

10th Biennial Convention
of the Pacific and Asian Communication (PACA) 2014

Beyond Asia: Communicating Asian Culture to the World

Universitas Padjadjaran
June 24 - 26, 2014

Welcome to Bandung

PACA



Pacific and Asian
Communication Association



Faculty of Communication Science
Universitas Padjadjaran



Room I

Day 1

Tuesday, 24 June

14.00 - 15.45 Session 1 : Korean Culture and Media Representation (Panel Session 1)

Chair : Deddy Mulyana

- **Mi-Young Kwon & Seon Gi Baek (Korea)**
The Format and narrative structures of TV travel show : A Semiotic analysis on <Grandpas over Flowers> and <Sisters over Flowers> of tvN
- **Dong-hun Kim & Seon Gi Baek (Korea)**
The Formats and Narrative Structures of Television Reality Show: Based on the semiotic and discourse analysis of <JJACK (Coupling)> of SBS(Seoul Broadcasting System)
- **Se Hyun In & Seon-Gi Baek (Korea)**
A Study on Correlation between Audience Response on TV Drama and their Replies: With an Emphasis of studying replies for the TV Drama <Reply 1994>
- **Endri Listiani & Maya Amalia O.P**
The Differences of Social Representation Among Teenage Audience in The Indonesian and Korean Soap Opera(Case Study in Indonesian Soap Opera "Diam-Diam Suka" (SCTV Channel) and Korean Soap Opera "The Heirs" (SBS Channel))

16.00 - 17.45 Session 2

Social Conflict and Media Coverage :
News, Media and Journalism (Panel
Session 1)

Chair : Carolyn Calloway-Thomas

- **Seon Gi Baek & Ka-Eun Lee (Korea)**
Coverage patterns of Korean media on the railroad-workers strike, and their political and ideological implications : A Semiotic and discourse analysis on media coverage
- **Seon Gi Baek, Bo Ram Jeon & Kang Seok Kim (Korea)**
Migrant TV Coverage and its Format and Contents : A Case Study on TV Reports of MWTV in Korea.
- **Dadang Rahmat Hidayat (Indonesia)**
Female Killer in Jail

- **Riza Darma Putra (Indonesia)**
Media politics and Politic media: Study of relation between local politics and local media in South Sulawesi.

Day 2

Wednesday, 25 June

08.30 - 10.15 Session 3 Social Divide, Cultural Divide and Media Divide (Panel Session 4)

Chair : Melissa Beall

- **Seon Gi Baek & Kyung Rag Lee (Korea)**
Media Use Divide and Cultural Life Divide: A Panel Study on the Relation between Media Capital and Cultural Capital in the Korean Society
- **Jaehee cho, Seon-Gi Baek, Eun-Kyoung Han & Sook Jeong Lee (Korea)**
Second-Level Digital Divide in Smartphone Health Apps: Systematic Analysis through the Technology Acceptance Model
- **Sook-jung Lee, Jae-Hee Choi, Eun-Kyung Han, Seon-Gi Baek & Young-Gil Chae (Korea)**
Digital Divide and Participation Gap : SES Gaps in Digital Literacy Levels and Effects

10.20 - 12.05 Session 4 Social Change, Crisis and Resolution (Panel Session 6)

Chair : Seon-Gi Baek

- **Byungjin Han (Korea)**
Explaining the Resilience of One Man Rule in North Korea
- **Suk-Jun Lim (Korea)**
Organizational Culture and Large-Scale Accidents: Lessons from South Korea's Ferry Disaster
- **Sang Hoon Kang, Xinxin Jiao & Seong-Min Yoon (Korea)**
Analyzing Sudden Changes in Global Volatility Index
- **Sang Hoon Kang, Ki-Hong Choi & Seong-Min Yoon (Korea)**
The impact of global volatility on Japanese and Korean financial markets

13.05 - 14.50 Session 5

How to Media Work Best for Connecting the Golobal Community (Panel Session 5)

Chair : Yoko Masuda

- **Seongsoo Baeg (Korea)**
To design a educational exchange program model for Intercultural communication and Mutual Understanding – two cases of d'CATCH and V-Pal Project
- **Yoko Matsuda (Japan)**
International communication and information : The impact of the cognitive gap on whaling issue between Japan and Australia
- **Sandra Borqueta & Eunkyong Choi (Philippines / Korea)**
Aid Journalism and International Support
- **Seon Gi Baek (Korea)**
Signs, Languages and Discourses in Coverage of Japanese Earthquake and Tsunami among Korea, Japan and U.S. Media : A Semiotic and Discourse Analysis on Formats and Contents of Televised Coverage

14.55 - 16.40 Session 6

The Challenges of Cultural Context (Panel Session 3)

Chair : Bahtiar Mohamad

- **Azlinda Boheran Nudin & Che Su Mustafa (Malaysia)**
Corporate Social Responsibility from Islamic Perspective : Concept and Implementation
- **Che Su Mustafa & Nan Zakiah Megat Ibrahim (Malaysia)**
Facebook Usage Among Malaysian Students
- **Nan Zakiah Bt Megat Ibrahim & Che Su Mustafa (Malaysia)**
Reinforcing The Message Strategy's Item In the Context Of Community Development: An Analysis of Instruments Validity
- **Che Su Mustafa, Bahtiar Mohamad, Haslina Halim, Nik Adzrieman Abdul Rahman & Hassan Abu Bakar (Malaysia)**
Leader Characteristics in Manager-Subordinate Relationship : The Application of Qualitative Approach

