



ICA REGIONAL CONFERENCE 2019

"Searching for the Next Level of Human Communications: Human, Social, and Neuro (Society 5.0)"

CERTIFICATE

THIS CERTIFICATE IS AWARDED TO

IKA YULIASARI

AS PARTICIPANT OF PLENARY SESSION

**Networking in the Era of Transformation Toward
Society 5.0**

NUSA DUA - BALI, OCTOBER 16-18, 2019

LOINA L.K. PERANGIN-ANGIN
ORGANIZING COMMITTEE

DORIEN KARTIKAWANGI
STEERING COMMITTEE

COMMUNICATION PARTICIPATION AND SOCIAL MOVEMENTS OF LOCAL COMMUNITY

Ika Yuliasari

Jayabaya University Jakarta

Jl.Pulomas Selatan Kav.23 Jakarta Timur 13210

Institution phone number :021-4700889

Author's phone number : 087870795070

ikayuliasari@yahoo.com

COMMUNICATION PARTICIPATION AND SOCIAL MOVEMENTS OF LOCAL COMMUNITY

This article aims to analyze the dynamics of communication participation of community in Bantul for moving the public information sector and is part of continuous research of villagers' participation in designing and managing community radio programs in Sanden District, Bantul Regency, Special Region of Yogyakarta. The media activists of Citra Desa Radio FM (CDR FM)uses information technology for broadcasting and combination of discourses for programming . Related with that collaborations, the broadcasting programs covers the fields of education, health, agriculture and fisheries, entrepreneurship, and so on. Community media activists in Sanden District started activities in the field of community radio broadcasting since 2005 in th Gadingsari village, Sanden District. Paworo FM community radio was established in 2006 as a disaster mitigation radio in the southern coastal region of Yogyakarta. For more than a decade , Paworo FM broadcasts information programs in the fields of disaster mitigation, agriculture, fisheries, health and entertainment. Community radio activists then pioneered the establishment of Citra Desa Radio FM (CDR FM) in Murtigading Village in 2017. Currently , CDR FM is an independent village radio which managed by villagers and supported by the village government . The operationalization of community media involves organizational, user, product and environmental aspects that can be appointed as research arenas. Community media organizations in rural areas have human resource management systems, simple financial management systems and local wisdom content in broadcast programs. Villagers in Sanden are the main audience because of the similarities of local cultural content and information needs. Information technology supports in broadcasting has an impact on community media convergence and exposure coverage of public information. The activists uses the social media and streaming technology for publishing informations. Community radio products are broadcasting programs that continuously managed by and for the community . This community radio is one of the Community Broadcasting Institutions protected by the Republic of Indonesia Broadcasting Law

and regulatory guidelines. CDR FM has already supported by the villagers and the village government for strengthening the process of managing broadcasting licenses from KPID . This research has uniqueness such as the communication pattern in mobilization of community media activists , communication participation of villagers, critical thinking of villagers in the information sector and local content in broadcasting programs . The analysis of these phenomena used the communication participation models of community media arenas and the framework of communication acts in the public sphere. This research was based on a qualitative approach and applied the ethnographic analysis method and communication semiotics method. Data collection techniques were depth interviews, observation and documentation. This research has resulted the pattern of communication participation of villagers and model of communication networks.

Keywords :

communication participations, community media, social movement, communication network, local wisdom.

INTRODUCTION

The dynamics of the broadcasting world in Indonesia are characterized by developments in millennial generation, information technology, political economy factors and global cultural transformation. In accordance with Undang Undang Republik Indonesia No. 32 Tahun 2002 concerning Broadcasting, the establishment of Public Broadcasting Institutions and Community Broadcasting Institutions was established. The two types of media have different broadcasting systems and media operations. The implementation of the policy on Community Broadcasting Institutions is the establishment of community media such as community television and community radio. Policies relating to community radio are strengthened by Government Regulation No. 51 Tahun 2005 concerning the Implementation of Community Broadcasting Institutions, Undang Undang No. 14 Tahun 2008 concerning Openness of Public Information, Undang Undang No.11 Tahun 2008 concerning Information and Electronic Transactions (ITE), Journalistic Code of Ethics etc. Government regulations regarding broadcasting are expected to be creativity for the operationalization of mass media and community media in the Industrial Revolution 4.0 era. Different with the mass media in general, community media has a development space that is focused at the micro level.

