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UNITY IN DIVERSITY
20th ANNIVERSARY FISIP UAJY

Faculty of Social and Political Sciences
UNIVERSITY OF ATMA JAYA YOGYAKARTA

INTERNATIONAL CONFERENCE

SOCIAL MEDIA CULTURES

Political, Economic, Social, and Journalistic Challenges

Yogyakarta-Indonesia,
September 22, 2011

WELCOME



Dear conference delegates,

Welcome to the International Conference on Social Media Cultures: Political, Economic, Social, and Journalistic Challenges, hosted by Faculty of Social and Political Sciences University of Atma Jaya Yogyakarta, September 22, 2011.

The theme reflects the interest of Faculty of Social and Political Sciences, University of Atma Jaya Yogyakarta to anticipate the rapid and fundamental changes occurring in our life because of the emergence of the social media. We see that the use of social network tools leads to social changes in everyday life, politics, education and other fields and it has changed the way information circulates within the country, creating more awareness, actions and changes.

This conference is dedicated to providing opportunities for scholars and practitioners to share their knowledge and to get involved in discourse on social media uses and their implications on politics, economy, social, and journalism, as well as the challenges they bring.

Through the presentation of invited speakers in plenary session and parallel sessions, delegates will present research that considers the current and future impact of the Internet and social media in political, economic, social, and journalism contexts.

We would like to thank you on your participation. We received 71 abstracts from 14 countries, 38 abstracts were accepted for presenting. However, some presenters have cancelled their presentation, and now we have 25 papers will be presented.

It is with great pleasure that we welcome four outstanding keynote speakers. Merlyna Lim and Yanuar Nugroho are outstanding Indonesian scientists. Merlyna will talk about participatory culture and political engagement in social media, lessons from the Arab Spring, and Yanuar Nugroho will talk about social media in the contemporary civic activism in Indonesia. We also have Prof. Martin Loffelholz from Ilmenau University, Germany who will talk about social media and corporate communication and Cherian George from Nanyang Technological University, Singapore who will talk about social media and journalism.

Most of all, I hope you find this conference intellectually challenging and stimulating for your own teaching and research. Have a great experience and enjoy!

12110677

Yohanes Widodo
Organizing Chair



PROGRAM OVERVIEW

International Conference on Social Media Cultures: Political, Economic, Social, and Journalistic Challenges

Auditorium Teresa

Jalan Babarsari 6 Yogyakarta 55281, Indonesia

Thursday, September 22, 2011

08.00-08.30: Registration, tea break

08.30-09.00: Opening

o **Dr. R. Maryatmo, MA**, Rector of UAJY

o **Dr. Lukas S. Ispandriarno, MA**, Dean of FISIP UAJY

09.00-10.30: Plenary Session I

o **Yanuar Nugroho**: "Citizens In @ction: Social Media In The Contemporary Civic Activism In Indonesia"

o **Merlyna Lim**: Participatory Culture and Political Engagement In Social Media: Lessons from the Arab Spring

Chair: **Dr. Mario Antonius Birowo, MA (UAJY)**

10.30-12.00: Plenary Session II

o **Martin Loffelholz**:

o **Cherian George**: The New Media Landscape's Diverse Journalisms

Chair: **Dr. G. Arum Yudarwati (UAJY)**

12.00-13.00: Lunch

13.00-15.00: Parallel Session I

15.00-15.30: Tea break

15.30-17.30: Parallel Session II

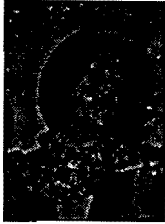
17.30-18.00: Closing

Parallel Session 1: 13:00-15:00			
Group A: Youth and Social Media			
Seminar Room (3rd Floor) Chair: Dina Listiornj			
No.	Name	Email	Title
1	Agoeng Noegroho - UNSOED Purwokerto	noegroho_agoeng@yahoo.com	Adolescent Reproductive Health Counseling Through The Internet Media: Obstacle Or Chance?
2	B. Guntarto - Yayasan Pengembangan Media Anak, Paramadina University	guntarto@gmail.com	Risk and Opportunity Among Indonesian Teens Using Social Media: The Need of New Media Literacy
3	Kartika Oktorina - Universitas Tarumanagara	tikaoktorina@gmail.com	Social Play : Social Competence Differences Among Gamers and Non-Gamers in Facebook
Group B: Ethics, Digital Divide, Cultural Identity			
Conference Room (4th Floor) Chair: Yohanes Widodo			
No.	Name	Email	Title
1	Narasimhamurthy. N - Bangalore University, India	narasim_m@yahoo.co.in	Information Rich and Information Poor: Digital Divide in India
2	Veerakumar Soundrapandian - Malaysia	veerakumar@ucti.edu.my, sound2020@gmail.com	Examining the Initiatives Implemented to Bridge the 'Digital Divide' in Malaysia
3	Reggy Capacio Figer - University of Tsukuba in Japan	reggyturf@yahoo.com	Performing Religiosity Online: The Case of Filipino Migrants in Japan
4	Santi Indra Astuti - UNISBA	dyaning2001@yahoo.com	Modernity Challenge for Moslem Teens as Digital Native in Social Network
5	Nasya Bahfen - RMIT University	nasya.bahfen@rmit.edu.au	Social Networking and Muslim Minority Identity
Group C: Corporate Communication, Integrated Marketing Communication			
Classroom A (3th Floor) Chair: Dr. Yudi Perbawaningsih			
No.	Name	Email	Title
1	Lestari Nurhajati, Sheila Aziza F - University of Al Azhar	lestarin@yahoo.com, sheila_aziza@yahoo.com	Community Responses on the Government's Social Media (Study at Twitter Metro Community Polda Metro)
2	Arief Budiman - University of Malaya	ariefjapz@yahoo.com	Optimizing The Social Media base on Three Spheres of Involvement Model in Corporate Communication
3	Rino Febri - The London School of Public Relations	rino.fb@lspr.edu	Factors Affecting the Need for Information in the Buying Decision Process by Word of Mouth through Social Media
4	Marsefio Sevyone Luhukay - Universitas Kristen Petra	marsefio@peter.petra.ac.id, ashye_luhukay@yahoo.com	Social Media In Corporate Communications: Indonesia BUMN's Case Study

Group D: Political Participation			
Classroom B (3rd Floor) Chair: Y. Bambang Wiratmojo			
No.	Name	Email	Title
1	J. Danang Widoyoko - University of Indonesia, Coordinator of Indonesia Corruption Watch (ICW)	jdandang@gmail.com	New Social Media dan Social Movement: A study of "Cicak vs Buaya" Movement in Defending KPK
2	Sih Natalia Sukmi; Erikson Sumtaky - Satya Wacana Christian University Salatiga	natz_solomiu@yahoo.co.id , indonesianos@gmail.com	Digital Democracy in the making : A Critical Discourse Analysis on Verbal and Symbolic Violence in Indonesia
3	S Kunto Adi Wibowo, Padjadjaran University	kuntoadi@unpad.ac.id or kuntoadi@gmail.com	Orality and Inappropriateness in the Computer Mediated Communication: Mapping the Political Discussion in the KASKUS Online Forum
4	Yesaya Sandang & Rini Darmastuti - Satya Wacana Christian University	yesayasandang@gmail.com , rindarmas@yahoo.com	Facebook and Social-Political Activism In Local Context (Closing the digital divide: How social are social media?)
5	Donatus D. Sasangka, MCMS - Universitas Atma Jaya Yogyakarta	doneet@yahoo.com	Deliberating Public Conversation : Reexamine Deliberation Quality of Suara Warga-Suara Merdeka Cyber News

Parallel Session II: 15:30 - 17:30			
Group E: Social Media and Journalism			
Conference Room (4th Floor) Chair: Yohanes Widodo			
No.	Name	Email	Title
1	Ira Mirawati - Universitas Padjadjaran	iramirawa@gmail.com	Mass Media and Social Media for The Rising of Health Justice in Indonesian's Reformation Era
2	Ignatius Haryanto - LSPP	ignh@yahoo.com	Online Media: A need for new particular journalism ethic?
3	Muninggar Sri Saraswati & Moch. N. Kurniawan - Swiss German University	muninggar.saraswati@sgu. ac.id, muninggars@yahoo.com	Citizen Journalism in Indonesia: The Experience of Kompas, The Jakarta Post and Vivanews.com
4	Lukas S. Ispandriarno - Universitas Atma Jaya Yogyakarta	Lukas_ispandriarno@yaho o.com	Is Blogging Journalism? Reexamining Journalism in Cahandong Blogger Community
Group F: Political Movement			
Seminar Room (3rd Floor) Chair: Dr. Yudi Perbawaningsih			
No.	Name	Email	Title
1	Farhad Rezaei - UKM, Malaysia	farhad.phd@gmail.com	The role of Mass Media in the recent Political shifts in the Middle East and North Africa
2	Matteo Ciastellardi - Universitat Oberta de Catalunya, Spain	mciastellardi@uoc.edu	Political reactivation in bottom-up environment: A social media framework to enhance participation from online network to everyday life and viceversa
3	Pradipa P. Rasidi - Universitas Indonesia	pradipa.p.rasidi@gmail.co m	Reconsidering Social Media Activism: Organizing Movements or Spreading Ideas?
4	Ramon Nadres - Universitas Katolik Widya Mandala, Surabaya	doktor.ramon@gmail.com	Leaderless Change?