16.45 - 18.30 Session 7

Listening Studies / Communication / PR

Chair : Carmencita Delvillar

- **Agus Wahidi (Indonesia)**
Learning Quantum Chemical Model With Learning Media Concept Map and Power Point Viewed From Memory And Creativity Skills Students
- **Aang Koswara (Indonesia)**
LOrganizational Communication and Online-based Performance Appraisal at The Indonesian Telecommunication Company
- **Ali Yahya Bader Al Hadeed, Musa Bin Abu Hassan & Zulkiple Bin Abd Ghani (Jordan / Malaysia / Malaysia)**
The Current Organizational Image of Jordanian Ministries According to the Employees of the Ministries
- **Ida Ri'aeni (Indonesia)**
The Use of New Media in The Promotion of Regional Tourism of Cultural Heritage Sites in Cirebon

Day 3

Thursday, 26 June

08.30 - 10.15 Session 8

Chair : Abdul Muati Ahmad

- **Manuel L. Cruz III & Linnabeth P. Somera (US)**
I A'adahi: Chamorro Cyberactivism in Guam
- **Suwandi Sumartias (Indonesia)**
The Challenges of Government Public Relations and abuse of Power in Indonesia
- **Bahtiar Mohamad, Ahmed Rageh Ismail, Hassan Abu Bakar & Haslina Halim (Malaysia)**
The Relationship between Work Values, Cooperative Communication and Affective Commitment
- **Zida Wahyuddin & Umul Khasanah**
Communicating Culture To The World: Language Policies and Asymetries in Bilingualism

10.20 - 12.05 Session 9 Panel Session 3

Chair : Pan Xiaohui

- **Bhernadetta Pravita Wahyuningtyas & Maria Anggia Widyakusumastuti (Indonesia)**
Socialization Strategies of Health and Safety (K3) in the Construction Sector (Study Case: Highway Development Project of Cikapal-Cikampek-Palimanan by PT Vitas)
- **Rini Sudarmanti (Indonesia)**
Reviewing The Importance of Cultural Understanding For Women Entrepreneur in Leading Female Sunordinates Within Small Business
- **Lai Che Ching (Malaysia)**
Power and Relationship analysis in Malaysia Sport : A case of Local Sport Associations in Sabah
- **Nuning Kurniasih, Saleha Rodiah & Neneng Komariah (Indonesia)**
Designing Sundanese Cultural Literacy Programs Based on National Curriculum of 2013 For Students of Elementary Schools in Cileunyi Sub-District, Bandung Regency, Indonesia

Room 2

Day 1
Tuesday, 24 June

14.00 - 15.45 Session 1 Intercultural Communication

Chair: Young Gil Chae

- **Ding Mai & Geng Yanting (China)**
The Research on the Popularity of Foreign Cultural Symbols on the Internet in China
- **Lucy Pujasari Supratman (Indonesia)**
A Descriptive Case Study Toward Communication Pattern of A Teenager From Broken Home Family In Bandung, Indonesia
- **Arba'iyah Satriani, Kiki Zakiah & Tia Muthiah Umar (Indonesia)**
How is the polemic between Indonesia and Singapore regarding the name of Indonesian ship "Usman-Harun" on the online media in Indonesia and Singapore?"
- **Imam Nuraryo (Indonesia)**
Social Networking Sites Use and Cross Cultural Adaptation of Muslim Indonesian

Students in Australian Universities : Valuing Cultural Diversity

- **Novi Andayani Praptiningsih (Indonesia)**
Conflict Of Gay Couple Of Different People Coming Out Committed To Establishing Relationship Through Social Media

16.00 - 17.45 Session 2 Intercultural Communication

Chair: Young Ok Lee

- **Siti Karlinah & Wawan Setiawan (Indonesia)**
The Culture of Accompanying Hospitalized Family Member in Sundanese Ethnic
- **Handi Kurniawan (Indonesia)**
Cross Cultural Management Building Indonesia & ASEAN Professional Competitiveness in the Globalized Worlds
- **Hyun Jung Kim & Younga Won (Korea)**
The Effect of Political Identity Salience on the Perception of Media Reports of Election Polling Results
- **Rini Darmastuti & Dian Purworini (Indonesia)**
Intercultural communication in the Samin Community Movement as the oldest Movement in Southeast Asia (The case on the construction of a cement factory in Sukolilo, Pati, Central Java)

Day 2
Wednesday, 25 June

08.30 - 10.15 Session 3 Intercultural Communication

Chair : Sook Jeong Lee

- **Turnomo Rahardjo (Indonesia)**
On Social Harmony of Javanese Culture
- **Yenni Siswantini & Susi Widiarti (Indonesia)**
Contribution of Differences models of Religious Education to the Tolerance and Non-discriminations in Asia and Europe
- **Joice Caroll Siagian & Yarifah Amelia (Indonesia)**
Cross Cultural Communication In The Perspective of Hofstede's Culture Dimension
- **Gong Chengbo (China)**
Sharing "Chunwan" to All the World

