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MAC Conference 2016
A Survival between Technological Development
and Cultural Change



Unpad

Mass Media at **CROSSROADS**

Conference Proceedings

Organized by:
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6-7 December 2016 | Bandung, Indonesia



PROCEEDING
THE 2016 INTERNATIONAL CONFERENCE ON MEDIA
MAC Conference 2016

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

**The Trans Luxury Hotel, Bandung
6-7 December 2016**



Organized by:
Faculty of Communication Sciences,
Universitas Padjadjaran, Indonesia

**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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NARRATING THE SELF AND PHOTOGRAPHIC NARRATIVE IN THE AUTO/BIOGRAPHIES OF INDONESIAN CELEBRITIES

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ABSTRACT

This paper examines the parallel of the structure of celebrity auto/biographies to that of women's/fashion magazines, especially the abundant inclusion of photographs and images. I argue that in auto/biographies of celebrities, images and photographs constitute a space for Self narration. By doing textual and visual analysis, both the content and the discourse around the photographic narrative, I argue that photographic narrative establishes the narrative of the Self through masquerade and temporality. As in women's/fashion magazines, images in celebrity auto/biographies are presented to stabilize the celebrity status of the celebrities featured. The idea of auto/biographies as a space for celebrities to present themselves "the way they are" is almost always compromised and refuted. I argue that the narratives, images, advertisements included in the auto/biographies work both to reveal and to cover that result in the construction of the celebrity selves as fragmented yet coherent.

Keywords: Photographic narrative, auto/biographies, celebrities, women's magazines

Introduction

In this article I am looking at the auto/biographies of Indonesian female celebrities. The term "celebrities" here refers to glamour celebrities, namely those who work in the entertainment industry or show business: singers, models, actors, and presenters (Marshall, 2001). While the term "auto/biography" refers to the narratives of self that trespasses the normative format of autobiography – where the author is the autobiographical subject, or the work written in the first person narrator where the autobiographical subject refers to the author of the book (Eakin, 1989; Lejeunne, 1989; Marcus, 1994).

This paper discusses two auto/biographies that mimic or invoke the structure of women's magazines: Krisdayanti and Yuni Shara and focuses on the Tips feature, the images and the advertisements included that contribute to the construction of femininity portrayed in the auto/biographies. Both auto/biography can be considered as a typical normative auto/biography that follows the *bildungsroman* plot where the protagonists, namely the auto/biographical subjects come from a humble beginning, faced with difficulties and hindrances, and finally overcame it and emerged successful – and wealthy (Stanley, 1992).

Celebrity Tips and Tricks: How to be beautiful and great like me

Krisdayanti's auto/biography is heavily populated by "how to" articles which denote a woman's body as having flaws and as a project that is never completed, also linked to the structures of