



"BEYOND ASIA: COMMUNICATING ASIAN CULTURE TO THE WORLD"

PROCEEDING

10TH BIENNIAL CONVENTION
OF THE PACIFIC AND ASIAN
COMMUNICATION ASSOCIATION
(PACA) 2014

Universitas Padjadjaran June 24-26, 2014 PUBLISHED BY LP3 (Lembaga Penelitian, Pengabdian, dan Penerbitan) Fakultas Ilmu Komunikasi Universitas Padjadjaran

Table of Contents

Greetings from the Local Committee

Greetings from Rector of Universitas Padjadjaran

Speakers of Plenary Session

Table of Contents

Chapter 1: Intercultural Communication

Agus Rusmana, Edwin Rizal, Rully Kh. Anwar, Ute Lies Siti Khadijah

Community Perception on Culture Diversity Literacy at Geo-Park Area as Natural Diversity Study Center in the District of Tasikmalaya

Avgustina Zinovieva

Some Challenges for Graduates in Modern Global Life

Arba'iyah Satriani, Kiki Zakiah, Tia Muthiah Umar

The Polemic Between Indonesia and Singapore Regarding the Name of Indonesian Ship "Usman-Harun" On The Online Media in Indonesia and Singapore

Benazir B. Pratamawaty, Deddy Mulyana

Motives behind the Cross-Cultural Marriage: The Case of Indonesian Women Married to White Men in Indonesia

Bertha Sri Murtiningsih

The Indonesians' Perception of Korean Cultural Values A Case Study of Indonesian Students in Busan, South Korea

Ding Mai, Geng Yanting

The Research on the Popularity of Foreign Cultural Symbols on the Internet in China

Efi Fadilah, Pandan Yudhapramesti

The Role of The Indonesian Broadcasting Commission of Aceh in Strengthening The Local Culture

Elena. A. Medvedeva, Natalya A. Spitsyna

Conceptual Metaphor as A Key to Mutual Understanding Between Nations in Primary Political Discourse

Ezhar Tamam

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

Gatut Priyowidodo, Grace Swestin, Titi Nur Vidyarini

The Faces of Conflict in a Political Organization: The case of the People's Justice Party (Partai Keadilan Rakyat-PKR) of Malaysia

Hyun Jung Kim, Younga Won

The Effect of Political Identity Salience on the Perception of Media Reports of Election Polling Results

I Dewa Ayu Hendrawathy Putri

Cultural Communication Perspective Between and Local Communities Foreign Painters in Ubud Bali

Ika Merdekawati Kusmayadi

British Female Muslims' Interpretation on Islamophobia in Media

Imam Nuraryo

Social Networking Sites Use and Cross Cultural Adaptation of Muslim Indonesian Students in Australian Universities: Valuing Cultural Diversity

Joice Caroll Siagian, Yarifah Amelia

Cross Cultural Communication in the Perspective of Hofstede's Culture Dimension

Larisa Naumenko, Irina Sokolova

Literature is A Privileged Priority for Intercultural Communication and Maintaining Global Stability

Lidia Djuhardi, Nur Idaman, Erna Mariana Susilowardhani

Communication Patterns of the Border Communities Indonesia-Malaysia, At Temajuk Village, District of Sambas, West Kalimantan

Lidia Lilaya, Atwar Bajari

The Meaning of Development Gap in the Border Zone (Studies Phenomenology in Indonesia - Malaysia Border Communities to Take in the Village Temajuk District Sub-district Paloh Sambas, West Kalimantan)

Lucy Pujasari Supratman

A Descriptive Case Study toward Communication Pattern of a Teenager from Broken Home Family in Bandung, Indonesia

Maulina Larasati Putri

The Closest Media of Voters When in Vote Room in South East Asia (Case: The Last Election in South East Asia)

Melly Ridaryanthi, Latiffah Pawanteh, Latif Ahmad

The Self: Me or New Me (?) Identity Transformation of Indonesian Migrant Workers in Malaysia

Mia Angeline, Marta Sanjaya, Ferane

The Impact of Culture Shock and Social Support to Freshmen's Learning Process in Binus University: Study of Freshmen Enrichment Program

Momoyo K. Shibuya

International Communication and Information: The Impact of Cognitive Gap on Whaling Issue Between Japan and Australia