10.20 - 12.05 Session 4

Intercultural Communication

Chair : Doobo Shim

- **Melly Ridaryanthi, Latiffah Pawanteh & Latif Ahmad (Indonesia)**
The Self : Me or New Me (?) Identity transformation of Indonesian Migrant Workers in Malaysia
- **Mia Angeline, Marta Sanjaya & Ferane (Indonesia)**
The Impact of Culture Shock and Social Support to Freshmen's Learning Process in Binus University : Study of Freshmem Enrichment Program
- **Shinta Galuh Tryssa & Irwa R Zarkasi (Indonesia)**
Communication in Intercultural Marriage: The Application of Social Penetration Theory among Couples Preceded by Ta'aruf
- **Benazir B. Pratamawaty & Dedy Mulyana (Indonesia)**
Motives behind The Cross-Cultural Marriage: The Case of Indonesian Women Married to White Men in Indonesia

13.05 - 14.50 Session 5

Intercultural Communication

Chair : Doo Beom Oh

- **Wiwik Novianti & Roro Wulan (Indonesia)**
Magical Belief in Political Practice : A Case Study In East-West Perspectives
- **Tuti Bahfiarti (Indonesia)**
Prediction of Opinion Leader Intercultural Communication Adaptation Toraja/Chinese and Buginese/Makassar Ethnic in Solving Identity-Based Conflict in South Sulawesi
- **Gatut Priyowidodo, Grace Swestin & Titi Nur Vidyarani (Indonesia)**
The Faces of Conflict in a Political Organization : The case of the People's Justice Party (Parti Keadilan Rakyat-PKR) of Malaysia
- **Tresna Wiwitan, Dede Lilis Ch. & Nova Yuliati (Indonesia)**
Slang (Bahasa Gaul) in Social Media as Teenagers' Cultural Identity

14.55 - 16.40 Session 6

Intercultural Communication

Chair : Eun Kyoung Choi

- **Megasari N. Fatanti (Indonesia)**
Local Tour Guide and Intercultural Discourse : Communicating the Local Tourism to Traveller in Kampong Tourist In Malang
- **Yusalina (Indonesia)**
The Pattern of Interculture Communication and Adaptation Among Vegetables Farmers (Phenomenology Study on The Vegetables Farmers Assistance Programm by Taiwanese Technical Mission (Agribusiness Development Center) in Bogor)
- **Saadah Wok, Rizalawati Ismail & Faridah Abdul Manaf (Malaysia)**
Impact of Islamic Film on Understanding of Islamic Values and Cultures for a Multiracial Society in Malaysia : An Experimental Study
- **Young-Ok Lee (Korea)**
Verbal and Noverbal Modes of Identity Representation

16.45 - 18.30 Session 7

Intercultural Communication

Chair : Seon Gi Baek

- **Yun Laturakhmi (Indonesia)**
Identity Changes Beyond Experience as Domestic Helpers in Arabian Peninsula: A Phenomenological Study using Symbolic Interactionism Approach toward Female Ex-Migrant Domestic Workers from Pasuruan Regency-Eastern Java
- **I Dewa Ayu Hendrawathy (Indonesia)**
Cultural Communication Perspective Between And Local Communities Foreign Painters in Ubud Bali
- **Siswantini Juliman (Indonesia)**
Muslim Identity in Football
- **Nuryah Sjafirah (Indonesia)**
Intercultural communication competence : The experience of Indonesian Woman Workers Abroad
- **Ezhar Tamam (Indonesia)**
Would a 5-point scale with "undecided" vs "somewhat agree" mid-point label makes a different in the response distributions? A preliminary study in Malaysia

Day 3
Thursday, 26 June

08.30 - 10.15 Session 8
Intercultural Communication

Chair : Deddy Mulyana

- **Bertha Sri Murtiningsih (Indonesia)**
The interpretation of Korean culture by Indonesian students in busan city
- **Leviane Jackelin Hera Lotulung (Indonesia)**
Batik As Cultural Identity Indonesian Student Abroad
- **Avgustina Zinovieva (Russia)**
Some challenges for graduates in modern global life
- **Syarizan Dalib, Minah Harun & Norhafezah Yusof (Malaysia)**
What they do that We don't do: A Phenomenological Investigation of Students' Intercultural Experiences

10.20 - 12.05 Session 9
Interpersonal Communication

Chair : Avgustina Zinovieva

- **Yesi Puspita (Indonesia)**
Interpersonal Communication Method of Positive HIV Counsellors in Treating Infected HIV/AIDS Clients in Padang City
- **Ayub Ifandy Imran & Saodah Wok (Malaysia)**
Individual Innovativeness as A Mediating Factor Between Selected Communication Factors and Career Advancement in Malaysian Islamic Higher Learning Institution
- **Anam Miftakhul Huda & Leviane Jeklin Heralotulong (Indonesia)**
Culture Identity Transformation: Foreign Student Padjajaran University in Indonesia Culture Adaptation
- **Jason Valino Sambouw (Indonesia)**
The Interpretation of Characters' Motivation in The Television Series Glee Season 3 (Semiotics Analysis by Charles Sanders Peirce)

Room 3

Day 1
Tuesday, 24 June

14.00 - 15.45 Session 1
Popular Culture / Others

Chair : Eni Maryani

- **Seungwoo Park & Cheongyi Park (Korea)**
Cultural Hybridity of the Korean New Waves
- **Yasir (Indonesia)**
The Exploitation Of Religion In Television Industry (Political Economy Study of "Tukang Bubur Naik Haji" Soap Opera at RCTI)
- **Aini Maznina A. Manaf, Saodah Wok & Rizalawati Ismail (Malaysia)**
Attitude and impact changes of hijab wearing among Muslim Malay women in Malaysia
- **Kinkin Yuliaty Subarsa (Indonesia)**
Content Media of Different Interpersonal Individu Setting On Mass Media Effect (Study on Content Media of Political Campaign in Indonesia, 2014)