Community radio in Indonesia is developing in various regions with the monitoring and coordinating of the Regional Indonesian Broadcasting Commission (KPID). A license for the establishment and broadcasting of community radio was issued by the KPID with the Hearing Evaluation Process . In accordance with government regulations, community radio has limited broadcast area coverage, certain frequencies, the information of local knowledge, independent and non-commercial communities. The Indonesian Community Radio Network (JRKI) is a network of community radio organizations in Indonesia. One of the provincial community radio networks is the Yogyakarta Community Radio Network (JRKY), which consists of community radios in the Special Province of Yogyakarta. JRKY accompanies the management of broadcasting licenses and monitors the development of community radio in Yogyakarta continuously.

Citra Desa Radio 107.7 FM (CDR FM) is a village radio in Murtigading, Kecamatan Sanden, Kabupaten Bantul, Yogyakarta. CDR FM is a community radio with a unique character that is built by villagers independently, managed with the coordination of the village government of

Murtigading, independent, non-commercial and broadcasts information at the local level. The location of the CDR FM broadcast is in the Office of Murtigading village government of Bantul regency . Regarding broadcasting licenses, CDR FM has undergone the DIY KPID Hearing Evaluation process on January 25, 2018. <https://citradesaradio.com/blog/evaluasi-dengar-pendapat-citra-desaradio>.

As a village radio with the motto "Establish a Sense of Building a Village", CDR FM is managed synergistically with several parties related to the content of information broadcast. CDR FM broadcasts information in the fields of disaster mitigation, health, education, economy, social culture and entertainment with the village segment. Utilization of communication technology is realized in the form of live streaming broadcasts that can be accessed at <https://citradesaradio.com/streaming.html>. CDR FM activists use Facebook social media for building communication networks with villagers, disseminate information on activities and present CDR FM broadcast programs. The implementation of Communication Information Technology (ICT) is related with the commitment of the performance of the Murtigading Village government as Manager of the Most Popular Subdomain in 2019 in the Village Category of Bantul Regency. The Murtigading Village website is currently the most visited position. (<https://murtigading.bantulkab.go.id/index.php/first>)

CDR FM community radio management implements the integrated broadcasting that combines information packaging according to the information needs of villagers , the communication participation of villagers' and credibility of speakers. The information needs of many people in Murtigading are based on the local wisdom of villagers on the southern coast of Yogyakarta. The administrative area of Murtigading Village consists of 18 village and most of the villagers work as farmers, fishermen, entrepreneurs, and traders.

The operationalization of community media is related to the lack of local information in the village and barriers of media development. With this conditions, the initiative of villagers rised the critical thinking of villagers , communication participation and social movements in media literacy based on local wisdom.

LITERATURE REVIEW AND METHODS

Literature review related to the topic of communication participation and social movements of villagers in the operationalization of community radio has been carried out the novelty and uniqueness criteria of research. Several literature reviews has been conducted to the level of fulfillment of farmers' information through community radio (Atika, et al 2017), the character of community radio disaster mitigation (Huda et al, 2018), community radio as a medium for community empowerment in border areas (Juditha, 2015), and community radio has the opportunity to develop in the era of convergence (Takariani, 2013). Regarding the content of local wisdom, Hasandinata (2014) explained that the role of managers is very important in presenting news and framing the local wisdom content.

The linkage of the media to the socio-cultural aspects as revealed by Ball Rokeach and De Fleur in Quail (2010) can be viewed from the operationalization of the media and the participation of citizens. Tufted and Mefalopulos (2009) stated that participatory communication is carried out by the dialogic communication . The communication participation will be the aspect of accommodating problems, culture, partnerships, education, reference groups, communication processes, changes, expected outcomes and duration of activities.