Nindi Aristi

Cross Cultural Impacts on Media Relations

Novi Andayani Praptiningsih

Conflict of Gay Couple of Different People Coming Out Committed to Establishing Relationship through Social Media

Nuryah Asri Sjafirah

Intercultural Communication Competence: The Experiences of Indonesia Women Workers Abroad

Rini Darmastuti, Dian Purworini

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)

Saodah Wok, Rizalawati Ismail, Faridah Abdul Manaf

Impact of Islamic Film on Understanding of Islamic Values and Cultures for a Multiracial Society in Malaysia: An Experimental Study

Shinta Galuh Tryssa, Irwa R Zarkasi

Communication in Intercultural Marriage: The Application of Social Penetration Theory among Couples Preceded by Ta'aruf

Siswantini Juliman

Muslim Identity in Football

Siti Karlinah, Wawan Setiawan

The Culture of Accompanying Hospitalized Family Member in Sundanese Ethnic

Syarizan Dalib, Minah Harun, Norhafezah Yusof

"What They Do That We Don't Do" (A Phenomenological Investigation of Students' Intercultural Experiences)

Tresna Wiwitan, Dede Lilis Ch., Nova Yuliati

The Use of Slang Words in Social Media as Teenagers' Cultural Identity

Turnomo Rahardjo

On Social Harmony of Javanese Culture

Tuti Bahfiarti

Intercultural Communication of The Opinion Leaders of Toraja/Chinese and Buginese/Makassar Ethnic in Solving Identity-Based Conflict in South Sulawesi

Uwes Fatoni

Intercultural Communication Competences Of Indonesian Muslim In The Usa In Promoting Moderate Islam (The Case Study Of Imam Shamsi Ali)

Wiwik Novianti, Roro Wulan

Magical Belief in Political Practice: A Case Study in East-West Perspectives

Wiwin Winarti

Youth Participation as the Global Citizen: An Intercultural Communication Learning in the Canada World Youth (CWY) Program

Yenni Siswantini, Susi Widianti

The Effect of Political Identity Salience on the Perception of Media Reports of Election Polling Results

Young-Ok Lee

Verbal and Nonverbal Modes of Identity Representation

Yun Laturrakhmi

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

Yusalina

The Pattern of Intercultural Communication and Adaptation Among Vegetables Farmers

Zida Wahyuddin, Umul Khasanah

Communicating Culture to the World: Language Policies and Asymmetries in Bilingualism

Chapter 2: Media and Advertising

Fitri Murfianti

Reading the Win-HT Image through "Mewujudkan Mimpi Indonesia" Reality Show in RCTI

Hamisah Hasan, Ezhar Tamam, Jusang Bolong, Muhammad Mizal bin Mohamad Noor

An Experimental study on the Relationship between Involvement and Attitude towards TV ads with Islamic Symbols and Purchase Intent.

I Komang Ferry Susanta, Rah Utami Nugrahani

The Effect of Advertising in Tribun Jabar Newspaper with the Potential Costumer Purchase Intention of TVS Motorcycle in TVS Bandung Dealer

Lintang Ratri

Revisited Media Habit of Indonesian Women

Martha Tri Lestari

How to Create Advertising Using Social Media

Melati Tobing

The Power of Word of Mouth, Social Media and Viral Advertising Towards ASEAN's City Branding

Ratih Hasanah, Mohamad Syahriar Sugandi

The Collaboration to Advertise Company Products

Chapter 3: News, Media and Journalism

Abdul Muati Ahmad, Mohd Faiz Azmil

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

Awan Ismail, Rizalawati Ismail, Norizah Aripin, Norhafezah Yusof, Noraihan Mohamad

Journalism Cupcakes: Same Cakes, Different Icing or Vice-Versa? Journalism Cupcakes: Same Cakes, Different Icing or Vice-Versa?