16.00 - 17.45 Session 2
Popular Culture / Others

Chair : Susanne Dida

- **Idola Perdini Putri (Indonesia)**
Mapping Indonesia Film Industry as One of Indonesia Creative Industry Through Indonesia Independent Film Industry
- **Joko Susilo (Indonesia)**
McDonald : Business A Cross Cultural Boundaries (Indonesian People View About McDonald Restaurant)
- **Mulyawan Safwandy Nugraha (Indonesia)**
Analysis of the Role of Women Workers in Garment Company Sukabumi Against Improved Family Welfare, Public Buying Power, And Religious Consciousness
- **Svetlana Alpatova (Russia)**
Importance of being motivated globally

Day 2
Wednesday, 25 June

08.30 - 10.15 Session 3
Cultural Studies

Chair : Atwar Bajari

- **Yayuk Lestari, Yesi Puspita & Revi Martha (Indonesia)**
Local-Face And Mixed-Race In Femina MagazineE and Nova Tabloid: Hybridity and Mimicry in Beauty and Daily Products in Indonesia's Advertisements
- **Doobo Shim (Korea)**
The Cyberbullying of Tablo and South Korean Society: Hegemonic Discourses on Educational Background and Military Service
- **Reza Praditya Yudha (Indonesia)**
The Implications of Jokowi Political Communication Styles as An Antonyms Figure of President SBY in a Local Culture Perspective
- **Dasrun Hidayat, Anisti, Titin Suhartini, Mahardiansyah Suhadi (Indonesia)**
Harmonization of Traditional Games And Local Wisdom in Developing Cultural Identity and Children Personality

10.20 - 12.05 Session 4
Cultural Studies

Chair : Centurion Chandratama Priyatna

- **Carmencita Delvillar (Philippines)**
Correlation Between Compliance-gaining Strategies and High-Power Distance Cultural Orientation of Filipinos: Re-validation
- **Weni Arindawati (Indonesia)**
The Sociability of Netters in KASKUS Community
- **Herika Rainathami (Indonesia)**
Local Wisdom for Knowledge Conservation of Manuscripts in Kampung Pulo Garut
- **Hapsari D. Sulistyani (Indonesia)**
The Romantic Love: How Female Sex Workers Making Sense of It.

13.05 - 14.50 Session 5
Cultural Studies

Chair : Turnomo Rahardjo

- **Ayu Wulandari (Indonesia)**
Construction Indonesian FHM readers to the genre of gentrosexual
- **Puzhong Hu (China)**
The Production Background and Cultural Communication of the Tibetan Language Films in China
- **Ruth Mei Ulina Malau (Indonesia)**
Representing the "Post-colonial Identity" in the Emergence of Hybrid Culture
- **Bani Eka Dartiningsih & Atwar Bajari (Indonesia)**
The Experience of Communication of Maduresee Ethnic Male Joining Family Planning on Vasectomy in Sampang Region
- **Efi Fadilah & Pandan Yudhapramesti (Indonesia)**
The Role of the Indonesian Broadcasting Commission of Aceh in Strengthening The Local Culture

14.55 - 16.40 Session 6
Cultural Studies & Others

Chair : Sunarto

- **Young Ju Lee (Korea)**
"Dear Pyeongyang", "Good-bye Pyeongyang": About identity of people without homeland
- **Anam Miftakhul Huda (Indonesia)**
Representation of Indonesian Women "On Phenomenologi Study Indonesian Women Labor(TKW)"
- **Isep Ali Sandi (Indonesia)**
Build Conceptions Of Islamic Education Insight Plurality And Peace
- **Centurion Chandratama Priyatna (Indonesia)**
Smoking The Kretek: Indonesian Smoking Culture in Historical Perspective and Everyday Life
- **Andika Witono (Indonesia)**
Tanggung-renteng Culture: A Microfinance Communication Perspective (A Case Study at POSDAYA Jakarta)

16.45 - 18.30 Session 7 Others

Chair : Saodah Wok

- **Khor Mi Nee (Malaysia)**
Effectiveness of Integrated marketing Communication:(IMC): A Study on IMC Strategy Towards IUKL Rebranding"
- **Azizah Hamzah & Siti Ezaleila Mustafa (Malaysia)**
An Exploratory Study of Leadership Characteristic and Strategic Direction of Media and Creative Industry in Malaysia
- **Eni Maryani & Ratri Kartika Widya (Indonesia)**
Overcoming Culture Obstacle in Communication through Social Media
- **Ute Lies Siti Khadijah (Indonesia)**
Disaster Preparedness Education for Elementary School Students in Pangandaran, Tasikmalaya

Day 3

Thursday, 26 June

08.30 - 10.15 Session 8 Cultural Studies & Others

Chair : Purwanti Hadisiwi

- **Iqbal Irsyaddi, Wina Erwina & Evi Rosfiantika (Indonesia)**
Novice Voters Media Literacy Level Measurement in the 2014 Election Using Individual Competence Framework
- **Maulina Larasati Putri (Indonesia)**
The Closest Media of Voters When in Vote Room in South East Asia (Case: The Last Election in South East Asia)
- **Umaimah Wahid (Indonesia)**
The Political Communication of the Acehese Society A Case study of Local wisdom of the Gampong governance-Aceh
- **Syed Agil Alsagoff, Zulhamri Abdullah & Azizah Hamzah**
Media Content Self-Regulation Practices in Malaysia

