UNIVERSITAS KATOLIK INDONESIA
ATMA JAYA
Tepercaya Kualitas Lulusannya
School of Communication

BOOK PROGRAM

MANAGING ISSUES IN HUMAN COMMUNICATION TODAY

International Conference on Corporate
and Marketing Communication

ICCOMAC 2021

In collaboration with

HIDESI 2021 Conference
October 27-28, 2021 📅

School of Communication
Atma Jaya Catholic University of Indonesia
Jakarta - INDONESIA

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    PUBLIC RELATIONS ASSOCIATION OF INDONESIA

REMARKS FROM THE DEAN OF THE FACULTY OF BUSINESS ADMINISTRATION AND COMMUNICATION

Welcome to the 6th International Conference on Corporate and Marketing Communication (ICCOMAC) in Collaboration with the 31st Indonesian Ethics Lecturer Association (Hidesi) Conference.

Technological development has led to changes in the era and way of life of people. Society nowadays is facilitated by increasingly sophisticated technology. This change is also occurred in the organizations. Organizations must keep up with this development to survive in the midst of existing changes. Many issues also arise in communication in organizations, like how one should be able to communicate well online, how social media can now also become a major force for an organization, the impact of social media on organizations and so on. Good communication should be a bridge to confusion and ambiguity with clarity and truth. However, as we all know, the amount of information conveyed is not in line with the fact. In this world, a lot of hoax harms the community and causes conflict. In this case, communication ethics plays an important role that can help people do something well.

My appreciation to the School of Communication and Hidesi team for organizing this conference. The problems we face are too big, we cannot solve them alone. We need a lot of fresh ideas to overcome this big, complicated, and challenging problem. Hopefully this conference can help all participants in understanding how to manage issues in communicating today. Wish you all a good conference. Stay safe, stay healthy!

Best regards,

Dr. Eko Widodo
Dean

REMARKS FROM THE HEAD of THE SCHOOL OF COMMUNICATION

Dear distinguished guests,

Welcome to the International Conference on Corporate and Marketing Communication (ICCOMAC) in collaboration with Indonesian Ethics Lecturer Association (HIDESI) in the year 2021. Although we are still in the middle of this pandemic situation, I am very happy to meet you virtually in the conference and it is a pleasure to welcome you all speakers, participants, colleagues, and students participating in this event. The main theme of this year's collaboration event is Managing Issues in Human Communication Today, which is an important as well as interesting issue to discuss in a multi discipline studies.

I would like to thank the Public Relations Association of Indonesia (Perhumas) for their support on this event. Many thanks also to the Association of Communication Lecturers (ASPIKOM), the Association of Communication Graduates (ISKI), and also to our international colleague Le Havre Normandie Universite in France, who has been closely related with the School of Communication for lending their hands as moderators for the breakout sessions. We appreciate the synergy with journals under APJIKI: Aspiration, Bricolage and Jurnal Scriptura to absorb potential papers in their jurnal.

My appreciation also goes to the team committee of this conference, who are able to manage this international level conference – lectures, administrators, and students. Without them, this conference will not flourish.

We wish everyone a great session at the conference. This is an opportunity where collaboration from the academic and professional will bring better outcomes for the future.

Regards,

Dr. Dorien Kartikawangi, M.Si.
Head of the School of Communication

REMARKS FROM THE CHAIRMAN OF INDONESIAN ETHICS LECTURER ASSOCIATION (HIDESI)

On this special day, allow me to welcome to the 31st Indonesian Ethics Lecturer Association (HIDESI) conference and the 6th International Conference on Corporate and Marketing Communication (ICCOMAC) participants. Pengurus HIDESI and the School of Communication, FIABIKOM, Atma Jaya Catholic University of Indonesia agreed to collaborate in organizing an online conference with the theme of Ethics and Media on 27-28 October 2021 for two reasons.

First, Ethics and Media are currently being discussed about how the quality of the relationship between the two can be improved through philosophical reflection that provides a strong ethical foundation for communication praxis.

Second, communication competence requires rational and ethical reasoning so that the choice of media and the way we express our views in the public sphere still respects the nobility of human dignity.

Thank you to the two collaborative teams for this prestigious conference, namely, School of Communication and Pengurus HIDESI. The hard work of the two collaborative teams succeeded in bringing speakers across languages and countries so that participants from any part of the world could listen and engage in discussions with experts in the fields of ethics and communication science. Personally, I am interested in quoting the following magic words. What does Dr Martin Luther mean when he says that he has been to the mountaintop? The answer is, I have a dream. A dream to maintain the dignity of media ethics. Thank you!

Regards,

Dr. Alexander Seran, M.A.
Chairman of the Indonesian Ethics Lecturer Association (HIDESI), 2017-2021

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School of Communication

H5S

International Conference on Corporate and Marketing Communication

ICCOMAC 2021

In collaboration with

HIDESI 2021

Conference

October 27-28, 2021

MODERATORS

Dr. Hadi Saba Ayon
Le Havre University,
Normandy, France

Dr. Mikhael Dua
HIDESI, Atma Jaya Catholic
University of Indonesia

Dr. Dini Safitri, M.Si.
ASPIKOM Jabodetabek

Luciana Budiman
PERHUMAS

6th ICCOMAC 2021
In collaboration with HIDESI 2021 Conference

Theme: "Managing Issues in Human Communication Today"

Atma Jaya Catholic University of Indonesia

Wednesday & Thursday, October 27-28, 2021

Background

It is difficult for organizations to anticipate and keep in front of the changes they encounter. What worked during the recent Industry 4.0 may no longer be relevant in this evolving 21st century. What worked ten years ago may likely have evolved into something different. A sense of urgency, a fast pace, inconsistency, information overload, regenerating technology, and constant change characterize the dynamic changes as organizations move from operating in the industrial age to the information age. A few years ago, we were dependent on CDs, DVDs, and palm pilots, and now we don't use many of those technologies. There are four elements (Payton and Hahn, 2019) of the changing landscape for organizations: 1) Organizations are becoming more global, 2) Images and identity are becoming increasingly important, 3) There is a shift to a more predominant service economy, and 4) The changing workforce is highlighted by the "disposable worker", downsizing, early retirement, and temporary workers.

As a result, new directions of research are emerging. These changes are forcing those of us in organizational communication to reexamine existing communicative practices relative to the changing dynamics of organizations. For example, can a person lead without any personal, face-to-face contact? How do organizational values impact ethics, and what is the attitude towards ethical communication in this increasingly competitive age? How should work-life issues such as working parents, affirmative action, and drug screening be handled? With increasing diversity in the workplace, what is the role of intercultural communication? In this age of elevated tensions, how do stress and emotions communicatively manifest themselves in the workplace? What is the impact of our social media postings on our work lives?

One of the greatest challenges facing organizations is the practice of ethics. Ethics are a basic code of conduct (morals) that individuals and groups use to assess whether something is right or wrong. Thus, it is very timely that this year's conference is in collaboration with HIDESI – Himpunan Dosen Etika Seluruh Indonesia, the association for Indonesia ethics lectures, as it plans for a conference on [Media] Ethics.

The combination of issues facing organizations, and ethics to be considered in defining the communication today provides a profound reason to collaborate.

RUNDOWN ICCOMAC & HIDESI 2021

Wednesday, October 27, 2021

Time	Agenda
08.30 – 09.00	Registration
09.00 – 09.05	Welcome and opening by MC Indonesian national anthem "Indonesia Raya" Unika Atma Jaya march song
09.05 – 09.10	Conference Chair report: Dr. Nia Sarinastiti, M.A.
09.10 – 09.15	Remarks by the Chairman of HIDESI: Dr. Alexander Seran, M.A.
09.15 – 09.20	Remarks by the Dean of FIABIKOM: Dr. Eko Widodo
09.20 – 09.25	Group photo
09.25 – 12.25	Parallel sessions (Marcomm, Corcomm, Media, Ethics) *4 breakout rooms (ICCOMAC & HIDESI)* **Moderator:** - Corporate Communication: Luciana Budiman (Competency and Research Board Member of Perhumas) - Marketing Communication: Dr. Dini Safitri, M.Si. (ASPIKOM Jabodetabek) - Media: Hadi Saba Ayon (Le Havre University, Normandy, France) - Ethics: Dr. Mikhael Dua (Atma Jaya Catholic University of Indonesia)
12.25 – 13.25	Lunch break
13.25 – 13.30	Remarks by the Rector of Atma Jaya Catholic University of Indonesia: Dr. A. Prasetyantoko
13.30 – 15.40	**PLENARY SESSION** *5 speakers @20 minutes,30 minutes discussion* **Speakers:** Corporate Communication: Dr. Rowena Capulong Reyes Dean of the Institute of Arts and Sciences of Far Eastern University The Philippines Marketing Communication: Karina Gan Chief Marketing Officer Accenture, Growth Markets