Communication Development	Participatory Model (bidirectional communication / dialogue)
Problem definition	Lack cooperation with <i>stakeholders</i>
Cultural aspect	Culture is considered as a way and unit of life
Catalyst/media aspect	Establish cooperation with agents
Educational aspect	Free educational style (<i>liberating pedagogy</i>)
Aspect of the target group	Active, targets are <i>stakeholders</i>
How to communicate	Dialogue, adjusting to social problems, overcoming problems
The main purpose of change	Individual and social behavior, social norms, and social relations
Expected results	To built a closed cooperative relationship and lead the collective action of public
Duration of activity	Medium and long term

Table 1. Participatory communication models (Tufte and Mefalopulos, 2009)

As a community media in village areas, CDR FM supports the publication of information for development. In its implementation, development communication is an intervention process and strategy for achieving social change that is filled by institutions and communities (Manyozo, 2012). The arena of community media research according to Jankowski (2002) includes organizations, products, users, and the environment in community media operationalization. Mikelsen (2011) states that community participation should be sustainable act and partnerships patterns . Conceptually, the participatory model in development communication has several parameters such as : problem definition, cultural aspect ideas, catalyst aspect ideas, educational aspect ideas, target group aspect ideas, communication processes, change objectives, expected outcomes and duration of activities. Tarrow (2011) explains that social movements requires *Aggregate Frames* (interpreting issues as social problems), *Consensus Frames* (definition processes relating to social problems that can be solved by collective action), *Collective Action Frames* (processes that explain why a collective action needs to be taken This research describes the reality of communication actions in the operationalization of community media in the village. The process of transforming knowledge through participatory communication actions in accordance with Freire's concept of the critical education process (1991). CDR FM community radio was initiated and developed by villagers for broadcasting information according to the information needs of villagers. The process of observation and data collection in the field takes some techniques. The analysis of evidence related with critical paradigm perspective that explain *practical explanation*. (Denzin Lincoln, 2009). Consequently, a critical perspective can provide the solutions or actions of transformation process towards the goals .

Based on the background and literature review, a research problem can be formulated: What are the participatory communication actions of villagers and how is the community-based literacy movement through the community radio CDR FM ?

Researchers observed the role of individual (micro) actors, community radio institutions (meso) and community radio relations with external parties (macro). The selection of CDR FM as a community medium was based on consideration namely: (1) the broadcasting process in village areas; (2) limited broadcast coverage; (3) dissemination of development messages; (4) community media independence (5) continuous operationalization; (6) non participant.

Data collection techniques carried were documentation, observation, interviews and focus group discussions. Documentation is done by collecting community radio news archives, geographical and demographic factors, statutory regulations etc. Observations process has done by observing the process of news production, news dissemination and community interaction. Interviews were conducted with existence of informants. The informants were the editors, the listeners of community radio and media partners. Focus Group Discussions were conducted with the discussion of the members of community radio managers and villagers. Data collection was starting in May 2019 in Murtigading, Bantul. Data analysis was performed with a qualitative descriptive approach and supported by Halliday's semiotic analysis and communication ethnographic analysis. Sudiby (2001) explains the method of Halliday and Hassan's social semiotics analysis. There are three elements of the text interpretation, namely the field of discourse, tenor of discourse, and mode of discourse. The analysis of communication ethnography includes four assumptions, namely: communication participants in the local cultural community build the same meaning, communication in some cultural groups can coordinate their actions, meaning and action will take place in groups, each group has different patterns of behavior, codes, and perspectives codes and actions (Littlejohn 2009).

RESULTS AND DISCUSSIONS

The social media literacy movement carried out by community media activists in village areas Murtigading arises against the background of the lack of media information based on local wisdom and society, especially millennial generation in village areas, which does not yet have the motivation to access local media information. These conditions support the creative ideas of villagers and community radio activists for establishing CDR FM in collaboration with the Murtigading Village Government. Historically, community radio activists have experience as the managers of Paworo FM located at Gadingsari Sanden Village. Based on the results of interviews and observations, community radio activists have face the licensing constraints and regeneration constraints in the operationalization of community radio. The villagers of the Sanden District conducted CDR FM first broadcast in 2017 in Murtigading Village. Community Radio CDR 107.7 FM has a vision as an information medium that have contributions for acceleration of development aspects such as education, social, culture, religion, arts and entertainment. The broadcasting program are based on cultural content and information of health, education, environment, Javanese culture, village development and entertainment. CDR FM does not use the concept of commercial advertising because the operational costs are overcome by the policy of funds of Murtigading Village Government. Public Service Announcements are presented as a concern of the villagers life.

