

3rd Jogjakarta Communication Conference (JCC 2021)

Communication Challenges in Post Pandemic

Advances in Social Science, Education and Humanities
Research Volume 596

Online
18 - 19 March 2021

Editors:

**Xi Zhuang
Hermin Indah Wahyuni
Andy Fuller**

**GM Naidoo
Taufiqur Rahman
Fajar Junaedi**

ISBN: 978-1-7138-4124-1

Printed from e-media with permission by:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571



Some format issues inherent in the e-media version may also appear in this print version.

Copyright© (2021) by Atlantis Press
All rights reserved.
Copyright for individual electronic papers remains with the authors.

For permission requests, please contact the publisher:

Atlantis Press
Amsterdam / Paris

Email: contact@atlantis-press.com

Conference Website: <http://www.atlantis-press.com/php/pub.php?publication=jcc-21>

Printed with permission by Curran Associates, Inc. (2022)

Additional copies of this publication are available from:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571 USA
Phone: 845-758-0400
Fax: 845-758-2633
Email: curran@proceedings.com
Web: www.proceedings.com

TABLE OF CONTENTS

VISUAL NARATION OF REYOG OBYOGAN PONOROGO IN BANTARANGIN VERSION	1
<i>Oki Cahyo Nugroho, Deny Wahyu Tricana, Eli Purwati</i>	
THE EFFECTIVENESS OF THERAPEUTIC COMMUNICATION THROUGH THE MOBILE ALODOCTER APPLICATION ON CUSTOMER ENGAGEMENT	7
<i>Rizki Cipta Satria, Martha Tri Lestari</i>	
SOCIAL MARKETING OF MUSLIM WOMEN ORGANIZATION AGAINST COVID-19.....	10
<i>Tri Hastuti Nur Rochimah, Hajar Nur Setyowati</i>	
SOCIAL REFORM AND CHANGES IN COMMUNICATION BEHAVIOR OF YOGYAKARTA PEOPLE AFTER PANDEMIC	16
<i>Fajar Dwi Putra, Dani Fadillah, Chi Wang</i>	
THE EFFECTIVENESS OF UNIVERSITY INSTAGRAM ACCOUNT AS INFORMATION MEDIA FOR STUDENTS	20
<i>Dwiyani Mayangsari, Mufid Salim</i>	
HEALTH COMMUNICATION EFFORTS TO PREVENT STUNTING IN THE PANDEMIC ERA IN TRENGGALEK REGENCY	24
<i>Monika Teguh, Rachmah Ida, Ratih Puspa, Eduard Avilla</i>	
MITIGATION OF COVID-19 IN THE FRAMEWORK OF COMMUNICATION SCIENCE	31
<i>Jonas KGD Gobang</i>	
THE ADOPTION OF FACIAL ANALYSIS APPLICATION INNOVATION FOR POST- PANDEMIC BEAUTY PRODUCT MARKETING COMMUNICATION	34
<i>Immanuel Deny Krisna Aji, Hilda Yunita Wono, Patrick Pramono, Safira Afifa Aljihhan, Ayu Anggraeni, Kuncoro Dewi Rahmawati</i>	
PHENOMENOLOGY OF THE PARKOUR PRACTITIONER.....	40
<i>Fatmawati Meokahar, Yoga Martilova</i>	
ONLINE COMMUNICATIONS IN MEDICAL MOBILE APPLICATION: CUSTOMER COMPLAINT'S ASSERTIVENESS DURING COVID-19 PANDEMIC	44
<i>Kususanti, Ruvira Arindita, Gayatri Atmadi, Nursalsa Arifah</i>	
MEANING OF VIOLENCE AND SEXUAL ABUSE OF WOMEN DURING PANDEMIC COVID-19 TIMES: ANALYSIS OF SARA MILLS'S CRITICAL DISCUSSION ON "ASA" SHORT MOVIE.....	50
<i>Sheila Rizka Ramadhania, Yuri Alfrin Aladdin</i>	
MULTIPLE EXPOSURES OF RISKS: DISASTER-PRONE SOCIETIES IN THE TIME OF THE PANDEMIC	54
<i>Muzayin Nazaruddin</i>	
MUHAMMADIYAH NORMS IN THE DIMENSIONS OF COMMUNICATION ACTIONS FOR THE COVID-19 TASK FORCE TEAM.....	57
<i>Erwin Rasyid, Moch Imron Rosyidi, Ansar Suherman, Muhammad Najih Farihanto, Ade Putranto Prasetyo Wijiharto Tunggal, Hari Akbar Sugiantoro</i>	