	Media: Dr. Carlos Antonio Villa Guzmán Department of Political Studies and in the History Doctorate, University of Guadalajara. Mexico Ethics: Drs. Achmad Charris Zubair, M.A. Chairman of KAGAMA Philosophy Gadjah Mada University, Yogyakarta Dr. Rahtika Diana, M.Si Assistant Head of Doctoral Program in Communication Science Sahid University, Jakarta **Moderator:** Dr. Satria Kusuma Fajar Mahardika, M.Si.
15.40 – 15.55	Group photo Coffee break
15.55 – 16.15	**Closing Keynote: Artificial Intelligence and Bots in Marketing: Ethical Limits of Tools** Prof. Dr. Joël Colloc Department of Computer Sciences at University of Le Havre Normandy, France Closing by MC

Thursday, October 28, 2021

Time	Agenda
08.30 – 09.00	Registration
09.00 – 09.05	Welcome and opening by MC
09.05 – 10.05	Book launch "30 Tahun HIDESI" Editorial notes By Dr. Alexander Seran, M.A.
10.05 – 10.15	Announcement of best papers (based on categories)
10.15 – 10.30	Closing remarks: Prof. Alois A. Nugroho
10.30 – 10.40	Group photo Closing by MC
10.40	HIDESI members meeting & management change *Limited only to HIDESI members*

LIST OF ABSTRACTS

No.	MARKETING COMMUNICATION
01.	**PREFERENCES INTEGRATED MARKETING COMMUNICATION SEVENTIES COFFEE** Hilda Yunita Wono, S.I.Kom., M.Med.Kom. Ria Agustania Kartikasari Hadassah Elisha Karsten Universitas Ciputra Surabaya Technological developments affect people's lifestyles, especially in consumption behavior that turns into consumptive behavior. An example of this consumptive behavior is drinking coffee, which only quenches thirst but has now become a lifestyle. Seventies Coffee emerged as a new coffee shop in Surabaya that innovated Integrated Marketing Communication activities or commonly called IMC. IMC activities are an attempt to convey messages to consumers regarding the existence of products in the market. If the company was established, it has carried out IMC activities, namely advertising, public relations, sales promotion, sponsorship, digital marketing. This study aims to determine the consumer preferences of some of these IMC activities. This study uses quantitative methods by conducting surveys and sampling. The sampling technique in this study was non-probability sampling, with purposive sampling method and took a sample of 96 people. Respondents in this study are Seventies Coffee consumers who have purchased the product more than once and know the IMC activities carried out by Seventies Coffee. In this study, brief interviews were also conducted with consumer sources for Seventies Coffee. All answers to the survey results in this study were processed by weighting which obtained the order of Seventies Coffee's consumer preferences regarding the IMC activities that had been carried out. The order of preferences obtained are the use of Instagram as a digital media, sponsorship of the Indie Kopi event, the use of the Ladies Day banner as a print advertising medium, Riding activities with the Surabaya motorcycle community, discounted prices. Keywords: Coffee Business, Lifestyle, Integrated Marketing Communication, Preference, Surabaya
02.	**SOCIAL CONSTRUCTION OF TECHNOLOGY TOWARDS SHOPPING EXPERIENCES OF GENERATION X THROUGH OMNICHANNEL AS NEW WAY OF SHOPPING** Irvan Permana, SE. University of Indonesia Omnichannel is considered a new way of shopping that integrates online and offline experiences across the channel to offer seamless shopping experiences and with the progress of the IoT, omnichannel will become the future of retail. Based on YouGov's report 2021 on omnichannel retail, 83% of Indonesian already used dual channels to shop. Online shopping is commonly used by the younger generation as a digital-native generation and generation X as digital immigrants experienced both analog and digital, they live in between and adapt to technology, including online shopping. In term of shopping generation X prefer to do offline shopping, but they also do online shopping, and they shop in each channel separately. Omnichannel brings integration to online and offline shopping experiences where the consumer has the freedom to choose on how and where they want to shop, it became a whole shopping experience across channels, not by channels. As a new way of shopping, omnichannel requires consumer adaptation to technology where the internet, mobile devices, and social media will be used for seamless shopping experiences. How does generation X give meaning to their shopping experiences using omnichannel and its technology as a new way of shopping? Social Construction of Technology (SCOT) theory will

	be used to understand the shopping experiences of generation X towards omnichannel. Generation X will be positioned as relevant social groups and their interpretative flexibility towards the meaning of shopping experience through omnichannel will be analyzed; followed by understanding their closure or common agreement towards the attribute of omnichannel shopping experiences, which are webrooming, showrooming, buy online pick-up in-store, and buy online return in-store; then finally analysis will fall into understanding their stabilization in term of accepting omnichannel as new shopping experiences. Using the case study method, this research starts by finding relevant reports and literature then follow by conducting groups interview. Due to the pandemic situation groups interview will be limited to 2 groups of male and female respondents. The expected results for this research will give us an understanding of generation X's shopping experience towards omnichannel as a new way of shopping. Keywords: Omnichannel, Generation X, Social Construction of Technology, Online Shopping Experience, Offline Shopping Experience
03.	**INTEGRATED MARKETING COMMUNICATION PRACTICES IMPLEMENTED BY PITEKU BABY WEAR** Ari Agung Priambada S.I.Kom., M.A Imanuel Deny Krisna Aji, S.P., M.I.Kom., CIQnR Universitas Ciputra Surabaya The increasing living standard in Surabaya created changes in the upper middle class's lifestyle. It also impacts on newlyweds and parents in choosing better quality baby clothing. This became an opportunity for baby clothing suppliers, including Piteku Baby Wear brand, Surabaya to penetrate the market. In addition, its services supply high quality baby and children's clothing to various baby shops throughout Indonesia, particularly in Surabaya. This study examines Integrated Marketing Communication practices implemented by Piteku Baby Wear. Its identified elements are advertising, public relations, sales promotion, personal selling, direct marketing, events, internet marketing, and word of mouth. By conducting descriptive analysis through interviews and documents observation, result states that the IMC elements were adopted to communicate the Piteku Baby Wear to potential customers. Not only to introduce the Piteku Baby Wear brand, but also to promote its product to the level of brand awareness. Keywords: Integrated Marketing Communication, Brand Awareness, Promotion, Market Penetration, Baby Clothing
04.	**MARKETING COMMUNICATION STRATEGY ANALYSIS IN GOJEK DURING PPKM (PEMBERLAKUAN PEMBATASAN KEGIATAN MASYARAKAT) DURING COVID-19 PANDEMIC IN INDONESIA** Winda Shabrina Muhammadiyah University of Surakarta Abstract The government's new policy in overcoming the current COVID-19 pandemic to implement PPKM (*Pemberlakuan Pembatasan Kegiatan Masyarakat*), has an impact on social activities, especially for the user and the drivers of Gojek. This condition leads in the mid of marketing communication strategy to deal with this pandemic. As one of the pioneers of startups in Indonesia with statistical data for 2020 with a total of 29.2 million users spread throughout Indonesia, it requires a special strategy for the social media and platform with one million Instagram followers, and YouTube subcribers of Gojek Indonesia amount 243K subscribers and how it can make satisfy for the users, especially in this difficult PPKM situation. right even in the face of this situation. This research uses qualitative research