Ahmad Mulyana, Morissan, Juwono Triatmodjo

The Political Pressures on Television Workers in Indonesia and its Impact on Program Content

Dadang Rahmat Hidayat, Deddy Mulyana, Henny Srimulyani, Efi Fadilah

The Policy of Local Broadcasting Programs in Nangroe Aceh Darussalam Province during Indonesian General Election of 2014

Dadang Rahmat Hidayat, Genny Gustina Sari

Female Killer in Jail

Dandi Supriadi, Adi Wibowo Octavianto

The Practice of Curation Journalism as a New Format in Online News Production

Eunkyoung Choi

Minority And Diversity In Public And Commercial Broadcasting

Faridah Ibrahim, Dil Froz Jan Sayed Halem Shah

The language of war and peace in conflicts from the Perspectives of General Semantics

Henny Sri Mulyani Rohayati, Ika Merdekawati, Ahmad Abdul Basith

Campaign News Analysis Elections of Regionalhead in Bandung 2013 Published in Pikiran Rakyat Newspaper

Hermin Indah Wahyuni

Public and Community Broadcasting in Digitalized Indonesia: Mainstreaming Public Interest and Development of Culture in the Fierce Competition

Ipit Zulfan

Media Convergence at Pikiran Rakyat Group

Jahanara

A Study On the Role of Media in Changing Culture of Tharus of Lakhimpur Kheri of Uttar Pradesh (India)

Jenny Mochtar

Dangdut Singers as Folk Devils in the Indonesian Online Media

Jin Mengyu, Guo Zihui

The Dilemma And Reconstruction Of The Elderly' Image On Chinese Mainland's Media On The Positive Population Aging Horizon

Muhamad Rosli Selamat, Muhamad Ridhwan Rosli

Agenda Setting Construct: A Study of News Article Coverage on Bersih 3.0 by Keadilandaily.com and Umnoonline.com

Nahria Min

The Communication Experience of Journalists in Conflict Areas (Phenomenology study towards Journalists who Covering separation conflict in Papua)

Ninok Leksono

Covering Election: Indonesia's Media Uneasy Task

Petrus Ana Andung

Framing Analysis of News on Violence against Women in Pos Kupang and Timor Express Newspaper

Ratri Rizki Kusumalestari

Young Urban Housewife as Television News Audience

Reza Praditya Yudha

The Impact of Media Coverage on The Cognitive Dissonance of The World's Best Mayor Candidate from Indonesia

Riza Darma Putra

Media politics and Politic media (Study of relation between local politics and local media in South Sulawesi)

Saeha Lee

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

Sandra Joyce D. Borgueta, Choi Eunkyoung

Aid Journalism and International Support

Seungwoo Park, Cheongyi Park

Cultural Hybridity of the Korean New Waves

Sunarto

When Women Disappear from Political Discourse in National Media

Suraya Mansur

Media Convergence from Newspaper to Television and Online

Wahyuni Choiriyati, Dinda Rakhma Fitriani

Political Oxymoron in the 2014 National Political Campaign Ritual

Chapter 4: Communication Technologies

Doo Beom Oh, Cornelius B. Pratt

Mobile Media Use In South Korea's Recent Political Elections: Implications For Policymaking

Dini Safitri

Building Trust, Privacy and Transaction Sense of Security in Shopping and Online Shopping

Gang Li, Xinkai Huang, Mengdie Zhang

Communication Studies of WeChat Usage of Foreign Students in Chengdu

Hana Silvana, Evi Rosfiantika

Utilization of E-Library (OPAC: Online Public Access Catalog)

Hashim Fauzy Yaacob, Intan Yusliana Binti Mohd Yasin

The Impact of Perceived Characteristics of Innovation (PCI) On the Acceptance of ICT Based Training among Trainers and Trainees

Hindina Maulida

Asian Culinary: Identity and Diversity of Culture

Ismojo Herdono

Marriage Indonesia vs Turkey (Study of Trans Cultural Communication and Social Penetration Theory)

Jaehee Cho, Seon-Gi Baek, Eun-Kyoung Han, Sook Jeong Lee

Second-Level Digital Divide in Smartphone Health Apps: Systematic Analysis through the Technology Acceptance Model

Md Salleh Hassan, Mohd Nizam Osman

The Role of Internet in Youth Development in Malaysia

Narayana Mahendra Prasetya

The New Media Usage for Crisis Communication

Palupi

How Hyper-personal Indonesians Are? A Study of Hyper-Personal Communication on Self Disclosure on VMC

Puspita Yuli Pradita, Intan Rizki Mutiaz, Lies Neni Budiarti

Bridging the Communication Barriers between Young Couple through Digital Game.