10.20 - 12.05 Session 9 Cultural Studies & Others

Chair : Hani Hafiar

- **Purwanti Hadisiwi (Indonesia)**
Power Distance in Lecturer's Motivation To Become A Professor
- **Tahraoui Ramdane & Merah Souad (Malaysia)**
Tribalism And Democracy In The Arab World : Aspirations and reality
- **Chai Lee Lim (Malaysia)**
Affordances of space for collaboration from the Chinese perspectives: Sense of Community, Engagement, Sociality
- **Haslina Halim (Malaysia)**
The Employees Perspectives on Conflict Management of Leader-Member Exchange (LMX): Cross-Case Analysis of Malaysian Organizations

Room 4

Day 1

Tuesday, 24 June

14.00 - 15.45 Session 1 Social Media

Chair : Jenny Ratna Suminar

- **Sang-Hee Kweon, Seo young Lee, Min kyung Cha, Yoon Jung Choi & Young-A Won (Korea)**
A Comparative Study of HVM for Smart Phones, Portal Sites and SNS : Focused on Means-End Chain Theory
- **Loina Lalolo Krina Perangin-angin (Indonesia)**
Social Media and Political Participation of Early Voters in Indonesia
- **Solikhah Yuliatiningtyas & Nurtyasih Wibawanti Ratna Amina (Indonesia)**
The Role of New Media and Political Participation Culture in The 2014 Presidential Election in Indonesia
- **Heppy Millanyani & Alila Pramiyanti (Indonesia)**
Analysis of Social Media User Satisfaction

16.00 - 17.45 Session 2

Social Media

Chair : Antar Venus

- **Ningping Jiang (China)**
Representation of AIDS/HIV in Microblog: A Text Mining Approach
- **Ferly Tanggu Hana (Indonesia)**
The Effectiveness of HIV/AIDS Campaign through Facebook (A Case Study of Facebook Account of East Nusa Tenggara Province`s AIDS Commission)
- **Evie Ariadne, Agus Rahmat, Heru Ryanto & Kokom Komariah (Indonesia)**
Media Online Utilization on HIV-AIDS Health Information in Bandung
- **Nurdin Abd Halim (Indonesia)**
Adolescent Behavior in Using New Media : Mapping Adolescent`s New Media Habit in Riau Province

Day 2

Wednesday, 25 June

08.30 - 10.15 Session 3

Social Media

Chair : Siti Ezaleila Mustafa

- **Mia Angeline & Yuanita Safitri (Indonesia)**
Social Media Use and Civic Participation in Indonesia: Study of Political Participation Among Women in Jakarta
- **Dian Purworini**
The Question of Public Participation Possibility in Social Media : The Case of Sukoharjo Local Government
- **Nunik Maharani Hartoyo & Rinda A. Sirait (Indonesia)**
Politics, Young Voters and Sea of Change in 2014 Indonesian Legislative Election
- **Rajab Ritonga (Indonesia)**
Politic in New Media Public Space : Democratic Challenge or a New Area for the Ruler

10.20 - 12.05 Session 4

Social Media

Chair : Agus Rahmat

- **Yayuk Lestari, Yesi Puspita & Rahmi Surya Dewi (Indonesia)**
Facebook as the New Public Sphere - Study On Facebook Solok and Pariaman
- **Yong-Hyeok Choi (Korea)**
How Personality Traits Are Related to Facebook Status Updates and Life Satisfaction
- **Tita Melia Milyane & Siswanti (Indonesia)**
Perception of Smartphone Use among Children: A Transcultural Comparison
- **Siti Ezaleila Mustafa (Malaysia)**
Online Social Networking As A "Third Place": Usage in Malaysia

13.05 - 14.50 Session 5

Social Media

Chair : Ninis Agustin

- **Ipit Zulfan (Indonesia)**
Media Convergence at Pikiran Rakyat Group
- **Gang Li, Xinkai Huang & Mengdie Zhang (China)**
Communication Studies of Wechat Usage of Foreign Students in ChengDu
- **Muhamad Rosli Selamat & Muhamad Ridhwan Rosli (Malaysia)**
Agenda Setting Construct: A Study of News Article Coverage on Bersih 3.0 by Keadilandaily.com and Umnoonline.com
- **Tian Yuan (China)**
A Study on The Merging Between the Radio and WeChat-like Apps : A thought based on the interactive practice between Chinese radio and WeChat
- **Sulih Indra Dewi (Indonesia)**
A rising Southeast Asia: one identity one community

14.55 - 16.40 Session 6

Social Media & Communication Technology

Chair : Nindi Aristi

- **Kartina Sury & Tina Mariany Kariman (Indonesia)**
Engaging Your Brand: How Social Media Responding Customer Dynamics and Asia's Booming Digital Appetite

- **Widyo Nugroho, Yuli Karyanti, Fery Harianto, Ariyanto bin Rasita & Hardjito (Indonesia)**
Development of Multimedia Communication Based Android (BIPA)
- **Narayana Mahendra Prastya (Indonesia)**
Using New Media for Crisis Communication: Study about Malaysia Airlines Corporate Website in Communicating Crisis about The Lost of Flight MH370
- **M. Ghozali Moenawar (Indonesia)**
Strategic Communication on Developing an Enterprising University; Tailoring the strategy and messages for Sustainable Innovation in Azhar Indonesia University (UAI)
- **Lilnabeth Somera & Ray Somera (US)**
Nomophobes Among Us: A Survey of Cell Phone Utilization Among College Students in Guam