	methods. The purpose of this study is to describe the marketing communication strategy that implement by Gojek, through tools of marketing communication strategy on advertising, direct marketing, internet marketing, sales promotion, and public relations. In this study, PPKM strategy that is implemented by the government can be responded by the Gojek in implementing innovations in services for its users. The conclusion of this study is that the marketing communication strategy run effectively and work well in influencing its target consumers. The results in this study found the role and implementation of the tools of marketing communication strategy in the GOJEK services by analysis to its users including the messages for those tools to make the strategy can run effectively and work well in influencing their target consumers even during the PPKM or (Enforcement of Restrictions on Community Activities). Keywords: Marketing Communication, Strategy, Gojek, Covid-19
05.	**CUSTOMERS ACCEPTANCE ON THE USE OF ARTIFICIAL INTELLIGENCE IN CUSTOMER RELATIONSHIP MANAGEMENT** Nia Sarinastiti Atma Jaya Catholic University of Indonesia Artificial Intelligence (AI) is a new way of managing, analyzing, and using data in a business process, whether it is for the enterprise (back office), operations – including supply chain and its production, and managing customers. This paper focuses on the acceptance of customers being serviced using AI. Five key cross-functional CRM processes consist of a strategy development process, a value creation process, a multichannel integration process, an information management process, and a performance assessment process can all apply AI. There are pros and cons in the use of AI in CRM. AI has the power to liberate organizations from manual processes connected to the CRM system and alleviate mundane tasks from humans. The flip is that relying on AI may also disconnect humans from humans, and thus lack interaction with customers. Nevertheless, providing service can be a challenge. Consumers' demands can be quite extensive that includes complex variables to meet consumer expectations during promotion, enquiry, purchase, and after services. The question is whether customers are aware that AI is being applied to service them, and whether they accept being serviced using AI. To understand the customers' acceptance, the research method will be through an on-line survey. Due to the vast population is quite vast but apply a non-random sampling in the selection process due to the limitation in conducting the research. The analysis is segregated based on age, occupation, and lifestyle. Questions are a combination of closed and open-ended to be able to capture insights from the customers. The premise is acceptance of AI differs across generation, and all depends on the interaction created by the AI assigned for the work. Keywords: Artificial Intelligence, Customer Relationship Management, Customer Demand, Expectation, Acceptance
06.	**INDONESIAN MILLENNIALS' ATTITUDE AND INTENTION TOWARDS MOBILE COMMUNICATION ADVERTISING** Dr. Ir. Hilarius Bambang Winarko, M.M Dr. Rustono Farady Marta, S.Sos., M.Med.Kom Universitas Bunda Mulia Kelian Wulandari Setyabudi Maria Shandi Music Digital-based games are closely related to the life of the Millennial generation. This study seeks to understand how game-specific factors affect mobile gamers' attitudes toward

	mobile in-game banner advertising (IGBA), particularly for Millennials. These factors together with incentives are useful to be used as predictors of the mobile communication gamer's intention to respond to certain advertisements. Attitude-intention relationships, such as precedents for general Internet advertising use, game-specific factors, and mobile coupon use were the three elements used to develop hypotheses. Factor analysis and differential statistical test techniques in a quantitative perspective are used as the basis for analyzing how significant factors influence each other in the proposed research model. The findings of the research using this survey method indicate that the specific factors for playing games (economic aspects and the involvement of the type of game) are important factors that influence gamers' attitudes towards mobile IGBA. Furthermore, this study also finds that attitudes and incentives (in the form of cellular communication coupons) are significant predictors of the behavioral intention of Indonesian millennials to respond (click) on mobile communication advertisements. Keywords: Mobile Communication Advertising, Marketing Communication, Digital Marketing, Consumer Behaviour, Millennials, IGBA, Gaming
07.	**DIGITAL MARKETING COMMUNICATION ON ONLINE MAGAZINE GETTINLOW** Monika Teguh, S.Sos., M.Med.Kom. Mohamad Arvel Dumais Claudia Theresia Wijaya Universitas Ciputra Surabaya The shift in lifestyle and the increasing use of gadgets and the internet have also changed the pattern of media consumption in society. Many people are starting to switch from conventional print media to web-based electronic media. Magazines are no exception. Many magazines are now converting their print format to digital format. In the face of this change, magazine managers must think of creative ways to keep getting readers who will ultimately maintain their existence. One of the online magazines in Indonesia that focuses on automotive titled Gettinlow also competes in the online media industry. In managing this online magazine, the Gettinlow team has managed to record 9-million-page viewers and 1.8 million sessions in Indonesia until 2020. This is inseparable from their digital marketing communication efforts. Therefore, this study aims to describe the implementation of digital marketing communication from Gettinlow online magazine. It is hoped that this research can add to the study of marketing communication for online media which is still rarely discussed. This research will be conducted using descriptive qualitative research, with interview data collection methods and document studies. The results of this study include digital marketing communication activities carried out by the Gettinlow team to retain readers and advertisers. Some of the activities carried out include social media marketing, online advertising, and digital public relations. These activities have proven successful in increasing Gettinlow website traffic, increasing interaction, and bringing in advertisers. Therefore, these activities can become best practices that are also studied by similar companies. Keywords: Digital Marketing Communication, Online Magazine, Gettinlow
	CORPORATE COMMUNICATION
01.	**THE INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY ON COMPANY REPUTATION (AN EXPLANATORY STUDY OF COMMUNITY PERCEPTIONS OF RT 10 JATINEGARA SUB-DISTRICT, CAKUNG SUB-DISTRICT TOWARDS BANK SAMPAH KERABAT PULO KAMBING'S ACTIVITIES)** Annisa Eka Syafrina, M.Si Universitas Bhayangkara Jakarta Raya

	PT Aneka Tambang (Persero) Tbk. utilizing Corporate Social Responsibility through the Waste Management Program of *Kerabat Pulo Kambing Bank* to maintain the reputation of his company so that it is always good and strong. The research with this quantitative approach aims to provide an overview of how the influence of Corporate Social Responsibility activities carried out by State-Owned Enterprises on the Company's Reputation; and how much influence the public perception, which in this case is the community around the company; related to the economic and social effectiveness of the Corporate Social Responsibility program. Keywords: Communities, Corporate Reputation, Effectiveness of Corporate Social Responsibility, Perceptions, State-Owned Enterprises
02.	**IMPLEMENTATION OF HEALTH COMMUNICATIONS THROUGH INFORMATION DISSEMINATION TOWARDS ADAPTATION OF NEW HABITS IN THE ERA OF THE COVID-19 PANDEMIC** Nourman Syahril Ladopurap, S.I.Kom Universitas Indonesia The Covid-19 pandemic has not only disrupted all areas of life but has also changed people's perspectives and lifestyles. Awareness of the urgency of healthy living has begun to grow in the community. However, this awareness is still not evenly embedded in all circles of West Java residents. The West Java Provincial Government in entering the era of Adaptation of New Habits is required to continue to campaign for a healthy lifestyle through information dissemination. Dissemination is needed to facilitate the sending and receiving of messages in a communication process. Dissemination is an interactive process in delivering innovations, which in turn can change people's mindsets and actions. In short, dissemination is an interaction that can bring about an innovation. The large population of West Java, which reaches 48 million, is a challenge for the West Java provincial government in implementing health communication. This paper will elaborate on the efforts of the West Java Provincial Government led by Ridwan Kamil in implementing health communication through information dissemination towards Adaptation of New Habits in the Covid-19 pandemic era using descriptive qualitative research methods with a case study approach. The data collection techniques in addition to optimizing primary data such as West Java in numbers, also through observation and in-depth interviews with several important informants such as the Head of the Regional Planning Agency and the West Java Provincial Health Office. Keywords: Implementation, Health Communication, Dissemination, Adaptation of New Habits
03.	**MANAGING COMMUNITY RELATIONS: THE CASE OF DEMPLOT DAMBAAN PETROKIMIA GRESIK** Yuniar Risky Aji Dian Nuswantoro University The agricultural sector is a priority program of agro-industry through Corporate Social Responsibility activities to be engaged with communities. Therefore, Demplot Dambaan PT Petrokimia Gresik was built as an effort to build a synergistic relationship between the company and the community. The Demplot Dambaan is a Demonstration Plot with sustainable impact to increase productivity and maintain the fertility of agricultural land by inviting participants to combine the use of inorganic and organic fertilizers, especially Phonska Oca organic fertilizer, which was held in Sumengko Village, Duduk Sampeyan District. Therefore, this study aims to determine the strategy adopted by the Department of Corporate Communications in carrying out the Demplot Dambaan community relations

