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MAC Conference 2016

A Survival between Technological Development
and Cultural Change



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PROCEEDING

THE 2016 INTERNATIONAL CONFERENCE ON MEDIA

MAC Conference 2016

Mass Media at Crossroads: A Survival between Technological Development and Cultural Change

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Greetings from Dean of Faculty of Communication Sciences, Universitas Padjadjaran

The advancement in communication and information technology has altered the business aspect and operations of the media. The media is supported by the presence of these technologies, but also threatened if it is not able to adjust. The presence of mass media is inseparable from public needs to acquire information and public needs towards the media. The media has to strive to meet those needs. The changing patterns of public consumption towards the usage of technological devices must gather the attention of the media. The form of media selected by media outlets in this era of digitalization and convergence will determine the business outcome of the media itself.

The perspectives of various individuals regarding media development is important to address. Over the course of this conference, it is expected to be held discussions based on the research of academics, the experiences of media practitioners, business infrastructure operators of communication technology, and regulation authorities.

This conference is organized by the Faculty of Communication Sciences, Universitas Padjadjaran, as an attempt to unite different perspectives on the issue of media development, which hopefully can contribute to the research of media studies within educational institutions and provide a practical use for media practitioners and media owners. Media itself as a social subsystem will implement a dynamic interaction with the public or community, government, business and educational institutions. The relationship patterns between the media and other stakeholders is affected by the environment of the media. Political and economic aspects are often used as a cause of how the media operates.

On this occasion, on behalf of the Faculty of Communication Sciences, Universitas Padjadjaran, I would like to express my appreciation towards those who have contributed to this conference. I hope that this conference will benefit every parties involved. The benefits of media for humans and humanity. Lastly, I would like to welcome all participants to the city of Bandung. Thank you.

Dean,

Dr. Dadang Rahmat Hdayat, S.H., S.Sos., M.Si.

Greetings from Chief Editor

My dear fellow conference participants.

Welcome to Bandung, the beautiful City of the 1955 historical Asia-Africa conference. It is my pleasure to welcome you to the MAC (Media at Crossroads) international conference held by the Faculty of Communication Science, Universitas Padjadjaran, the faculty that has been the most favorite one (rank number 1) at Universitas Padjadjaran for the last several years in terms of attracting the number of prospective (high school) students, while it has also been chosen every year in a row as the best school of communication in Indonesia for the last six years. We feel very proud and honored to host this academic event.

It is my hope that through this international conference we can share our knowledge of how the media work and our experiences in overcoming its unfavorable impact on audiences, while at the same time we can extend our academic, professional and social networking for our benefit. Communication technology including the so-called new media has progressed beyond anyone can dream. Yet, this technological progress has brought about a lot of its side effects that can destroy human civilization as we have observed for the last few decades. It is our tasks as academics and professionals to maximize its positive effects and minimize its negative effects. Through this conference certainly we can also discuss possible collaborations to conduct future projects such as academic exchange, joint research, publication, training/workshops, and international conferences.

We have been preparing this MAC conference the best we can. We have received hundreds of abstracts. Through careful reviews, we have selected abstracts we deem important and interesting based on the research substance, the theory and/or the method used by the researcher, regardless of whether the presentation of the research in the conference is of the same quality. This conference can be considered to be a process of learning, a sort of intellectual exercise. So let us learn from each other and appreciate all the efforts made by every conference participant. We apologize to you if this conference and its proceeding do not meet your expectation. Enjoy yourself in Bandung!

Prof. Deddy Mulyana, Ph.D

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MASS MEDIA AND THE STORY OF NEW PROPHETS A CRITICAL DISCOURSE ANALYSIS OF THE ONLINE MEDIA REPORTS ON INDIVIDUALS WHO CLAIMED THEMSELVES AS NEW PROPHETS

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ABSTRACT

The issue of religion in Indonesia is considered very important and sacred. When there were individuals claimed themselves to be a prophet, it would always be associated with religious issues instead of psychological or a medical problem. This tendentious perception is encouraged by the reports in the mass media, which never looked at the issue of a new prophet from any other study. Subsequently, this situation has strengthened the stigma to those who actually suffer the illness. This research used Teun van Dijk's critical discourse analysis methodology to examine the text of stories in the media about people who had delusion to be a prophet and sell tickets to heaven. Research was carried out towards online media. By using the concept of health communication as behavior change interventions, this research analyzed the various texts related to the appearance of people who have stated as a new prophet. The results have shown the unfamiliarity of the mass media about people with psychiatric disorders. This could be seen from the news inter-textuality and the use of language in the media. Rather than explaining it in terms of medical problem, the media were preaching the stories sensationally. If this continues, the impact will be very hard for other sufferers.

Keywords: health communication, psychiatric disorder, critical discourse analysis, online media, religion.

INTRODUCTION

On February 2016, Indonesian religious leaders were surprised by the information from the media about an existence of a new prophet. Gus Jari, originated from Jombang East Java, claimed himself as a prophet and built a boarding school for his followers. He testified that he had heard whispers that called him as the prophet Isa. Isa is an Islamic prophet, which is known in Christianity as Jesus.

Before Gus Jari, there were several people who also claimed themselves as prophets. The stories of the new prophets have been published as sensational news by the media, who thought that the only reason of what those people did was religious blasphemy.

The inaccuracy of the media in reporting this sensitive issue has brought a major factor in the character of the message delivered. Poor understanding of journalists who did not fully understand this phenomenon has made the news tends to create opinions that are more destructive and unsettling. Journalists tend to proclaim the information that sensational,

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