16.45 - 18.30 Session 7 Communication Technology

Chair : Lilnabeth Somera

- **Palupi (Indonesia)**
How Hyperpersonal Indonesians Are? A Study of Hyperpersonal Communication on Self Disclosure on VMC
- **Md Salleh Hassan & Mohd Nizam Osman (Malaysia)**
The Role of Internet in Youth Development in Malaysia
- **Hindina Maulida (Indonesia)**
Asian Culinary : Identity and Diversity of Culture
- **Ismojo Herdono (Indonesia)**
Marriage Indonesia vs Turkey (Study of Trans Cultural Communication and Social Penetration Theory)

Day 3
Thursday, 26 June

08.30 - 10.15 Session 8 Communication Technology

Chair : Nuryah Syafirah

- **Hashim Fauzy Yaacob & Intan Yusliana Binti Mohd Yasin (Malaysia)**
The Impact of Perceived Characteristics of Innovation (PCI) On the Acceptance of ICT Based Training Among Trainers And Trainees

- **Dini Safitri (Indonesia)**
Building Trust, Privacy and Transaction Sense of Security in Shopping and Online Shopping
- **Puspita Yuli Pradita, Intan Rizki Mutiaz & Lies Neni Budiarti (Indonesia)**
Bridging the Communication Barriers Between Young Couple Through Digital Game
- **Zhang Lingxiao & Yang Xuan (China)**
A placeless world, beyond geography; An investigation to the social impacts of new media technologies with the capacity for time-space compression

10.20 - 12.05 Session 9 Discourse Studies & Semiotics

Chair : Suwandi Sumartias

- **Novieta Hardeani Sari (Indonesia)**
An Integrated Strategic Communication - Deliberative Democracy Plan Program to Building A Civil Society Reformation as A Driving Force for Society Independency
- **Nurul Hasfi (Indonesia)**
When Anonymous Citizen Journalist Controlling Professional: A Marginal Voice in Press Freedom Country
- **Dil Froz Jan Sayed Halem Shah, Abdul Muati Ahmad & Faridah Ibrahim (Malaysia)**
A Metaphoric Rhetorical Criticism On Aminuddin Baki's Speech: Some Preliminary Findings
- **Listia Natadjaja, Faruk Tripoli & Bayu Wahyono (Indonesia)**
The Representation of Healthy Women on the Packaging Design of Traditional Medicine (Jamu)

Room 5

Day 1
Tuesday, 24 June

14.00 - 15.45 Session 1 News, Media & Journalism

Chair : Siti Karlinah

- **Saeha Lee (Korea)**
Reason for Adopting the Peace Journalism Perspective: a comparative study on the editorials about the nuclear issues of North Korea in the South Korean newspapers and peace journalism frame

- **Abdul Muati Ahmad & Mohd Faiz Azmil (Malaysia)**

Can the news be trusted? The question of credibility of WikiLeaks new

- **JIN Mengyu & GUO Zihui (China)**
The Dilemma and Reconstruction of the Elderly' image on Chinese Mainland's Media On the Positive Population Aging Horizon
- **Ratri Rizki Kusumalestari (Indonesia)**
Urban Young Housewife as Television News Audience

16.00 - 17.45 Session 2

News, Media & Journalism

Chair : JIN Mengyu

- **Ahmad Mulyana (Indonesia)**
The Political Pressures on Television Workers in Indonesia and its Impact on Program Content
- **Wahyuni Choiriyati & Dinda Rakhma Fitriani (Indonesia)**
Political Oxymoron in the 2014; National Political Campaign Ritual
- **Nahria Min (Indonesia)**
The Communication Experience of Journalists in Conflict Areas (Phenomenology study towards Journalists who Covering separation conflict in Papua)

Day 2

Wednesday, 25 June

08.30 - 10.15 Session 3

News, Media & Journalism

Chair : Dadang Rahmat Hidayat

- **Jahanara (India)**
A study on the role of Media in changing culture of Tharus of Lakhimpur Kheri of Uttar Pradesh (India)
- **Jenny Mochtar (Indonesia)**
Dangdut Singers as Folk Devils in the Indonesian Online Media
- **Petrus Ana Andung (Indonesia)**
Framing Analysis of News on Violence Against Women in Pos Kupang and Timor Express Newspaper
- **Eunyoung Choi (Korea)**
Minority and Diversity in Public Broadcasting

10.20 - 12.05 Session 4

News, Media & Journalism

Chair : Jahanara

- **Dandi Supriadi & Adi Wibowo Octavianto (Indonesia)**
The Practice of Curation Journalism as a New Format in Online News Production
- **Suraya Mansur (Indonesia)**
Media Convergence From Newspaper to Televisi and Online (Case Study to Republika)
- **Hermin Indah Wahyuni (Indonesia)**
Public and Community Broadcasting in Digitalized Indonesia : Mainstreaming Public Interest and Development of Culture in the Fierce Competition
- **Faridah Ibrahim & Dil Froz Jan Sayed Halem Shah (Malaysia)**
The language of war and peace in conflicts from the Perspectives of General Semantics

13.05 - 14.50 Session 5

News, Media & Journalism

Chair : Abdul Muati Ahmad

- **Dadang Rahmat Hidayat, Deddy Mulyana & Henny Srimulyani (Indonesia)**
The Policy of Local Broadcasting Programs in Nanggroe Aceh Darussalam Province during Indonesian General Election of 2014
- **Sunarto (Indonesia)**
When Women Dissappear from Political Discourse in National Media
- **Henny Sri Mulyani & Ika Merdekawati & Ahmad Abdul Basith (Indonesia)**
Campaign News Analysis Elections of Regionalhead in Bandung 2013 Published in Pikiran Rakyat Newspaper
- **Awan Ismail, Rizalawati Ismail, Norizah Aripin, Norhafezah Yusof & Noraihan Mohamad (Malaysia)**
Journalism Cupcakes: Same Cakes, Different Icing or Vice-Versa?