	program based on relational management theory. This research uses qualitative research methods, with a case study approach. The results showed that the first strategy that PT Petrokimia Gresik had taken was to invite farmers to plant together using Phonska Oca organic fertilizer in the Gresik District, such as Kebomas, Cerme, Benjeng, Wringinanom, Menganti, Kedamean, Manyar, Bungah, Sidayu, Ujung Pangkah, Panceng, Shaman, Duduk Sampeyan, Driyorejo, and Balongpanggang. Second, by implementing intensive assistance and offering guaranteed agro-inputs into the Demplot Dambaan. The last is by empowering employees to play an active role in Demplot Dambaan program. So that, the benefits obtained from the implementation of the Demplot Dambaan program as a community relations activity are the establishment of good relations between PT Petrokimia Gresik and the community in the Gresik District, increasing harvest productivity, and being able to work together with the Yamen (Bayar Pasca Panen/Pay After Harvest) mechanism. Keywords: Agriculture, Community Relations, Corporate Social Responsibility, Relationship Management Theory, Petrokimia Gresik
04.	**EVALUATION OF VIDEO PSA AS COMMUNICATION TOOL OF DISKOMINFOTIK PEMPROV DKI JAKARTA DURING PANDEMIC IN 2020** Cory Fahrunnisa, S.Psi Anna Murti Citra Putri Azzahra Evi Estananda Universitas Indonesia Katolik Atma Jaya Jakarta As one of the epicenters of Covid 19 in Indonesia, the DKI Jakarta provincial government established many programs to reduce the number of people infected by COVID 19 in Jakarta. Video PSA is one among many communication tools using by *Dinas Komunikasi, Informatika dan Statistik (Diskominfotik) Pemprov DKI Jakarta*, which is responsible for informing all the programs to Jakarta people. During 2020, Diskominfotik Pemprov DKI Jakarta has produced 78 videos involved education, news, and new policies and procedures regarding Covid 19. The purpose of this research is to evaluate communication on Video PSA Diskominfotik Pemprov DKI Jakarta for Jakarta people during Pandemic Covid-19 in 2020. A qualitative approach is used in this research using semi-structured interviews. The participants are resource persons who work for Diskominfotik Pemprov DKI Jakarta. In addition, data is also collected by reviewing digital archives has been published by Diskominfotik. Data is analyzed using the Pyramid Model of PR Research developed by MacNamara (2006) from the Macro Model of PR Evaluation. The findings show that communication strategies were well planned in the input stage, while the information did not reach all people in Jakarta. The Diskominfotik Pemprov DKI Jakarta focused on producing as much public communication without evaluating each channel being used. The changes in the views, attitudes, and behaviour of the Jakarta people after receiving information from video PSA have not been given enough attention. Some recommendations have been indicated based on the findings. Keywords: Communication Tools, Diskominfotik Pemprov DKI Jakarta, Pandemic Covid-19
05.	**THE EFFECT OF EXPERIENCE IN USING INFORMATION AND COMMUNICATION TECHNOLOGY IN THE FORM OF UNIFIED COMMUNICATIONS AND COLLABORATIONS ON MOTIVATION TO USE, STUDY ON THE USE OF MICROSOFT TEAMS APPLICATIONS BY BANK UOB INDONESIA EMPLOYEES DURING THE COVID-19 PANDEMIC** Ni Luh Putu Utami Arsaningrum S.Ip Dr. Donna Asteria Universitas Indonesia

	The prolonged COVID-19 pandemic has forced many companies in Indonesia to adapt the way they work, including companies in the banking industry - an industry that is often considered conservative and does not easily adapt to technological advancements and working style trends. Among the banks in Indonesia that have had to swiftly adapt to these conditions is PT Bank UOB Indonesia (UOBI), a multinational bank headquartered in Singapore. At the height of the Asian crisis, around 80 percent of UOB Group employees worldwide worked from home. As a result, the Bank had to adapt quickly to ensure the smooth running of all work processes as well as communication both vertically with management and horizontally with fellow colleagues, maintain employee productivity and service quality for customers, while ensuring the health and safety of all employees and customers. Furthermore, as a bank, UOBI needed to consider the safety and security of sensitive Bank and Customer data, which presented limitations that included regulations from regulators, when trying to implement new technologies and ways of working. Some of the steps implemented to overcome this challenge included ensuring that every employee qualified to work from home had access to email and the Bank's system by providing laptop and Virtual Private Network (VPN) facilities, as well as the introduction of an internal communication and collaboration ecosystem with the Unified Communication and Applications application. Collaboration (UC&C) Teams from Microsoft for virtual meetings and remote collaborations. This study will discuss the implementation of this new technology as well as how UOBI employees responded to the sudden changes in the way they work. The purpose of this study is to provide an explanation regarding employee experience in a company that is newly implementing a UC&C's communication technology that has never been used before, the challenges that must be faced and what lessons are learned during the process, and the level of employee satisfaction with the UC&C technology. This study uses a positivism paradigm with a mixed methodology approach because it aims to find out holistically about the user experience of the MsTeams application and the extent to which these perceptions affect employees' motivation to use the application. The theoretical hypothesis of this research is that the employee's experience of using MsTeams will affect the employee's motivation to use the technology. Keywords: UC&C, ICT, Corporate Communications, TAM
06.	**SELF-CONCEPT AND THE ROLE OF WOMEN IN TECHNICAL OPERATIONAL WORK (PHENOMENOLOGICAL STUDY OF FEMALE TEAM LEADERS AT PT TELKOM AKSES JAKARTA UTARA)** Raditya Wisnu Pratama S.ikom Universitas Indonesia According to Mansour Fakih (2013) the concept of gender is understood as an inherent trait of men and women who are socially and culturally constructed. For example, women are known to be weak and gentle, beautiful, and emotional. While men are often considered strong and mighty; brave and rational. Meanwhile, the technical operational workers are identical with a certain gender, namely as men's jobs. Not only related to gender, but the technical operational workers are also often required to work outdoors with various weather conditions where they must have excellent physical condition, and for female workers the technical operations are not the right line of work. For the purpose of this research, the female's technical operational workers at PT Telkom Access North Jakarta was observed using the framework of Sandra Harding and Julia T Wood's standpoint theory (Griffin, 2012) stating that not all women have the same point of view. Besides gender issues, it is emphasized that economic conditions, race, and sexual orientation are additional cultural identities that can bring a person into the midst of society or even isolate them from their environment. Through

	this analysis, the phenomenon of the role of women in technical operational work is not only a complement, but also an important role in a company Keywords: Self-Concept, Standpoint Theory, Interpersonal Communication
07.	**ANALYSIS OF GOJEK AND TOKOPEDIA MERGER STRATEGY IN COVID-19 PANDEMIC THROUGH THE LENS OF CORPORATE COMMUNICATION USING FRAMING ANALYSIS OF ONLINE NEWS MEDIA** Dr. Ari Sulistyanto, M.I.kom Universitas Bhayangkara Jakarta This research aimed to analyze the strategy of Gojek and Tokopedia merger through corporate communication in Covid-19 pandemic using framing analysis of online news media. Corporate communication strategy is the theory used in this research, by providing explanations of concepts related to mergers, management functions and online news framing in the face of global competition for digitalization of marketing. The integration of communication in technology and marketing serves as a form of innovation and creativity in communication management, to build corporate image. The research method employed a qualitative approach with a constructivist paradigm, using descriptive interpretive news framing analysis. Results show that merger is the corporate communication strategy in building positive corporate image through collaboration of management and product functions with digital online service to face the global marketing competition. One of the factors in the Covid-19 pandemic that is yet to be alleviated and the global competition for digitalization of marketing. As recommendations, we suggest that micro and small medium enterprises with village-owned enterprises can adopt the merger of GoTo to improve management and marketing capabilities as well as open job opportunities and competitiveness of product quality with market expansion opportunities for rural industries. Keywords: Strategy, Corporate communication, Merger, Framing
08.	**THE ROLE OF DIGITAL PUBLIC RELATIONS TO INCREASE CUSTOMER ENGAGEMENT: A LITERATURE REVIEW OF THE INDUSTRIAL REVOLUTION 4.0** Falah Muthiah, SKPm University of Indonesia The role of public relations and corporate communication functions in the management of the organization which plays an important role in the sustainability and sustainability of the company. The existence of the Industrial Revolution 4.0 utilizes the production of systems that have used computers that are expanded with network connections and internet digitization. The scope of innovation in the 4.0 Industrial Revolution, namely the presence of the Internet of Things (IoT), networks, in the field of public relations also have a significant impact on customer engagement. This literature review aims to understand the role of digital public relations in improving digital public relations. This research method is a literature review that uses journal reference sources sorted by the context of Digital Public Relations in increasing Customer Engagement in the Industrial Revolution 4.0. The results show that the role of digital public relations in the Industrial Revolution 4.0 in increasing customer engagement is carried out by: utilizing real time data via internet objects, creating social networks for customers, utilizing networks that are oriented towards customer participation. The role of digital public relations in increasing customer engagement in case studies of startup companies has been carried out in various ways through gamification, features in applications, the use of social media.