Widyo Nugroho, Yuli Karyanti, Feri Harianto, Ariyanto bin Rasita, Hardjito

Development of Multimedia Communication Android-Based

Zhang Lingxiao, Yang Xuan

A Placeless World, Beyond Geography an Investigation to the Social Impacts of New Media Technologies with the Capacity for Time-Space Compression

Chapter 5: Public Health Communication

Asep Suryana, Jenny Ratna Suminar, Iwan Koswara, Dedi Rumawan Erlandia

The Effect of Multi-Sector Integration Communication Toward the Empowerment of Poor Communities in Rural Areas

Ashni, Sastrosubroto

Introduction Leukemia and Chemotherapy in Children through Digital Interactive Storytelling

Bidin Azman, Rosie EunGyuhl Bae, Doohwang Lee, Hyuhn-Suhck Bae

Effects of Narrative Anti-Smoking PSAs on Forewarning-Induced Resistance to Persuasion

Davood Mehrabi, Ezhar Tamam

HIV-related Stigmatization and Discrimination Studies in Malaysia: A Systematic Review of the Literature

Djoko Setyabudi

Effect of Fear in an Anti-Drugs Message on Attitude of Injection Drug User and Non User Group

Encang Saepudin, Agus Rusmana, Agung Budiono

Knowledge Management Model as The Information Dissemination Tools of Herbs and Medicinal Family Plant.

Evi Novianti, Suwandi Sumartias, Trie Damayanti, Aat Ruchiyat Nugraha

Implementation Of The Diatribution Pattern Of Health Information Women, Infants And Children Of The Warrant Continum Care In West Java

Ilham Gemiharto

The Evaluation of Community Midwives

Kismiati El Karimah

Social Assistance: Reality that Happens to the Poor

Rd.Funny, Mustikasari Elita

Effect of Credibility Health Officer on Motivation Posyandu Cadre

Sukaesih, Ninis Agustini Damayani, Encang Saepudin, Rully Khairul Anwar

Domestic Housewives Information Accessibility About the Benefits of Family Medicinal Plants

Yanti Setianti, Sussane Dida, Aang Koswara, Lilis Puspitasari

The Implementation Of Health Communication Model Of Adolescence Reproductive Health Base On Local Wisdom In Bandung

Chapter 6: Social Media and Participation Culture

Che Su Mustaffa, Nan Zakiah Megat Ibrahim

Facebook Usage among Malaysian Students

Dian Purworini

The Question of Public Participation Possibility in Social Media: The Case of Sukoharjo Local Government

Eni Maryani, Ratri Kartika Widya (Abstract only)

Overcoming Culture Obstacle In Communication Through Social Media

Ferly Tanggu Hana

The Effectiveness of HIV, AIDS Campaign through Facebook (A Case Study of Facebook Account of East Nusa Tenggara Province's AIDS Commission)

Han Yunrong, Shan Junjie, ning Xiangshu

Study on Evolution and Diffusion Model of Weibo Public Opinion on Sudden Public Security Incident - with "3.01 Kunming Terrorist Attack" as an Example

Heppy Millanyani, Alila Pramiyanti

Analysis of Social Media User Satisfaction in Searching Korean Pop Information

Ira Dwi Mayangsari, Intan Siti M.

A Look Into Youth Organization's Social Media In Indonesia: From Social Movement to Bullying

Loina Lalolo Krina Perangin-angin

Social Media and Political Participation of Early Voters in Indonesia

Mia Angeline, Yuanita Safitri

Social Media Use and Civic Participation in Indonesia: Study of Political Participation among Women in Jakarta

Nunik M. Hartoyo, Rinda A. Sirait

Politics, Young Voters and Sea of Change in 2014 Indonesian Legislative Election

Nurdin Abd Halim, Muhammad Badri

Adolescent Behavior in Using New Media

Rajab Ritonga

Politic in New Media Public Space: Democratic Challenge or a New Area for the Ruler

Solikhah Yuliatiningtyas, Nurtyasih Wibawanti R. A.