14.55 - 16.40 Session 6 Public Health Communication

Chair : Yanti Setiyanti

- **Azman Bidin, Rosie EunGyuhl Bae, Doohwang Lee & Hyuhn-Suhck Bae (Malaysia/USA/South Korea/South Korea)**
Effects of Narrative Anti-Smoking PSAs on Forewarning-Induced Resistance to Persuasion
- **Hun Kim (Korea)**
The Effect of Using Mobile Service on Stress Coping In College University of South Korea
- **Ashni Sastrosubroto (Indonesia)**
Introduction Leukemia and Chemotherapy in Children Through Digital Interactive Storytelling
- **Davood Mehrabi (Iran)**
HIV-related Stigmatization and Discrimination Studies in Malaysia: A Systematic Review of the Literature

16.45 - 18.30 Session 7 Public Health Communication

Chair : Gang Li

- **Sri Hartini Rachmad (Indonesia)**
Public Health Communication: Integration on Recipients' Database and Socialization Program in the National Health Security Indonesia
- **Rd. Funny Mustikasari Elita (Indonesia)**
Effect of Credibility Health Officer on Motivation Posyandu Cadre
- **Evi Novianti, Suwandi Sumartias, Trie Damayanti & Aat Ruchiyat Nugraha (Indonesia)**
Implementation of The Distribution Pattern Of Health Information Women, Infants and Children of The Warrant Continuum Care in West Java
- **Yanti Setiyanti, Sussane Dida, Aang Koswara & Lilis Puspitasari**
The Implementation Of Health Communication Model Of Adolescence Reproductive Health Base On Local Wisdom in Bandung

Day 3
Thursday, 26 June

08.30 - 10.15 Session 8 Media and Advertising

Chair : Davood Mehrabi

- **Lintang Ratri (Indonesia)**
Revisited Media Habit Of Indonesian Women
- **Gayatri Atmadi (Indonesia)**
The Creative Advertisement of Lenovo on Facebook to Increase Brand Awareness
- **Komang Ferry Susanta & Rah Utami Nugrahani (Indonesia)**
The Effect Of Advertsing in Tribun Jabar Newspaper With The Potential Costumer Purchase Intention of TVS Motorcycle in TVS Bandung Dealer
- **Melati Tobing (Indonesia)**
The ASEAN City Branding towards The Power of Word of Mouth, Social Media and Viral Advertising.

10.20 - 12.05 Session 9 Media and Advertising

Chair : Rd Funny Elita

- **Fafaz. Laelah, Widyo Nugroho, Emiliashah B, Erni Karyati & Maimunah (Indonesia)**
The Character Values in Traditional Game Gobak Sodor For Elementary School Children
- **Martha Tri Lestari (Indonesia)**
How To Create Advertising Using Social Media
- **Fitri Murfianti (Indonesia)**
Reading the Win-HT Image Through "Mewujudkan Mimpi Indonesia" Reality Show in RCTI
- **Ratih Hasanah (Indonesia)**
The Collaboration to Advertise Company Products A Case Analysis of "Double Power Breakfast" a Joint TV Commercial between Blue Band dan Sari Roti

Room 6

Day 1
Tuesday, 24 June

14.00 - 15.45 Session 1

Listening: The Neglected Part of the
Communication Process (Panel Session 2)

Chair : Melissa Beall

- **Dwight R. Harfield (Canada)**
How Do we Define Listening
- **Melissa L. Beall (US)**
Intercultural Listening from an Asian Perspective
- **Dwight R. Harfield (Canada)**
How Internal Filters Affect Intercultural
Listening

15.45 - 17.00 Session 2

International Communication

Chair : Maimoon Herawati

- **Elena Medvedeva (Russia)**
Conceptual metaphor As a Key to Mutual
Understanding Between Nations in Primary
Political Discourse
- **Uwes Fatoni (Indonesia)**
Intercultural Communication Competences of
Indonesian Muslim in the USA in Promoting
Moderate Islam (the Case Study of Imam
Shamsi Ali)
- **Lidia Djuhardi, Hj. Nur Idaman & Erna
Mariana Susilowardhani (Indonesia)**
Communication Patterns of The Border
Communities Indonesia-Malaysia, At Temajuk
Village, District of Sambas, West Kalimantan
- **Lidia Lilaya & Atwar Bajari (Indonesia)**
The Meaning of Development Gap in the
Border Zone (Studies Phenomenology In
Indonesia - Malaysia Border Communities to
Take in the Village Temajuk District