09.	**YOUTH ORGANIZATION COMMUNICATION STRATEGY FOR YOUTH ORGANIZATIONS IN CREATING ENTREPRENEURSHIP** Rizky Eka Chandra Universitas Gunadarma The communication process in an organization is very meaningful. Karang Taruna is a community organization consisting of village youths that was built to realize the welfare of the citizens. This research was conducted at the IRSAGA Youth Organization, Kel. Crocodile Hole, Cipayung District. This research discusses how the communication strategy of youth organizations in realizing IRSAGA Youth Organization entrepreneurship. The purpose of this research is to identify how the communication strategy of youth organizations in IRSAGA Youth Organizations in generating entrepreneurship and to identify the extent to which organizational communication strategies are built on IRSAGA cadets. This research used a descriptive method with a qualitative approach and obtained 5 informants. Information collection was tried by observation, in-depth interviews, and documentation. To check the validity of the information, researchers use source triangulation
10.	**COMMUNICATION ROLE FOR CORPORATE SECRETARY PROFESSION IN PUBLIC COMPANY (PERAN KOMUNIKASI UNTUK PROFESI CORPORATE SECRETARY PADA EMITEN)** Irnawati W Kahardja University of Indonesia Communication has an important role in a company. The Company consists of any professions that need communication as a bridge to stabilize the company, for internal and external needs. Through communication, the information can be collected, arranged, and managed then we can share to others to get feedback. When we can arrange good communication, we can minimalize the risk. The public company as one of the Company which its existence must obey by some regulations because there is public share inside. One of strategic profession in public company is corporate secretary. Corporate secretary has role and function that is regulated by the Financial Services Authority. The corporate secretary's regulation does not stand by itself, but there are other regulations which has related one another. In carrying out this profession, the role of communication is very important because it involves the sustainability of a public company. As corporate secretary must be able to be middleperson between shareholders and stakeholders, who stand in inside or outside the public company. As corporate secretary must also support the information transparent dan keep his independency to give advice to the Board of Commissioners, Board of Directors, and public company's management. To purpose the role of communication to drive the professions as a corporate secretary of public company, this research will use literature study for the regulation of Financial Services Authority which consist of corporate secretary's role and function and other regulations which has related with the role of corporate secretary, then the researcher will do deep analysis. At the end of the research, we can find the important and substance of communication role to the corporate secretary profession in public company.
11.	**DONATION MOVEMENT AS BRANDING FOR NON-PROFIT ORGANIZATIONS: A CASE STUDY OF LIGHTUP INDONESIA BY YCAB FOUNDATION** Gracia Adiati

	University of Indonesia Non-profit organizations have dynamics and characteristics that are unique and different from organizations in general, including in terms of branding. This is because non-profit organizations focus on programs to improve people's welfare, so that the image formed will be measured from the ideas and effectiveness of the programs that being implemented. Programs initiated by non-profit organizations have faced many challenges during the pandemic, related to the limited mobility and economic conditions of the beneficiaries who also declined. YCAB Foundation is one of the non-profit organizations that innovates in raising donations during the pandemic through the LightUp Indonesia program in April – August 2020. This movement fundraises from all over Indonesia and then gives it in the form of reduced electricity costs for underprivileged citizens. Using the case study method, this study discusses how the LightUp Indonesia program has become a medium of non-profit organizations branding. Keywords: Organization Branding, Donation, Lightup Indonesia, Case Study
	MEDIA
01.	**EXPLORATION OF ISLAMIC SYMBOLS IN MESSAGES OF MUSLIMAH POLITICIANS** Muhd Ar. Imam Riauan Nurul Eka Oktalisa Salmi Miftah Hidayah Universitas Islam Riau Eligible participants use social media among political campaigns during elections. This utilization does not escape Islamic symbols use as political messages by Muslimah politicians capable of a career in the Indonesian People's Consultative Assembly. This study aims to explore Islamic symbols in Muslim political messages on Intsiawati Ayus Facebook. The research method used is descriptive qualitative, using semantic content analysis. The posts analyzed were messages on Facebook containing da'wah and political messages during the campaign period, start from 23 September 2018 to 13 April 2019. The news analyzed in this study amounted to 15 posts. Da'wah on political messages of Intsiawati Ayus' Facebook consists of seven categories include symbols of praise to Allah SWT, symbols of greetings for Islamic holidays, symbols of repairing the pilgrimage, symbols of prayer, symbols of friendship, symbols of help/mutual cooperation, and symbols of good talk. Keywords: Islamic Symbols, Political Messages, Facebook
02.	**DIGITAL TRANSFORMATION OF AUDIO-VISUAL COMMUNICATION TECHNOLOGY IN THE EDUCATION SECTOR DURING THE COVID-19 PANDEMIC** Chairun Nisa Dwi Putri., S.Ikom Universitas Indonesia The pandemic has disrupted various human activities, especially in the education sector. Students are forced to switch from face-to-face to online learning. Utilization of Audio-Visual platforms and websites has removed the boundaries of time and place by adopting Information Communication Technology (ICT). This study aims to investigate the effect of the Covid-18 outbreak on digital transformation in education. A qualitative approach with the literature review method is used in this study to review 5 journals that have been selected based on the keyword pandemic and learn online from the journal article database at MDPI. The results of this study indicate that the pandemic has accelerated the process of digital transformation in the field of education despite many challenges that must be faced starting from networks, infrastructure and learning methods that are not yet mature enough.

	Keywords: Pandemic, Online Learning, Adoption of Innovation, Information and Communication Technology (ICT), Audio Visual
03.	**ANIME SERIES AS SOCIAL CRITICSM MEDIA** Pandu Cahyoning Negoro Dian Nuswantoro University The case of child labor is one of the social problems that is a scourge in the community. Latest data from UNICEF shows that one of 10 children must work to fulfil the needs of their family. Due to this social problem, Ogawa as a producer under Sunrise company, made a anime series of the Gundam: Iron-Blooded Orphans. This Gundam series has been different from another Gundam series, which is present in a world social conflict that discusses the issue of child labor. In 2015 Gundam: Iron-Blooded Orphans successfully brought the Gundam franchise back to be enjoyed by the world through its broadcast on the Americas and on Netflix, After on hiatus for 8 years from global broadcasting. That great success brought Gundam Barbatos, who is the main protagonist, returns to the anime series Gundam Breaker Battlogue in October 2021. Furthermore, purpose of this study is to describe how the forms of social criticism contained in the Gundam: Iron-Blooded Orphans series are based on the theory of Visual Rhetoric. This research used qualitative method with John Fiske's semiotic approach to study the entire Gundam: Iron – Blooded Orphans first season. The results show that the form of social criticism in the Gundam: Iron-Blooded Orphans series uses social codes that convey criticism of exploitation in symbols of forced implantation of the Alaya Vijana System on the child's body, and violence with symbols of scenes of beating children by adults, as well as conveying forms of ideology in persuading all people to care about the actions of child labor that are present around us. Because of public awareness of the actions of child labor cases, making the environment safer for children and eliminating opportunities for child labor cases to occur in the surrounding environment. Keywords: Anime series, Gundam, Semiotics, Social Criticism, Visual Rhetoric
04.	**SARCASM: PARADOX OF TIKTOK CONTENT AS VIRTUAL MEDIA** Afifatur Rahma Dian Nuswantoro University Content on social media, especially Tiktok, which should be a virtual entertainment such as Comedies, Music, to Dances, becomes to sarcasm which can offend or hurt the feelings of others who see the content. Generally, words of sarcasm are described harsh and loudly with the aim of being sarcastic or criticizing and containing bitterness. As usual, sarcasm can be in the form of satire, scorn, to ridicule that is thrown roughly. Therefore, the researcher wants to describe and analyze how the form of sarcasm in the video content of Tiktok based on Speech Acts Theory by John Langshaw Austin which explains that actions and words are one of the efforts to express the intentions of its users. This research is a qualitative research method with a virtual ethnographic approach with data collection techniques through the Technique Interactive Method from Miles and Huberman which consists of the results of observing content creators such as @emilmario69, @avanthelove, @daffaariqq, @rizkymariodh, and @amandachristyyy, which uses an element of sarcasm in the content that their uploaded on Tiktok. The results of this study indicate that the style of sarcasm becomes a new language habit that express thoughts through the content material. This is to express themselves more liberally for its users, especially in a virtual space that has the freedom of illusion. In addition, sarcasm is often used to be a new comedy in content because it is considered to relate and entertain the younger generation as the main users of Tiktok. It