COMMUNICATION CAMPAIGNS IN ADDRESSING HOUSEHOLD WASTE IN KB VILLAGE REGENCY OF DELI SERDANG NORTH SUMATRA	60
<i>Lusiana Andriani Lubis</i>	
THE ELEMENTS OF SOCIAL MEDIA MARKETING IN UNIVERSITY DURING PANDEMIC COVID-19	64
<i>Nadia Wasta Utami</i>	
COMMUNICATION CRISIS PRACTICE OF CULINARY TOURISM PUBLICITY IN POST- COVID19 PANDEMIC.....	69
<i>Faustyna, Rudianto</i>	
COVID-19 PANDEMIC, PERSONAL BRANDING, AND THE CORRUPTION OF COMMUNICATION	74
<i>Bambang Sukma Wijaya, Jurica Lucyanda, Muhammad Taufiq Amir</i>	
CRISIS COMMUNICATION IN THE EARLY PHASE OF COVID-19 BY INDONESIAN GOVERNMENT BODY	80
<i>Narayana Mahendra Prastya, Masduki</i>	
CUSTOMER RELATIONSHIP MANAGEMENT OF UD MAPAN KEDIRI DURING COVID-19	83
<i>Louisa Christine Hartanto, Aisya Fairuz Mumtaz, Hilda Yunita Wono</i>	
DIGITAL MEDIA-BASED NUTRITION HEALTH COMMUNICATION MODEL	87
<i>Mufid Salim, Fasty Arum Utami, Husni Bramantyo</i>	
ELDERLY MOTIVATION IN SMARTPHONE PURCHASE.....	92
<i>Ainur Rochmaniah, Elisha Widya Putri, Totok Wahyu Abadi</i>	
EFFECTIVENESS OF CORPORATE SOCIAL RESPONSIBILITY PROGRAMS IN THE POOR VILLAGE IN GUNUNG KIDUL, YOGYAKARTA, INDONESIA	95
<i>Choirul Fajri, Muhammad Najih Farihanto, Dani Fadillah, Fajar Dwi Putra</i>	
THE DIGITAL SILK ROAD AND CHIGLOBALIZATION: A POST-EPIDEMIC INFORMATION AND COMMUNICATION TECHNOLOGY ALTERNATIVE PROJECT	99
<i>Anang Masduki, Panqiang Niu, Mochamad Faizal Rochman, Muhamad Sulhan</i>	
INTERPERSONAL COMMUNICATION OF PARENTS IN THE PANDEMIC COVID-19 IN FORMING CHILDRENS PERSONALITY IN MEDAN CITY	104
<i>Sigit Hardiyanto, Fadhil Pahlevi Hidayat, Faizal Hamzah Lubis</i>	
FANS' SATISFACTION ON WATCHING VIRTUAL CONCERT DURING COVID-19 PANDEMIC	109
<i>Fatimah Solihah</i>	
IMAGE AND CULTURAL TASTE OF CONSUMPTION OF GENDER PRODUCTS IN 'NON- BINARY' GENDER	112
<i>M.S. Aisyah Luna, Akhmad Irhami</i>	
REGIONAL GOVERNMENT COMMUNICATION STRATEGY DISSEMINATION OF COVID-19 POLICY INFORMATION (PREVENTIVE COMMUNICATION POLICY MODEL TO OVERCOME COVID-19 AS A WICKED PROBLEM).....	116
<i>Supriadi, Andi Alimuddin Unde, Muh. Akbar</i>	
USE OF TWITTER FOR COVID-19 INFORMATION DISSEMINATION BY MUHAMMADIYAH COVID-19 COMMAND CENTER.....	121
<i>Fajar Junaedi, Filosa Gita Sukmono, Erwin Rasyid, Qholiva Yuni Fadilla</i>	