Day 2
Wednesday, 25 June

08.30 - 10.00 Session 3

Popular Culture & Culture Studies

Chair : Sussie Perbawasari

- **Seung Jae Lee (Korea)**
A Study on the Media and Intersemiotic
Cultural Transference: With Focus on [Boys
Over Flowers]
- **Roro Wulan (Indonesia)**
How Disney Movies' Characters Influence
Young Girls' Identity in Rural Region in
Indonesia
- **Sari Maulana (Indonesia)**
A Movie with Distance (Film analysis of Bande
à part with Bertolt Brecht Epic Theater Theory
Approach)
- **Rizky Kertanegara (Indonesia)**
The Reception of Disclosure of Sexual Teens
in media: Multidimensional Reception Studies
of Adolescent Girls about Sexual Openness in
the Music Video of Cinta Laura

10.15 - 11.45 Session 4

Social Media

Chair : Tine Silvana

- **Han yunrong, Shan junjie & Ning xiangshu
(Korea)**
Study on Evolution and Diffusion Model of
Weibo Public Opinion on Sudden Public
Security Incident—with "3.01 Kunming
Terrorist Attack "as an Example
- **Sinta Swastikawara (Indonesia)**
Deaf's Self Disclosure on Social Network Sites
Facebook (A Case Study on Deaf Students in
SMALB-B YPTB MALANG)
- **Doo Beom Oh & Cornelius B. Pratt (Korea/
US)**
Mobile Media Use in South Korea's
Recent Political Elections: Implications for
Policymaking
- **Ira Dwi Mayangsari (Indonesia)**
Re-Thinking Youth Organization's Social
Media in Indonesia: From Social Movement
to Bullying Case Study of Perhimpunan
Mahasiswa Bandung (PMB)

13.15 - 14.45 Session 5
Media & Advertising, Communication & PR, Public Health Communication,

Chair : Asep Suryana

- **Hamisah Hasan, Ezhar Tamam, Jusang Bolong & Muhammad Mizal bin Mohamad Noor (Malaysia)**
An Experimental study on the Relationship between Involvement and Attitude towards TV ads with Islamic Symbols and Purchase Intent
- **Muhammad Shihab (Indonesia)**
Managing Crisis: A Case of Malaysia Flight MH370
- **Djoko Setyabudi (Indonesia)**
Effect of Fear in an Anti-Drugs Message on Attitude of Injection Drug User and Non User Group
- **Irmulansati Tomohardjo (Indonesia)**
Analyze of Organizational Culture and Reputation of The Indonesian Government Agency in Public Information Disclosure Era



Praptiningsih, Novi Andayani (Indonesia, Universitas Padjadjaran)

CONFLICT OF COMING OUT GAY COUPLE WITH DIFFERENT NATIONS IN ESTABLISHING COMMITTED RELATIONSHIP THROUGH SOCIAL MEDIA

This study focuses on the conflict at coming out gay couple in establishing a committed relationship through social media. The conflict consists of internal conflict and external conflict. Internal conflicts such as the conflict between coming out gay couples of different nations. External conflict caused by stigma, discrimination, and bullying is done by the community. In establishing committed relationships, gay couples have a lot of similarities in both the physical and emotional structure. The uniqueness is the reason researchers are interested to browse the different ethnic gay couples in committed relationship. This study is a qualitative study using data collection techniques in-depth interviews and observations of three coming out gay couples which is predetermined by the researcher (purposive sampling), based gay orientation, family background, character, communication type, sexual roles, rituals, and bonding relationship threats. The results showed that gay couples have a specific strategy in maintaining a relationship commitment is reflected through verbal or nonverbal communication that is tailored to the character of their relationship. Emotional attachment is going on between the two gay couples could also be a reason for a gay couple to maintain their relationship. Gay couples who already have emotional ties to each other will feel the comfort of intimacy. Conflict experienced by gay couples, because of jealousy, possessive and aggressive attitudes that dominate one partner, and the presence of one partner's infidelity. While the conflict that occurs as a result of a growing stigma in the community, resulting in discrimination and bullying, such as harassment, humiliation, and violence experienced that same-sex couples.

Keywords: Conflict, Gay, Coming Out, Different nations, Committed Relationship .

Prastya, Narayana Mahendra (Indonesia, Communication Department, Islamic University Of Indonesia)

USING NEW MEDIA FOR CRISIS COMMUNICATION: A STUDY OF MALAYSIA AIRLINES CORPORATE WEBSITE IN COMMUNICATING CRISIS ABOUT THE LOST OF FLIGHT MH370

When crisis occur, organization should respon the crisis quickly, open, and consistent. The emergece of new media make the crisis more complex. New media, with its nature such as fast, interactive, many to many, could assist the organization in crisis communication. But in the other side, new media could also make the crisis more complex. The new media could make the pace of information, the uncertainty, and the rumours, are increasing. This paper discuss about how Malaysia Airlnes using corporate website in communicationg about the lost of flight MH 370. The first part of this paper describe about the importance of using new media in crisis communication. The second part is literature review about the conceptual framework of crisis communication and new media (and social media) usage in crisis communication. The third part is findings and analysis about how Malaysia Airlines using their corporate website in crisis communication. The data of this part using Malaysia Airlines' statements about the lost of MH-370 that posted in their corporate website, www.malaysiaairlines.com. The posting date is between 8 March 2014 – 25 April 2014. The analysis using Coombs (2006) crisis communication concept that consist of form and content. Form is what organization should do, and content is what organization should say in crisis. The last part is discussion and conclusion and several recomendation for further research.

Keywords: crisis communication, public relations, new media, corporate website, Malaysia Airlines