The Role of New Media and Political Participation Culture in the 2014 Presidential Election in Indonesia

Siti Ezaleila Mustafa, Azizah Hamzah

Online Social Networking as a "Third Place": Usage in Malaysia

Sulih Indra Dewi, Ellen Meianzi Yasak

A Rising Southeast Asia: One Identity One Community

Tian Yuan

A Study on The Merging Between the Radio and WeChat-like Apps: A Thought Based On the Interactive Practice Between Chinese radio and WeChat

Yayuk Lestari, Yesi Puspita, Rahmi Surya Dewi

Facebook as The New Public Sphere A Study on Facebook Usage in Solok and Pariaman

Chapter 7: Asian Cultural Studies

Aini Maznina A. Manaf, Saodah Wok, Rizalawati Ismail

Attitude and Impact Changes of Hijab Wearing Among Muslim Malay Women in Malaysia

Anam Miftakhul Huda

The Identity of Javanese Women : A Phenomenology Study of Indonesia Women Migrant Workers

Andika Witono

Tanggung-renteng Culture: A Microfinance Communication Perspective (A Case Study at POSDAYA Jakarta)

Azizah Hamzah, Siti Ezaleila Mustafa

An Exploratory Study of Leadership Characteristic and Strategic Direction of Media and Creative Industry in Malaysia

Bani Eka Dartiningsih, Atwar Bajari

The Experience of Communication of Madurese Ethnic Male Joining Family Planning On Vasectomy in Sampang Region

Che Su Mustaffa, Bahtiar Mohamad, Haslina Halim, Nik Adzrieman Abdul Rahman, Hassan Abu Bakar

Leader Characteristics in Manager-Subordinate Relationship: The Application of Qualitative Approach

Carmencitta Delvillar

Correlation Between Compliance-gaining Strategies and High-Power Distance Cultural Orientation of Filipinos: Re-validation

Dasrun Hidayat, Anisti, Titin Suhartini, Mahardiansyah Suhadi

Harmonization of Traditional Games and Local Wisdom in Developing Cultural Identity and Children Personality

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))

Fafaz Laelah, Widyo Nugroho, Emiliashah B., Yuli Karyanti, Maimunah

The Character Values in Traditional Game Gobak Sodor for Elementary School Children

Gong Chengbo

Sharing "Chunwan" to The World

Han Byungjin

Explaining the Resilience of One Man Rule in North Korea

Hapsari Dwiningtyas Sulistyani

The Romantic Love: How Female Sex Workers Making Sense of It

Herika Rainathami, Agung Budiono, Sukaesih

Local Wisdom for Knowledge Conservation of Manuscripts in Kampung Pulo Garut

Iqbal Irsyaddi, Wina Erwina, Evi Rosfiantika

Novice Voters Media Literacy Level Measurement in the 2014 Election Using Individual Competence Framework

Isep Ali Sandi

Build Conceptions of Islamic Education Insight Plurality and Peace

Joko Susilo

McDonald: Business A Cross Cultural Boundaries (Indonesian People View about McDonald Restaurant)

Kinkin Yuliaty Subarsa

The Media Content Effect of Different Individuals on Mass Media

Leviane Jackelin H. Lotulung

Batik as Indonesian Student Cultural Identity Abroad

Mulyawan Safwandy Nugraha

Analysis of the Women's Role as Workers in Garment Company in Sukabumi District for Family Welfare to Increase Buying Power and Religious Consciousness

Naraset Pisitpanporn

Rice and Food Security in Plang

Nuning Kurniasih, Saleha Rodiah, Neneng Komariah

Designing Sundanese Cultural Literacy Programs Based on National Curriculum of 2013 for Students of Elementary Schools in Cileunyi Sub-District, Bandung Regency, Indonesia

Purwanti Hadisiwi

Power Distance in Lecturer's Motivation to Become a Professor

Rizky Kertanegara

The Reception of Teens' Sexual Openness in Media

Reza Praditya Yudha

The Implications of Jokowi Political Communication Styles as an Antonyms Figure of President SBY in a Local Culture Perspective

Syarif Maulana

A Movie with Distance (Film analysis of Bande à part with Bertolt Brecht Epic Theater Theory Approach)

Syed Agil Alsagoff, Zulhamri Abdullah, Azizah Hamzah

Media Content Self-Regulation Practices in Malaysia

Ruth Mei Ulina Malau

Representing the "Post-colonial Identity" in the Emergence of Hybrid Culture

Umaimah Wahid

The Political Communication of the Acehnese Society: A Case study of Local wisdom of Aceh-Gampong Governance