	makes sarcasm as a new paradox were doing and speaking rudely is a common thing to do on social media. Keywords: Social Media Content, Virtual Space, Sarcasm, Tiktok, Speech Acts
05.	**THE INFLUENCE OF PEER GROUP AND EXTRAVERSION PERSONALITY FACTORS IN USING OF TIKTOK SOCIAL MEDIA ON FEAR OF MISSING OUT (FOMO) BEHAVIOR IN GENERATION Z** Nadiya Yumna Humaira Devi Purnamasari Dian Nuswantoro University Generation Z (1997-2012) is a generation born with rapid and sophisticated technological developments also well-acquainted with smartphones. Generation Z accesses social media with the longest duration among previous generations. The emergence of audio-visual-based social media, namely TikTok, which provides a variety of entertainment and information content, makes Generation Z would like to always be connected and up to date with the trends in the application. The high level of use of social media has a negative impact on health, one of which is psychological condition in which feelings of worry or anxiety arise when a person misses a precious moment or another person's experience that is more memorable than his or her own. This phenomenon is known as the Fear of Missing Out (FOMO). The use of social media is influenced by peer group factors and extraversion personality factors. The purpose of this study aims to determine the influence of peer group and extraversion personality factors in using of social me. Keywords: Extraversion, Fear of Missing Out (FOMO), Generation Z, Peer Group, TikTok
06.	**IMPLEMENTATION OF BROADCASTING DIGITALIZATION IN INDONESIA (ANALOG TO DIGITAL TELEVISION MIGRATION STUDY)** H. Muchsin al-Fikri, S. Sos.M.I.Kom Tresia Wulandari, S. Kom.M.I.Kom FISIP Universitas Sangga Buana The broadcasting digitization program in Indonesia has stagnated and seems to be running in place. Indonesia is one of two countries in Southeast Asia whose broadcasting technology is still analog based. In fact, referring to the agreement of the World Telecommunication Organization (ITU), which was held in Switzerland in 2006, it was agreed that all countries must have migrated from analog to digital no later than July 17, 2015. However, due to the complicated preparation of regulations coupled with the pressure of the pandemic. Covid-19, Indonesia has not migrated to digital-based broadcasting. Many parties have urged, but the Government is still unmoved by its policies. There are so many losses that will be experienced by Indonesia if it continues to postpone this strategic program, it is almost certain that Indonesia's ideals as a world digital economy country will be blown away. This paper will elaborate on the implementation of digitalization in the broadcasting world, the challenges and obstacles in the migration process of analog television to digital. Using qualitative methods with a case study approach. The data collection technique is not only through literature review and observation, but also through interviews with key informants, in this case the Chair of the West Java KPID. Keywords: Implementation, Broadcasting Digitization, Migration, Analog
07.	**COMMUNICATION NETWORK ANALYSIS OF THE ASIAN RACISM SOCIAL CAMPAIGN ON TWITTER** Artha Wiguna, S.I.Kom Widio Nugroho

	Gunadarma University
	Acts of racism are actions that can physically or mentally hurt a victim of racism. Racism occurs in many ways, including communicating by putting down, insulting, or directly cursing the victims. For this, the #StopAsianHate communication campaign was carried out by the community, one of which was Twitter and was trending when the rise of Asian Racism occurred in several parts of the world, especially the US. This study aims to determine the distribution of communication networks and system level, actor level and to determine the focus of communication between campaigns in the #StopAsianHate network with the theory of Computer-Mediated Communications (CMC). The method used in this study is a quantitative approach using Communication Network Analysis with the Netlytic and Gephi models, as well as the Content Analysis method. The maximum sample population used is 2500 active Twitter users. There are 5 independent clusters in this network, eigenvector centrality to see the most influential actors, and the results achieved a perfect score on the @marktuan account. Centralization in this network has a dominance of central actors/nodes but in low numbers. Network modularity has a clear division between the clusters represented. Centrality has 2007 nodes that can spread information more quickly. For the betweenness value of 0, it means that nodes have no influence in connecting. Meanwhile, the focus of the actor's communication campaign from degree centrality is the sharing of opinions, information, and pictures. Keywords: Communicatioon Network, #StopAsianHate, Asian Racism, Twiter, Netlytic, Gephi
08.	**ENGAGING THE LOCALS: HOW GOVERNMENT USE INSTAGRAM FOR ONLINE PUBLIC ENGAGEMENT** Hersinta, PhD Olivia Deliani Hutagaol Florencia Irena Meditama Solihin LSPR Communication and Business Institute Instagram is one of the most popular platforms in Indonesia. Despite its use by brands and companies to build more engagement with their consumers, Instagram is also used by government agencies to increase their engagements with their public and stakeholders (Gruze, Lannigan & Quizley, 2018). This paper explores how the local government in BojongKulur, a village in Bogor, West Java, uses Instagram to engage with the public. Our research is aimed to investigate how the local government of Bojongkulur adopts social media as part of its strategies to build online interactions. For this exploratory research, we started by addressing these questions: What is the scope of engagement in Bojongkulur's Instagram platform? How does the local government utilize Instagram features to build engagement with the public, including their citizen? What type of information is distributed on Instagram (image, video, and text) and what content and information stimulate more engagement with the public? Using content analysis in a qualitative approach, we analyze the online interaction in Bojongkulur official Instagram posts during the past two years. We applied Lovejoy and Saxton's (2012) coding schema of communicative functions and its expanded version by Gruze et al. (2018) to categorize organizational usage of social media. In the analysis part, we intend to examine what kind of engagements are applied by the local government in their Instagram platform; is it a one-way style of engagement (known as the pull strategy) or a two-way engagement style (the push strategy). The result of this study will tell us how the Indonesian local government can develop their capacity to build online engagement in social media platform, in particular Instagram. Keywords: Engagement, Social Media, Instagram, Local Government, E-Government

09.	**SEMIOTICS ANALYSIS OF PUBLIC SERVICE ADVERTISING "INGAT PESAN IBU! INGAT 3M!" ON YOUTUBE** Ms. Cyntia Claudia Pascasarjana Departemen Ilmu Komunikasi, FISIP Universitas Indonesia This research aims to determine the types of signs and meanings behind its appearance in the advertisement, so that they can be known whether the advertisement may change people's behavior or not. The data in this study is a public service advertisement video, with the title "Ingat Pesan Ibu! Ingat 3M!" which containing the government's invitation to bridge the health protocols during Covid-19 pandemic in Indonesia. The public service advertisement was uploaded by the Ministry of Culture and Education of the Republic of Indonesia through their Youtube channel on September 14,2020, as a response to President Joko Widodo's policy of implementing large-scale social distancing (PSBB) in Indonesia. The method of analysis in this study uses descriptive-qualitative approach. This research will depart from the existing data, then abstracted it using the theories. The data will be classified into two, namely verbal signs and visual signs, then they will be classified again using McIlwain's sign systems, which are images, written language, spoken language, also moving images. Finally, the signs will be listed and analyzed, then rearranged in a descriptive form. Based on the analysis, the result of this research is: first, verbal and visual signs are contained in public service advertisement contains connotative and denotative meanings. Second, some images which are displayed visual signs have various meanings according to the context behind the advertisement. Last, in addition to being able to support and interpret each other, both verbal and visual signs can stand alone and have their own perspective meanings from the message that will be conveyed to the audiences. In accordance with Barthes' semiotic theory, connotative sign represent communication that occurs between the audience's emotions and the sign displayed, while denotation refers to verbal or visual signs that are displayed including images, written, and spoken language, also moving images. Keywords: Semiotics, Sign Systems, Denotative, Connotative, Covid-19
10.	**THE EFFECT OF DEVIANT BEHAVIOUR TOWARD IMAGE BUILDING OF TINDER DATING APPLICATION IN THE EYES OF THE CONSUMERS** Satria Kusuma Atma Jaya Catholic University The massive growth of online dating application fascinates anyone who have an interest to make acquaintances and find partner especially for young people. However, there are negative effects of using online dating application, among others are sexual harassment, identity fraud, rape, and even murder. The study aims to discover the effects of deviant behaviour toward image building of Tinder dating application in the eyes of the consumers. The theories used in the study were communication theory, corporate communication, deviant behaviour, image and new media. Indicator of X variable in the study was deviant behaviour category which had 3 dimensions namely nonconform action, antisocial action, and criminal action. Meanwhile the indicator for Y variable in the study was individual image toward stimulant which had 4 dimensions namely perception, cognitive, motivation, and attitude. The study was conducted by using quantitative method in which questionnaires were randomly distributed to 100 respondents. The result of the study is deviant behaviour has strong, negative and significant effects toward the image building of application in the eyes of consumers. Keywords: Image, Deviant Behaviour, Online Dating Application