THE ALTERATION OF JOURNALISM PRACTICE IN DIGITAL ERA AMID THE COVID-19 PANDEMIC	124
<i>Patricia Robin</i>	
TELEVISION JOURNALIST: THE CHALLENGE OF MASS COMMUNICATION POST THE COVID-19 PANDEMIC	126
<i>Puji Santoso, Faustyna</i>	
DIGITALIZATION OF SPORTS EVENT DURING PANDEMIC COVID-19 ERA	130
<i>Meistra Budiasa, Hedy Shri Ahimsa Putra, Sugeng Bayu Wahono</i>	
THE MODERNIZATION OF MADURA IN THE STYLE OF SURABAYA: A STUDY OF SHOPPING MALL IN BANGKALAN	134
<i>Ulul Albab LM Putra</i>	
DATA JOURNALISM: HOW THE DATA IS VISUALIZED	138
<i>Ansar Suherman</i>	
THE MULTIPLE ROLE OF FISHERMAN WOMEN IN THE COVID-19 PANDEMIC IN JAKARTA	140
<i>Sa'diyah El Adawiyah, Agus Hermanto, Tria Patrianti, Alfa Taufan, Hanny Marselli</i>	
THE DEVELOPMENT OF MOBILE JOURNALISM IN INDONESIA DURING THE COVID-19 PANDEMIC	143
<i>Filosa Gita Sukmono, Fajar Junaedi</i>	
CORPORATE NARRATIVE STRATEGY DURING COVID-19 PANDEMIC.....	146
<i>Rindang Senja Andarini</i>	
ORGANIZATIONAL COMMUNICATION MANAGEMENT OF THE JOGOKARIYAN MOSQUE PROSPERITY COUNCIL IN IMPROVING THE PROFESSIONALITY OF MOSQUE MANAGEMENT	150
<i>Muhammad Najih Farihanto, Yusup A. Prihantoro, Dias Regian Pinkan</i>	
THE MEANING OF NON-VERBAL SAMPUR MOTION IN GANDRUNG DANCE BANYUWANGI EAST JAVA	154
<i>Hery Bambang Cahyono</i>	
EFFECTIVENESS OF THE INTERPERSONAL COMMUNICATION BETWEEN UD GLORY OWNERS AND COCOA BEANS SUPPLIERS AFTER THE PANDEMIC	156
<i>Hilda Yunita Wono, Chris Reynaldi Thoha, Burhan Bungin</i>	
PILKADA SURABAYA DURING COVID-19 PANDEMIC: THE SPECTACLE BENEATH POLITICAL CAMPAIGN	161
<i>Gabriela Laras Dewi Swastika, Namira Al Qotrunnada</i>	
GATOTKACA IN MOBILE LEGEND: BANG-BANG GAME AS REPRESENTATION OF INDONESIA CULTURE	167
<i>Louisa Christine Hartanto, Monika Teguh, Ryu Thetrawan Thie</i>	
MANAGEMENT STRATEGY OF ONLINE RADIO: POST COVID-19 PANDEMIC.....	171
<i>Corry Novrica AP Sinaga, Nurhasanah Nasution, Elvita Yenni</i>	
HYBRID COMMUNICATION FOR SUSTAINING HEALTH SOCIAL ENTERPRISES DURING COVID-19 PANDEMIC.....	174
<i>Mohamad Ghozali Moenawar, Muchammad Nasucha, Alma Mandjusri</i>	