Ute Lies Siti Khadijah, Ninis Agustini, Herika Rainathami

Disaster Preparedness Education for Elementary School Students in Pangandaran, Tasikmalaya

Weni Arindawati

The Sociability of Netters in KASKUS Community

Young Ju Lee (Abstract only)

"Dear Pyeongyang", "Good-Bye Pyeongyang": About Identity Of People Without Homeland

Chapter 8: Interpersonal Communication

Ayub Ilfandy Imran, Saodah Wok

Individual Innovativeness as a Mediating Factor between Selected Communication Factors and Career Advancement in Malaysian Islamic Higher Learning Institution

Jason Valino Sambouw, Feni Fasta, Sofia Aunul

The Interpretation of Characters' Motivation in the Television Series Glee Season 3 (Semiotics Analysis by Charles Sanders Peirce)

Jenny Ratna Suminar, Nessa Susan, R Yogie Prawira

Listening in Premarital Relations

Yesi Puspita

Interpersonal Communication Method of Positive HIV Counsellors In Treating Infected HIV/AIDS Clients in Padang City

Chapter 9: Communication and PR

Ali Yahya Bader Al Hadeed, Musa Bin Abu Hassan, Zulkiple Bin Abd Ghani

The Current Organizational Image of Jordanian Ministries According to the Employees of the Ministries

Bahtiar Mohamad, Ahmed Rageh Ismail, Hassan Abu Bakar, Haslina Halim

The Relationship between Work Values, Cooperative Communication and Affective Commitment

Bhernadetta Pravita Wahyuningtyas, Maria Anggia Widyakusumastuti

Socialization Strategies of Health and Safety (K3) in the Construction Sector (Study Case: Highway Development Project of Cikapal-Cikampek-Palimanan by PT Vitas)

Irmulansati Tomohardjo

Analyze of Organizational Culture and Reputation of the Indonesian Government Agency in Public Information Disclosure Era

Koswara, Aang

Organizational Communication and Online-based Performance Appraisal at The Indonesian Telecommunication Company

Lilnabeth P. Somera

Nomophobes among Us: A Survey of Cell Phone Utilization among College Students in Guam

Manuel L. Cruz III, Lilnabeth P. Somera

An Analysis of Chamorro Cyber-activism

Mohammad Shihab

Managing Crisis: A Case of Malaysia Flight MH370

Rini Sudarmanti

Reviewing the Importance of Cultural Understanding for Women Entrepreneur in Leading Female Subordinates within Small Business

Suwandi Sumartias

The Challenges of Government Public Relations and abuse of Power in Indonesia

Chapter 10: Discourse Studies and Semiotics

Dil Froz Jan Sayed Halem Shah, Abdul Muati Ahmad, Faridah Ibrahim

A Metaphoric Rhetorical Criticism on Aminuddin Baki's Speech: Some Preliminary Findings

Listia Natadjaja, Faruk Tripoli, Bayu Wahyono

The Representation of Healthy Women on The Packaging Design of Traditional Medicine

Novieta Hardeani Sari

An Integrated Strategic Communication - Deliberative Democracy Plan Program to Building a Civil Society Reformation as a Driving Force for Society Independency

Nurul Hasfi

When Anonymous Citizen Journalist Controlling Professional: A Marginal Voice in Press Freedom Country

Chapter 11: Others

Evie Ariadne, Agus Rahmat, Heru Ryanto, Kokom Komariah

Media Online Utilization On Hiv-Aids Health Information In Bandung

Nurmaya Prihatmaja

Health Information

Pawit M. Yusup, Tine Silvana Rachmawati, Priyo Subekti

Information Seeking on the Livelihood by the Rural Poor

social constructions that are embedded in their profession as sex workers. So, listening to their voices, particularly in the context of their subordinate positions, should be conducted with sensibly listen to them as we learn their numerous expressions that were commonly neglected because of the fact that those expressions were beyond the dominant patriarchal values.