The results of data analysis carried out the concern of villagers, contribution of millennial villagers in community radio, participation communication of villagers, and media literacy based on local wisdom. Community radio management is formed with the collaboration of human resources from the village government and villagers. The broadcasting program is supported by millennials broadcasters and persons who are competent with broadcasting programs such as religious leaders, community health workers, teachers, farmers, traders and Javanese cultural figures. Participation communication of villagers in operationalization of CDR FM can be seen in table 2.

Participatory Communication Parameters	CDR FM 107,7 FM
Problem definition	Information needs of villagers not fulfilled. Institutional issues: licensing constraints, social shortages, not involved yet in the JRKY partnership network, difficulties in regenerating managers and lack of village government support.
The idea of cultural	The values of local wisdom are considered in operationalization.
The idea of catalyst	The collaboration of community radio activists, village government and local business actors (UMKM and traders)
The idea of education	Transforming knowledge in the fields of health, culture, religion, etc
Group reference ideas	Segment of active villagers
How the communication process	The communication process applied the dialogic communication, direct interaction, and discussion the issues.
The main idea of change	Understand the knowledge, attitudes changes and behaviors change
Expected Output	A sustainable process for increasing the communication participation and media literacy
Duration	Arranged frequency and relatively long time

Table 2. Participatory communication

The participatory aspect can be used for supporting development communication programs at the micro level. Broadcasting programs has constructed with audience interaction and media literacy according to socio-cultural conditions synergistically.

Media literacy based on local wisdom refers to social movements. The movements were based on the critical ideas of villagers. Interactions in the broadcasting program contains cultural elements and are analyzed by communication ethnography. The review of communication ethnography analysis is presented in table 3.

Ethnographic concepts of communication	Communication and interaction actions on CDR FM FM
Speech procedures, speech events, style, role Context and institution Beliefs, values and attitudes	The information is presented by a broadcaster who competes with the Javanese culture with information based on Javanese cultural values. Local cohesiveness is a frame for news packaging. The words were <i>nyuwun sewu...sugeng midhangetaken.. ngono yo ngono ning bojo ngono...mikul dhuwur mendem jero...</i> (June, 12, 2019)
Speaking communities Languages and dialects	The listeners of CDR FM are the villagers who build active interaction They used Indonesian language and Krama Madya Javanese Languages.
Situations, events and actions	Nonformal interactions were involved grammar, lexicon and intonation. The examples are expressions.. <i>ngono nyo ngono ning ojo ngono....kompar kampir..leres klentu..lanang wadon..</i>
Speech components:	
Situation	Situation of communication events in the dialogue and the interaction on social media
Participant	Broadcasters works as communicators and the audience are the villagers

Destination	Transformation of knowledge were based on local wisdom
Act Sequence (message form and message dissemination)	Information is packed into verbal messages in broadcasting program and social media information.
Key (how words are communicated)	Speech is communicated according with broadcasting ethics and social cultural norms
Instrumentalities	Speech channels are broadcasting programs and community interactions
Norms	There were implementation of ethics according with Javanese social and cultural norms
Genre (type of discourse used)	The type of discourse is information based on the realities in the village .
The value of the words	Local wisdom values are kindness, mutual support, solidarity, tolerance, friendship, etc

Table 3. Summary of ethnographic aspects of communication

The researcher analyzes the text with social semiotic method . The three aspects of text interpretation, namely: First, the field of discourse. Discourse in the CDR FM broadcasting program covers the fields of educative, socio-cultural, religious, rural development, health, the entertainment and general information. The information presented were dissemination of prevention of dengue fever, public service announcements, religious lecture, Javanese cultural programs and Javanese entertainment. Second, the involvement of discourse (*tenor of discourse*). In the broadcasting program, the resource persons are the head of Puskesmas, Village Government, District Government, Bantul Regency Government, Non-Governmental Organizations, educational institutions, and so on. Third, *mode of discourse*. The discourse means are showing the characters of communicators . They are speaking in Indonesian Javanese Krama Madya and Javanese Krama Inggil. The style of language used is metaphor, personification, euphemism, contradiction and irony. The news presentation is interactive and the announcer mentions the name of the active listener as being involved in the discourse. CDR FM manager who broadcasts in Javanese language try to preserve Javanese culture and strengthen Javanese identity in the millennial era.