THE RELATIONSHIP MARKETING COMMUNICATION STRATEGY DURING THE COVID-19 PANDEMIC: A CASE STUDY OF ISLAMIC SCHOOLS IN YOGYAKARTA	179
<i>Subhan Afifi, Puji Hariyanti</i>	
INSTAGRAM AND A AA GYM'S PERSUASIVE COMMUNICATION DURING THE COVID-19 PANDEMIC	185
<i>Wininda Qusnul Khotimah, Sri Mustika</i>	
PUBLIC PERCEPTION OF PUBLIC RELATIONS CAMPAIGN OF PT. MRT JAKARTA IN INCREASING SELF AWARENESS FROM COVID-19 SPREADING RISK.....	190
<i>Juan Malik Frederick Turpyn, Dyla Aulya, Muchammad Nasucha</i>	
COMPARING CULTURAL VALUES OF SOUTH AFRICAN NATIONAL ANTHEM OF NKOSI SIKELEL 'IAFRIKA AND INDONESIA'S INDONESIA RAYA NATIONAL ANTHEM	195
<i>Suzy Azeharie, Michelle Gabriela</i>	
ANALYSIS OF THE DIVERSITY OF LEARNING MEDIA FOR COCOA FARMERS IN AN EFFORT TO INCREASE ECONOMIC PRODUCTIVITY IN THE COVID-19 PANDEMIC ERA IN SOUTH SULAWESI	199
<i>Tuti Bahfiarti, Arianto, Andi Alimuddin Unde</i>	
FROM MASS PANIC TO SOCIAL RECOVERY: A REVIEW ON INDONESIAN NETIZENS IN DEALING WITH COVID-19.....	203
<i>Fathul Qorib, Sulih Indra Dewi, Akhirul Aminulloh</i>	
WOMEN'S IMAGE ON YOUTUBE CONTENT "SEXUAL PRICE SURVEY": GENDER IDENTITY PERSPECTIVE AND ARTIFICIAL INTELLIGENCE	209
<i>Nur Dahniar, Safrin Salam, Achmad Suherman</i>	
CORPORATE SOCIAL RESPONSIBILITY (CSR) STRATEGY AND COMPANY IMAGE DURING THE COVID-19 PANDEMIC	215
<i>Adhianty Nurjanah, Nuryakin, Dyah Mutiarin</i>	
INTERPERSONAL PERCEPTION OF VEILED WOMAN	217
<i>Atika Budhi Utami</i>	
ANALOG BROADCASTING TRANSMISSION IN THE DIGITAL AGE: DEVELOPMENT OF COMMUNITY RADIO MANAGEMENT MODEL "SUARA EDUKASI KULON PROGO"	220
<i>Budi Dwi Arifianto, Citra Dewi Utami</i>	
COMMUNICATION MANAGEMENT OF COVID-19 SURVIVORS IN INDONESIA	225
<i>Nani Nurani Muksin, Mulkan Habibi, Tria Patrianti, Hendra Hidayat, Rahman Djalun</i>	
THE IMPORTANCE OF PARTNERSHIP FOR SUSTAINABLE SOCIAL MARKETING CAMPAIGN: THE CASE OF THE INDONESIAN MOVEMENT FOR PLASTIC BAG DIET (GIDKP)	230
<i>Taufiqur Rahman, Khairatun Hisan</i>	
WINNING AND POLITICAL COMMUNICATION STRATEGIES IBNU SINA-ARIFIN NOOR IN ELECTION MAYOR AND DEPUTY MAYOR OF BANJARMASIN IN THE ERA OF THE COVID-19 PANDEMIC 2020	233
<i>Bachruddin Ali Akhmad, Sarwani, Sri Astuty, Muhammad Muthahhari Ramadhani</i>	
KLINIK KOPI'S DIGITAL NARRATIVES TO MAINTAIN DIGITAL MARKETING COMMUNICATION DURING COVID-19 PANDEMIC	240
<i>Ayu Amalia, Erwan Sudiwijaya, Bagas Prawira Indrajati</i>	

COVID-19 AND NETIZEN: ENCODING-DECODING BY YOUTUBE COMMENT SPACE.....	245
<i>Nur Inayah Yushar, Alem Febri Sonni, Muhammad Farid</i>	
THE USE OF SOCIAL MEDIA PLATFORM AND ECOMMERCE AS MARKETING COMMUNICATIONS TOOLS DURING PANDEMIC COVID-19	249
<i>Istisari Bulan Lageni, Agus Hermanto, K Bawon Erso</i>	
THE ROLE OF INDONESIA MAINSTREAM MEDIA TO FIGHT AGAINST COVID-19 HOAXES.....	252
<i>Puji Rianto, Titin Setiawati</i>	

Author Index