REFERENCES

- Arivia, G. (2006). Feminisme Sebuah Kata Hati. Jakarta: Kompas
- Belsey, C. (1993). *Writing About Desire*. Retrieved February 11, 2004, from http://www.arts.gla.ac.uk/SESLL/STELLA/COMET/glasgrev/issue2/belsey.htm/
- Blackburn, S. (1999). Women and Citizenship in Indonesia [Electronic version]. *Australian Journal of Political Science*, 34(2), 189-204.
- Blackburn, S. (1994). Gender Interests and Indonesian Democracy. In D. Bourchier & J. Legge (Eds.), *Democracy in Indonesia*, 1950s and 1990s (pp. 168-181). Clayton: Centre of Southeast Asian Studies.
- Krais, B. (2002). Gender and Symbolic Violence: Female Oppression in the Light of Pierre Bourdieu's Theory of Social Practice. In C. Calhoun, Lipuma, Edward, Postone, Moishe (Ed.), *Bourdieu: Critical Perspectives* (pp. 168 170). Chicago: The University of Chicago Press.
- Mansfield, N. (2000). Subjectivity: theories of the self from Freud to Haraway. St. Leonard: Allen & Unwin.
- Mantila, K. (2004). When Love Hits the Fan. *Off Our Backs*, 34(5/6), 30-31. Retrieved July 20, 2005 from Proquest database.
- McRobbie, A. (1991). Feminism and Youth Culture: from 'Jackie' to 'Just Seventeen.' Basingstoke: Macmillan Education.
- Sulistyani, H. D. (2013). Power and Resistance on Subaltern Women's Language (A Communication Study on the Use of Women's Language for Resistance in the Prostitution Boarding Quarter at Sunan Kuning, Semarang). (Doctoral Thesis). Jakarta: University of Indonesia
- Sunindyo, S. (1996). Murder, Gender and the Media: Sexualizing Politics and Violence. In L. J. Sears (Ed.), *Fantasizing the Feminine in Indonesia* (pp. 120-139). Durham: Duke University Press.
- Suryakusuma, J. (1996). The State and Sexuality in New Order Indonesia. In L. J. Sears (Ed.), *Fantasizing the Feminine in Indonesia* (pp. 92-119). Durham: Duke University Press.
- Wortham, J. (2004). Pretty Pretty Princess, Iris. Fall(49), 69. Retrieved August 2, 2005, from Proquest database.

LOCAL WISDOM BASED FOR KNOWLEDGE CONSERVATION OF MANUSCRIPTS IN KAMPUNG PULO GARUT

Herika Rainathami

(Universitas Padjadjaran, herika.fikom@mail.unpad.ac.id)

Agung Budiono

(Universitas Padjadjaran, abudfik@gmail.com)

Sukaesih

(Universitas Padjadjaran, sukaesih2013@gmail.com)

ABSTRACT

Local knowledge is an understanding values of life that are attached in the form of religion, culture and customs. In the development, society try to adapt to its enivronemnt to understand the concept of knowledge or wisdom in the form of ideas, tools, combined with customary norms, cultural values, for managing activities between the environments as a place to meet their needs. The concept of adaptation patterns in community transmitted from generation to generation into the guidelines in preserving manuscripts that are controlled and owned by the community in Kampung Pulo Garut. This study aims to find out about damage precautions to manuscript collections owned by the community of Kampung Pulo, based on local knowledge and understanding of the people in carrying out preservation activities. It will be done by answering five components of manuscript preservation activities by the community, which are: to know the purpose of documenting manuscripts by local people, doing background research of why documentation is conducted, community understanding of preservation, the value of the documentation, and the connection between documenting with the efforts to preserve cultural values contained in the manuscript. This study uses qualitative descriptive methode. Data was collected through three methods: literature review, interviews and observations. The observations will be carried out in addition to understanding the cultural context also to look at the technical aspects, namely the storage temperature and humidity, the implementation of culturally appropriate care is adopted, then the existence of the manuscripts can be maintained and prevented from damage. The value of the manuscript is not only informative, historical and educative, but more likely to its cultural nuanced.

Keywords: Preservation, local wisdom, manuscript, cultural tourism

INTRODUCTION

Ancient manuscripts is one of the types of records or documents that need to be preserved. Utilization of any document created (at one time) it will gradually decrease until disappear altogether, however this does not apply to raw documents, evidence of a fact (eg fossil) and documents that have acquired historical value regardless of the situation or the technical science today. Documents that are very old and rarely used can be tolerable received attention to specific people or for a particular purpose. (Sulistyo Basuki: 20-21).