The CDR FM community media arena has several categories such as media organization, legality, management, partnerships, frequency, broadcast coverage, broadcast time and location, radio broadcasting program, audience target , information and communication technologies (ICT) and media barriers. CDR FM is an independent social institution with broadcasting permit from the Yogyakarta KPID. Community media management involves media activists and villagers. The funding barrier is obtained with corporation of the Murtigading village government and villagers. The CDR FM partnership is established with Community Health Centers (Puskesmas), District Leadership Deliberations (Muspika), religious development agencies, educational institutions, Non-Governmental Organizations (NGO), cultural institutions, local entrepreneurs, local governments, etc.

CDR FM operates on 107.7 FM frequency and the coverage area of the broadcast covers Murtigading Village and its surroundings. Broadcast coverage hits the 30-65 year-old audience segment with discouse of culture, health, religion, environment, education, rural information, public service announcements and local entertainment. The communication network with listeners is interwoven with the social media Facebook and listener community organizations. CDR FM utilizes ICT to support the broadcast process in the form of live streaming so that the broadcast coverage is wider to global network. The CDR FM website page contains information about broadcasting programs, community activities in Sanden, and development information of the government.

Based on the results of interviews with key informants, the composition of CDR FM broadcasting programs are news (15%), education (20%), music entertainment (35%), public service announcements (10%), religion (10%) and service support events (10%). The Murtigading Village Government also supports the financial management of the CDR FM by providing adequate broadcast space, a certified community radio technology kit and daily operational funds. Nevertheless, the CDR FM still maintains the aspect of independence and avoids the intervention of broadcasting programs.

Community media management involves human resources of villagers in Sanden. The management recruits radio administrators, based on determines management criteria such as villagers who have motivation, credibility and are competent with broadcasting programs. In addition, the time commitment criteria for contributing to CDR FM broadcasting and CDR FM organizational activities are also set.

The social movements depend on the *Agregate Frame* (interpreting issues as social problems), *Consensus Frame* (the process of definition relating to social problems that can be solved by collective action), *Collective Action Frame* (the process that explains why a collective action needs to be taken).

The social media literacy movements in Sanden was initiated by community radio activists to increase knowledge and to fulfill local information needs in village areas. Millennials in village areas are now potential segments of the CDR FM broadcasting program. The social dynamics associated with ICT and the industrial revolution 4.0 have penetrated the lives of villagers. Various groups in village areas have used of devices and social media in their daily lives. They are using Facebook, Instagram, Youtube, Twitter, Whatsapp, Line as communication tools for supporting communication interaction and the establishment of communication networks. The open information system publish global information. Local identity is maintained by strengthening transformative media literacy. Information disseminated through the CDR FM is an issue of social problem and a problem solution. The social media literacy movement was supported by the village government. It is called as critical idea of villagers. News packaging are carried out by raising social issues in the village. CDR FM have discourse of broadcasting program and involving village millennial generation in broadcasting. An example is information about entrepreneurship and Micro and Medium Enterprises (UMKM) in the food sector.

Collective action that can be taken to support the empowerment of UMKMs is the dissemination of information about the potential UMKM of food in Sanden District, partnerships with the Department of Industry, Trade and Cooperatives of Bantul, and partnerships with UMKM actors. The results of the discussion between CDR FM manager with food UMKMs in Murtigading became an innovative idea in broadcasting program. In line with the use of ICT in empowering UMKMs, Murtigading Village was named a village with “Kampung Digital UKM “ program by the Bantul Regency Government in 2016.

The collective action was motivated by critical thinking and the participation of villagers with social media literacy movements. Awareness of the current socio-economic disadvantage situation in village areas is now a priority of the government of the Republic of Indonesia. Through the program of developing Indonesia from the periphery, the existence of a local community-based media literacy movement can support equitable development.

Acts of participatory communication individually and collectively take place synergistically and continuously. The collaboration of conventional media, new media, CDR FM activists support the dissemination of knowledge to raise awareness about the potential of natural resources, human resources and entrepreneurial abilities in village. The public sphere that was built in the

conversation of villagers was expanded by broadcasting and utilizing ICT programs such as Facebook, live streaming, web sites and twitter.

