technological tool, AI is a technology that must be adopted into the world of Islamic da'wah to enrich and build a broader Islamic discourse (Adeni, 2023).

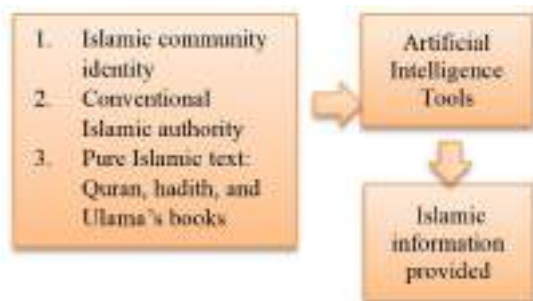


Figure 1. Model of Integration of Islam and AI Tools

CONCLUSIONS

This study concludes that NU and Muhammadiyah in Indonesia accept AI as a source of Islamic information. However, this acceptance applies as long as AI is used with limitations that do not conflict with Islamic principles. NU and Muhammadiyah's acceptance of AI can be a model for developing AI as a means of Islamic da'wah. The involvement of AI as a space providing various Islamic information is necessary. Therefore, practitioners of Islamic da'wah can develop AI that suits the needs of Islamic da'wah. The most important thing is how valid Islamic data can be integrated with AI.

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