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UNIVERSITAS MUHAMMADIYAH PROF. DR. HAMKA

Integrity, Trusty, Compassion



HOW DIGITAL STORYTELLING AFFECTS SOCIAL CHANGE

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- A Story of Nina Bayan, Lombok Woman Empowerment through Community Radio
- Group Communication of Chanting Pradana, A Batik Craftswomen in Lebak Banten

“Digital storytelling offers a combination of traditional storytelling and new technologies to attract attention and aim to empower participants, allowing them to collaborate, build shared awareness of issues, and share their priority issues with decision-makers and power-holders.”

Leva Rouhani, University of Ottawa

Nina Bayan Radio: **Innovation During The Pandemic Covid-19**

Facts on Radio

Indonesian Radio Survey (2020)

There are 22.759 million radio listeners in Indonesia spread across ten Indonesian cities with an average duration of listening to the radio of two hours.



Why Radio?, Why Women Community?



Women have an important role during the Covid-19 pandemic to maintain the health of the family, accompany children to study and share information for their family and network. However, women, especially housewives, are a group that is more vulnerable to believe a hoax and share it to their families

Women's Empowerment and Child Protection
Ministry, 2021

Why Radio?, Why Women Community?

Women are one of the most often neglected groups in society. In many areas of life, the many interests or needs of women are not accommodated by stakeholders, including in the media sector which often discriminates against women's groups

Pratiwi et al., 2021



The Birth of Nina Bayan Radio during the pandemic Covid-19

- Community radio has an important role as a medium that provides information about disasters. Community radio plays a role in helping the community in solving problems in the environment, including disasters. Mhagama, 2016
- Radio as a communication medium has the ability to play a role in providing information about disaster management to the community. A good disaster management can help communities to be prepared for disasters and have information of what to do after a disaster occurs. Sjachro et al., 2019

Benefits of Community Radio

- Community radio able to meet the specific needs of the community groups
- It can fulfill the rights of information and communication of marginalized groups such as women, laborers, fishermen, and the urban poor
- Community radio has the ability to overcome the problem of limited reach of mainstream media which is concentrated only in the cities



This radio is managed by women community called Sekolah Perempuan.
A total of 15 people were trained to become broadcasters and hosts in shifts.

Social Change by Nina Bayan Radio



Group Communication of Chanting Pradana A Batik Craftswomen in Lebak Banten

Sejarah Batik Indonesia sebagai Simbol Budaya



The History of Indonesian Batik as a Cultural Symbol

Group Communication in Chanting Pradana

Chanting Pradana, a local community Batik producer applies group communication in making decisions, and empowers women who initially have no background in making batik at all, sales or marketing





Group Communication

Ways to increase group cohesion

- Forming cooperation between members
- Success in meeting the personal needs of fellow members
- Achievement of high trust between members
- Develop group norms that are able to encourage the expression of individuality, trustworthy behavior and beliefs, as well as attention and affection between group members

Johnson and Johnson, 2000

Groups with very high cohesiveness, interdependence between one member and another member who has trusted each other for a long period of time, understands each other and feels safe within the group, is very high.

Empowers The Group & Society



By empowers group members'

Cognitive

Conative

Affective


Psychomotor

Digital Storytelling through Group Communication


- Enhancing Group Member Engagement
- Reinforcing Group Identity
- Expanding Reach and Impact
- Improving Group Members' Communication Skills
- Supporting Collaboration and Decision-Making






Instagram

← chanting_pradana.official ⋮







 **78** Posts **561** Followers **504** Following

Gallery Chanting Pradana
Menyediakan Batik Khas Lebak
More Info:
087772688778 (Owner: Ibu Uum)
083812962923 (Admin)
See translation
batiklebakchantingpradana.wordpress.co...

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 Fashion Show ❤️  Dukop ❤️  Testimony 🙏  Pameran  Mod

Grid of 6 images:

-  Batik fabric in a box, caption: "Batik: gula sebagai kontroversi"
-  CAPACITY BUILDING, REFRESHMENT, DAN TEAM BUILDING UMKM Banten Jawara Tahun 2022. Acara: 18-20 November 2022
-  MOMMY WOW! Batik Baduy Mengantar Kita ke GO INTERNASIONAL. read now
-  Fashion show on stage with models.
-  75th Anniversary Plaza Lebak. 20 SEPTEMBER 2022. RABU & KEMIS
-  Store interior showing various batik fabrics.

TikTok



chantingpradana

Batik Lebak Chanting Pradana

Follow

10 Following 56 Followers 54 Likes

Pusat pembuatan dan penjualan Batik Terbesar di Kabupaten Lebak, Provinsi Banten

Videos

Liked



▶ 396

Chanting Pradana hadir ...



▶ 738

Kenalan sama Chanting ...

Quick Highlight

Chanting Pradana reinforce its identity by sharing stories that reflect the group's values, goals, and achievements through social media that help then build a positive image and strengthen relationships among group members.

How Digital Storytelling Affect Social Change

- Boosts confidence of Chanting Pradana and its group members
- Expanding market penetration and job opportunities to local community in the area
- Increasing awareness on Batik Lebak Banten

Thank You!
Keep Safe & Stay Healthy