CONCLUSIONS

Based on the analysis of communication participation and social movements in Murtigading Village, Bantul Regency, D.I.Yogyakarta Province can be described conclusions relating to communication participation and social movements.

The communication participation of villagers was manifested in interactive communication activities at the deliberation forum, the presentation of the CDR FM broadcasting program, the interactive dialogue of the CDR FM listener, the villagers' contribution in packaging broadcasting program and the villagers involvement in community media management. Communication actions are carried out with Javanese and Indonesian speeches and the presentation of information based on local wisdom.

Media literacy social movements in village areas are part of critical awareness. Critical thoughts and ideas emerge with concern for the information needs of the audience and strengthening the local identity of villagers in Sanden District. Issues relating to socio-cultural problems in rural areas are raised as broadcasting topics and are expected to find solutions in the discussion of public sphere. The composition of the broadcasting program shows that information is packaged with the adaptation of information needs of the audience. In the arena of community media, there are still obstacles in the form of regeneration management media and funding organizations. However, CDR FM managers involve millennials to play a role in community activities, CDR FM organizational activities, information packaging and radio news broadcasting. Funding constraints are overcome with the partnership of the Murtigading Village Government, UMKM and villagers, so that the CDR FM can hold broadcasting program continuously. The policy supports the social literacy media movement on the basis of local wisdom and transformation of knowledge among villagers.

ACKNOWLEDGEMENT

The research process was carried out with the support of the Faculty of Communication, Jayabaya University, Murtigading Village Government, Sanden District, CDR FM manager and villagers in Sanden District.

REFERENCES

- Atika. A,(2017), *Tingkat Pemenuhan Informasi Petani melalui Radio Komunita*(<http://www.jurnalaspikom.org/index.php/aspikom/article/view/169>,*Jurnal Aspikom* , (Vol 3, No. 3)
- Huda.A. M, Bajari .A, Muhtadi. A. S, Rahmat. D,(2018), *Karakter Radio Komunitas Jangkar Kelud sebagai Radio Mitigasi Bencana (The Characteristics of Jangkar Kelud Radio as Disaster Community Radio*, (*Jurnal The Messenger* Vol 10 No.2)
- Juditha. C,(2015), *Radio komunitas sebagai media pemberdayaan masyarakat di wilayah perbatasan . (Pemberdayaan radio komunitas sebagai media informasi di tapal batas papua)*, (*Jurnal Komunikasi Profetik* Vol 8 No. 1)
- Denzin NK, Lincoln. 2009. *Handbook of Qualitative Research*. California (US): Sage Publications Inc.
- Hasandinata NS. 2014. *Peran Pengelola Radio Komunitas dalam Mengembangkan Siaran Kearifan Lokal. Penelitian Komunikasi*. 17(2): 165-176.
- Jankowski N W.2002.*Community Media in The Information Age*.Hampton (US): Hampton Press.
- Littlejohn SW, Foss KA. 2009. *Communication Theory*. 7th Edition. London (UK): Sage Publication.
- Manyozo L. 2012. *Media, Communication, and Development*. India [IN]: Sage Publications India.Pvt.Ltd.
- Mikkelsen B. 2011. *Metode Penelitian Partisipatoris dan Upaya Pemberdayaan. Panduan bagi Praktisi di Lapangan*. Jakarta (ID): Yayasan Pustaka Obor Indonesia.
- Quail DM. 2010. *McQuail's Mass Communication Theory*. Amerika (US): SAGE Publication.
- Sudibyo A. 2001. *Politik Media dan pertarungan Wacana*. Yogyakarta (ID): LKiS Pelangi Aksara

Takariani CSD. 2013. Peluang dan tantangan radio Komunitas di Era Konvergensi. (Jurnal *BPPKI Balitbag SDM Kemenkominfo*. 11(1))

Tarrow, Sidney G . 2011. *Power in movements : Social Movements and Contentious Politics*. UK.: Cambridge University Press

Tufte T, Mefalopulos P. 2009. *Participatory Communication: A Practical Guide*. Washington (US): World Bank.

<https://citradesaradio.com/blog/evaluasi-dengar-pendapat-citra-desaradio>.

<https://citradesaradio.com/streaming.html>.

<https://murtigading.bantulkab.go.id/index.php/first>