	ETHICS
01.	**PROBLEMA PEMENUHAN KESEJAHTERAAN SOSIAL DAN KOMUNIKASI PARA LANJUT USIA** Pinky Saptandari Departemen Antropologi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Airlangga Makalah ini bertujuan untuk mengkritisi permasalahan kesejahteraan sosial dan komunikasi yang dihadapi para lanjut usia. Problema komunikasi dalam interaksi dan relasi para lanjut usia dengan keluarga maupun dalam masyarakat diwarnai dengan dilema. Di satu sisi masih ingin aktif, di satu sisi mengalami hambatan komunikasi karena aspek fisik, psikis dan sosial. Konstruksi sosial budaya menempatkan para lanjut usia mengalami dilema dalam kehidupan yang mengalami perubahan sangat cepat, terutama dengan kehadiran teknologi komunikasi digital. Di satu sisi, mereka dihormati sebagai warga senior, tetapi juga sering mengalami pemarginalan. Para lansia acapkali dianggap beban, terkait dengan permasalahan kelupaan dan pelupaan yang membuat mereka rentan mengalami berbagai permasalahan dan kesulitan untuk terpenuhi hak-hak mereka. Bila ingin mengikuti perkembangan jaman, mereka harus belajar teknologi agar bisa mengoperasionalkan agar bisa berkomunikasi atau memenuhi kebutuhan lainnya. Para lanjut usia kerap diidentikkan dengan pikun, mengalami pelupaan yang acapkali bisa menjadi permasalahan serius seperti tersesat lupa jalan pulang. Di sisi lain, para lanjut usia juga membuktikan bahwa mereka mampu mandiri, serta dapat berperan aktif dalam keluarga dan komunitas melalui gerakan pemberdayaan komunitas dengan kaum lanjut usia sebagai motor penggerak. Pengalaman *Sekolah Eyang "Segar"*, sehat bugar di Ledokombo Kabupaten Jember membuktikan bahwa mereka aktif dan sekaligus produktif. Termasuk dalam pemanfaatan rempah untuk meningkatkan imunitas yang disinergikan dengan pengembangan industri kreatif berbasis budaya, yang mendorong pemenuhan kesejahteraan sosial. Secara relatif mereka menunjukkan kemampuan dalam membangun komunikasi dialogis yang membawa pada rasionalitas komunikatif yang dapat tercapai karena masing-masing berperan aktif dan membina saling pengertian. Suatu kondisi yang juga dapat mengatasi pemiskinan etika sosial dan merosotnya nilai-nilai kemanusiaan dalam masyakat yang juga berdampak pada kehidupan para lanjut usia. Ketika para lanjut usia terpenuhi dalam kesejahteraan sosial, mereka mampu berperan aktif dan menolak dianggap sebagai beban. Kata Kunci: Kesejahteraan Sosial, Dilema, Lansia, Komunikasi, Dialogis
02.	**PERSOALAN ETIS ADIKSI INTERNET DAN ANTISIPASI TERHADAPNYA MELALUI INSPIRASI GAGASAN PENDIDIKAN JOHN DEWEY** Rudi Setiawan Fakultas Filsafat, Universitas Katolik Parahyangan Internet memegang peranan penting bagi kehidupan manusia. Teknologi internet berkembang dengan pesat dan memberi kemudahan serta kenyamanan dalam komunikasi antarmanusia. Dalam situasi pandemi Covid-19, internet semakin berperan penting sebagai alat komunikasi yang mendukung berbagai aktivitas manusia di bidang pendidikan, pekerjaan, bisnis, pemerintahan, dan sebagainya. Salah satu dampak negatif internet yang menjadi pokok perhatian etika ialah adiksi internet. Adiksi internet menjadi persoalan etika dalam media karena dapat melumpuhkan kemampuan manusia untuk menggunakan pilihan bebasnya, menghilangkan kesadaran kritis, mengarahkan manusia pada kecenderungan narsisistik, serta mengabaikan tanggung jawab manusia terhadap yang lain karena "sibuk" mengejar hiburan dan kepuasan diri sendiri dengan memanfaatkan akses internet. Adiksi internet bersifat patologis dan destruktif karena dapat merusak kesehatan mental pribadi maupun relasi sosial dalam masyarakat, yang muncul dalam berbagai bentuk seperti mengumbar popularitas, akses situs pornografi, *game online*, dan sebagainya. Adiksi internet

	menjadi bahaya serius terutama bagi generasi muda yang lahir dan bertumbuh dalam situasi sosial budaya yang dikuasai oleh peran besar teknologi internet. Tulisan ini membahas persoalan etis tentang adiksi internet dan strategi pendidikan nilai dalam rangka mengantisipasi persoalan tersebut. Persoalan etis yang dibahas meliputi dampak adiksi internet yang merugikan manusia (perspektif etika teleologis), selain pula menjadi bentuk ancaman terhadap martabat manusia yang otonom (perspektif deontologis). Di sini, penulis lantas menekankan pentingnya upaya menumbuhkan keutamaan pengendalian diri lewat pendidikan. Dengan diinspirasi filsafat pendidikan berbasis pengalaman dari John Dewey, penulis menawarkan alternatif jalan keluar untuk mencegah berkembangnya fenomena adiksi internet di kalangan generasi muda tersebut. Kata kunci: Adiksi, Internet, Martabat Manusia, Pengendalian Diri
03.	**URGENSI PENGUATAN LITERASI ETIKA DALAM MEDIA SOSIAL DIGITAL** Hendrikus Endar Suhendar Universitas Katolik Parahyangan Revolusi Industri 4.0 telah mendorong pesatnya perkembangan teknologi digital. Salah satu wajah dari perkembangan teknologi digital adalah media sosial digital. Perkembangan teknologi digital tidak terlepas dari pilar-pilar teknologi yang menopang Revolusi Industri 4.0. Setidaknya ada 5 pilar teknologi, yaitu 'Internet of Things' (IoT), Big Data, Artificial Intelegent (AI), Cloud Computing, dan Cyber Manufacturing. Revolusi Industri 4.0 telah mempengaruhi tatanan berpikir dan perilaku masyarakat termasuk dalam bermedia sosial digital. Media-media sosial digital yang saat ini tengah berkembang dengan pesat menjadi ruang-ruang virtual yang memudahkan masyarakat mengekpresikan dirinya dengan lebih bebas. Kini orang lebih mudah dan lebih bebas menyampaikan informasi, pendapat, dan perasaan baik dalam bentuk teks, gambar, maupun video. Masyarakat memang semakin terampil/pintar menggunakan atau memanfaat teknologi/media digital. Sayangnya penguasaan keterampilan penggunaan atau pemanfaatan teknologi/media digital kerap tidak disertai dengan kedewasaan dalam bermedia sosial digital. Tidak jarang media sosial digunakan untuk penyebaran berita bohong (hoaks), ujaran kebencian, perudungan (bullying), penistaan, adu domba, dll. Hal inilah yang pada gilirannya menjadi salah satu pemicu/penyebab berbagai konflik sosial di masyarakat.Dibutuhkan penguatan literasi Etika dalam bermedia sosial digital. Literasi digital harus disertai dengan literasi Etika. Literasi Etika yang dimaksud terutama menyangkut penguatan cara berpikir kritis dan penguatan kesadaran etis dalam bermedia sosial digital. Kata kunci: Revolusi Industri 4.0, Teknologi Digital, Media Sosial Digital, Literasi Digital, Literasi Etika
04.	**QUALITY MEDICAL TELECONSULTATION IN THE PERSPECTIVE OF COMMUNICATION SCIENCE AND COMMUNICATION ETHICS** Bernardus Ario Tejo Sugiarto[1], Yovita Tri Katarina[2] Universitas Katolik Parahyangan[1], STIKES Santo Borromeus[2] Social distancing is one of health protocols stipulated not only by Indonesian government but also by World Health Organization (WHO). The main purpose of social distancing is to prevent the transmission of Coronavirus disease (Covid-19). All activities such as shopping in mall, teaching, and learning in school, and watching a film in the cinema that bring people together in the same place and time to directly interact with each other have been restricted or even prohibited. Face-to-face meetings, both formal and informal, are inevitably replaced by online meetings. The developments of discoveries that never stop in the field of science and technology, for example electronic gadgets and devices, computer programs or applications,

		and internet connections are immensely helpful for humans to organize them. People can manage their interaction remotely by utilizing the state-of-the-art equipments. Various forms of long-distance communication, such as tele-teaching and learning, tele-marketing and shopping, tele-conference etc., are created and organized by the community. Hospitals as health institution are one of the institutions that frequently make use of long-distance communication systems. Recently telehealth, telediagnosis, telemedicine, telecare and teleconsultation are the booming types of telecommunications programmed by the hospital to facilitate the process of communication between physician and patient during the Covid-19 pandemic. In this article, the authors have concentrated the research on the teleconsultation in the context of health service. Sketchily, teleconsultation could be defined as a remote interaction between a physician and a patient mediated by electronic means for the medical purposes of diagnosing patient, determining the patient's disease, providing therapeutic advice, and offering drugs that need to be consumed by the patient. This kind of teleconsultation always generate ethical problems which are the starting point of this article discussion. In ordinary procedure, the patient directly conveys the symptoms he is suffering from to the physician and the physician will check the condition of patient's body such as body temperature, heart rate, blood pressure etc. Then the physician could deduce the disease of the patient and the medical treatment that the patient must undergo. In this conventional way, misdiagnoses could possibly occur. Therefore, people in general will dispute how teleconsultation could deliver an accurate diagnosis. The wrong diagnosis will lead to the wrong disease and the wrong medical treatment. Any misdiagnosis will fatally risk the patient's life. Keywords: Communication, Communication Ethics, Communication Science, Telecommunication, Teleconsultation
05.	**THE PROBLEM OF DEEP COMMUNICATION IN CONTEMPORARY ETHICS EDUCATION** Gunardi Endro Universitas Bakrie By nature, ethics education requires deep communication between educator and students. Neglecting in-depth discussion on issues related to the value systems that students embrace while expecting them to develop their capability in resolving ethical dilemmas is farfetched. The problem is that the contemporary sharp technological development brings two unfavorable directions, namely increasing ethical dilemmas and the trend of shortened and shallow communication. Based on experiential and reading reflection methods, this paper will be written to philosophically elaborate how difficult to effectuate deep communication in contemporary ethics education. First, ethics and ethics education will be discussed, in particular how ethics education needs deep communication in order to be effective. Important indicator of successful ethics education is tenability of the value system of individual when confronting ethical problems and ethical dilemmas, and this measure will emerge only as a result of long habituation and consistent practices. Second, the definition of deep communication will be made clear in contrast to shallow communication that tends to drive individuals into a culture of creating and re-creating quick and comfortable effects. Third, it will be clarified how the deep communication is potentially undermined under environment which is supported by the development of information and communication technology that persistently seeks faster and more comfortable results. Finally, it is concluded that the weakening of deep communication challenges educators in effectuating ethics education, and a recommendation note may be raised to ethics educators in responding the challenge. The best response may rest in the employment of all available technological resources to create innovative deep communication that is concise and comfortable but effective.	

	Keywords: Ethics, Ethics Education, Communication, Deep Communication, Information, And Communication Technology
06.	**PROBLEMATIK ETIS PERKEMBANGAN TEKNOLOGI KOMUNIKASI TERHADAP MARTABAT PRIBADI MANUSIA** Bartolomeus Samho Universitas Katolik Parahyangan Hormat pada martabat pribadi orang lain merupakan salah satu tuntutan etis dalam tindakan manusia. Dalam abad ke-21 yang ditandai dengan kemajuan teknologi komunikasi, penyebaran informasi/penyebaran berita dapat mencederai martabat pribadi orang lain ketika, misalnya, melanggar privasi atau kalau ternyata berita bohong (hoaks). Karena itu, penyebaran informasi atau penyiaran berita melalui teknologi komunikasi dalam berbagai bentuk dan caranya (bahasa lisan, tulisan, gambar tubuh, video yang menampilkan adegan dan gerak-gerik tubuh, dan lain-lain) dipandang etis manakala berdampak positif bagi orang lain. Tulisan ini bertujuan untuk mendiskusikan atau mendeskripsikan mengenai bagaimana penyebaran informasi dan berita yang etis atau tidak etis melalui teknologi komunikasi. Metode penelitian yang digunakan dalam tulisan ini adalah deskriptif dan kajian literatur tentang persoalan-persoalan mengenai privasi dan martabat pribadi manusia dalam era teknologi komunikasi dewasa ini. Implikasinya, konten berita yang disiarkan melalui teknologi komunikasi menjadi etis manakala, *pertama,* tidak melanggar privasi orang lain. *Kedua,* tidak merupakan hoaks yang berdampak pada pembunuhan karakter dan perendahan martabat pribadi orang lain. *Ketiga,* tidak melanggar tatanan normatif yang berlaku di masyarakat. *Keempat,* bersifat edukatif dan dimaksudkan untuk menyampaikan "kebenaran atau kebaikan" bagi masyarakat. Kata kunci: teknologi komunikasi, informasi, privasi, martabat pribadi
07.	**PERSON, PERSONALITY, PERSONA AND PRIVACY** Dr. Ramon Eguia Nadres Faculty of Philosophy, Widya Mandala Surabaya Catholic University In recent times we have been receiving glaring warnings from the harbingers of doom about the dangers of entering the Internet: some point out the moral dangers this entails, like the easy access to pornography; while others raise the alarm about how those who construct social media apps have been using these platforms to control our thinking and behavior. Based on these inconveniences, the prophets of abstinence from social media have come forth to exhort us to delete these apps from our phones. The question we would like to answer in this article is: are they right? Should we exclude the internet and social media from our life? Would that mean becoming more humane and humanly authentic? The author would like to believe that the world of the Internet is a change in the life of humanity that would not be too far from an experience from the previous paradigm shifts those human beings have had to adjust to in the past. Like any other of the previous transitions, it presents dangers to us; but it also presents opportunities. If human beings are truly social beings, then having another platform that could benefit social life would neither be immediately evil or immediately good. It depends on how each individual faces it and tweaks it to his advantage. This paper especially wants to see how the advent of the digital world has affected the dynamics of human beings' interaction with their environment and social milieu, and to explore a little bit on what we should do, not only to survive, but to flourish in this new environment. Keywords: Digital Personality, Privacy, Person, Ethics of The Internet

08.	**REFLEKSI ATAS PERAN ETIKA KOMUNIKASI TERHADAP PENGUATAN PENDIDIKAN KARAKTER DI INDONESIA** RR Siti Murtiningsih Fakultas Filsafat, Universitas Gadjah Mada Perkembangan teknologi dan informasi saat ini semakin pesat, sehingga memberikan berbagai pengaruh dalam kehidupan khususnya dalam bidang pendidikan. berbagai dampak akibat perkembangan teknologi dan informasi telah mengubah sikap dan perilaku generasi saat ini. Menurunya sikap sopan santun, menghargai, menghormati orang yang lebih tua diakibatkan karena penggunaan teknologi informasi yang tidak terbatas akibat pengaruh budaya dan nilai yang tidak sesuai dengan bangsa Indonesia. Penelitian ini merupakan penelitian menggunakan metode kualitatif yang didukung dengan referensi yang relevan. Hasil dari penelitian menunjukkan bahwa etika komunikasi memiliki pengaruh terhadap pembentukan karakter seseorang. Implementasi etika komunikasi yang baik dan benar merupakan sebuah upaya dalam memperkuat pendidikan karakter di Indonesia, hal tersebut dapat dilakukan melalui pengajaran yang benar yakni dari orang tua, guru dan lingkungan masyarakat. Kata kunci: Teknologi Dan Informasi, Etika Komunikasi, Pendidikan Karakter
09.	***HALLYU* SEBAGAI KASUS KOMUNIKASI PEMASARAN INTERNASIONAL** Alois A. Nugroho Universitas Katolik Indonesia Atma Jaya Artikel ini akan membahas gejala dalam komunikasi pemasaran internasional yang dikenal sebagai *Korean Wave* atau *hallyu*. Istilah *hallyu* merujuk pada popularitas budaya Korea di Asia dan daerah lain di dunia, semula Tiongkok dan kemudian Jepang pada sekitar peralihan abad. *Hallyu* dapat dibagi menjadi tiga tahap. Pada tahap pertama, komunitas yang jadi target akan mulai menggemari budaya populer Korea Selatan, mulai dengan serial televisi K-drama dan genre musik K-pop. Pada tahap kedua, komunitas itu akan melakukan wisata ke Korea Selatan ke tempat-tempat syuting K-drama dan mengoleksi *items* yang ada hubungannya dengan K-drama dan K-pop. Pada tahap ketiga, komunitas itu akan jadi konsumen apa saja yang berasal atau *made in* Korea. Namun dalam tahap ketiga ini, dapat dipersoalkan secara etis beberapa *brand-names*. Kata kunci: *Hallyu* (Gelombang Korea), Budaya Pop, Turisme, *Brand-Names* Korea

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