PLENARY SPEAKERS



MERLYNA LIM

Merlyna Lim is a scholar studying ICT, particularly on the social shaping of the Internet in non-Western context. She received a PhD fellowship from the Netherlands Organisation for Scientific Research (NWO) to do her PhD research in Technology and Society Studies in the Netherlands. Faculty member of the Consortium of Science, Policy and Outcomes and the School of Social Transformation - Justice and Social Inquiry Program at Arizona State University.

PARTICIPATORY CULTURE AND POLITICAL ENGAGEMENT IN SOCIAL MEDIA: LESSONS FROM THE ARAB SPRING

Breaking from tendencies to either over or understate the role of social media in the Arab Spring, this talk locates the actual role of these technologies in mobilizing popular movements over a broader geography and longer space of time. Using Egypt as a central case study, the talk invites us to read social media beyond its usage in an independent event that unexpectedly occurred in a certain time-space nexus, namely, in Tahrir square from Jan 25th to Feb 11th. Our understanding should be anchored in the larger context and history of online activism in this region.

Using data and stories of activism, online and offline, from 2004 to 2011, this talk chronicles how social media facilitated the emergence of new networks of oppositional actors (to the ruling regime), the brokerage of various networks, and the diffusion of contentions to eventually converge the networks and frame their narratives into collectively coordinated mass actions.

The talk also shows that while can enable participatory culture to transform into political engagement and provide a relative free sphere for political communications and consolidations, social media alone is not sufficient to successfully generate popular mass movements in physical space. Instead, lessons from the Arab Spring show that the linkages of social media with various media--old, traditional, big and small media--are important in transforming the online activism into actual people power on the streets.



YANUAR NUGROHO

Yanuar Nugroho is a member of research group in the area of innovation, development and sustainability at the Manchester Institute of Innovation Research (MIIIR/PREST). Yanuar was awarded 'Outstanding Academics of the year 2009'. He has been involved in more than 17 projects funded by the European Commission, British Government, and international charities.

CITIZENS IN @CTION: SOCIAL MEDIA IN THE CONTEMPORARY CIVIC ACTIVISM IN INDONESIA

Today, across the globe, civic activisms around various developmental and advocacy issues have been shaped and characterised by social media use. This ranges from poverty reduction campaigns, pressure for democratisation, promotion of civic and political rights of excluded communities, to demand for freedom of expression – done through social networking sites, microblogs, video sharing, blogs and Internet forums, to say the few. Innovations in social media have perhaps given new impetus for the reinvention of new civil society and civic activism, but more than often, not all of these technological adoption processes are deliberate and strategically designed by civil society themselves, especially in an infant democracy context. Similarly, equal access to telecommunication infrastructure cannot be assumed as granted: digital divide is real, particularly in developing worlds. Moreover, mobile and cable broadband penetration has been claimed to have bridged the divide but most of its development simply follows the 'market logic' rather than its 'universal service obligation', leaving many deprived areas unconnected. In contexts like these, warnings on the over-exaggerated role of social media in social change, despite sounds too dystopian, are worth noting. Not only is the adoption and use of the Internet and social media in civil society never straightforward, its integration into the organisational strategy becomes problematic. This is the real challenge facing civil society in using social media to foster civic agenda in infant democracies and developing countries like Indonesia.

Nowhere in the world are these challenges more evident than in Indonesia. With 20% of the population connected to the Internet, the number of users reached 31 million in 2010 and is now estimated to be 39.6 million. However, 67% of the distribution of personal computer and 70.05% Internet access are concentrated in Java and Bali (in terms of ownership and access per household respectively) while other regions are largely left behind. Cable broadband distribution covers less than 9 million users and with zero growth, and is only available in major cities in Java, Bali, Sumatera, Kalimantan, and Sulawesi, with more than 50% of the capacity is installed only in Jakarta and its satellite cities. But even with this unequal infrastructure, Indonesia is now the world's second-largest market for Facebook and the third-largest for Twitter. Facebook users have reached more than 35 million; some 20.8% of Indonesian internet users aged over 15 tweet, making them the most prolific users of Twitter on the planet (compared to Brazil with 20.5% and the US with 11.9%) with 28% of the world Twitter conversation comes from Indonesia.

The phenomenon of social media use symbolises, or more precisely strengthens, the notion of a 'new' social movement in which social media use has characterised both the organisation and the magnitude of the movement. However, the adoption of social media in civil society groups and organisations is somewhat under-studied. As a result, not only do we know little about their patterns of social media adoption and use; we do not know what process they exhibit in the appropriation of social media for civic activism. We do not know the organisational respond to these processes internally and how this impacts upon civic activism in general externally.

This presentation seeks to potentially fill this important gap through exploring how social media has been strategically appropriated by Indonesian civil society to widen civic activism. The research was conducted in 2010, gathering data of more than 260 Indonesian civic communities and organisations through survey, in-depth interviews, meetings, workshops, and focus groups. The data states clearly that civil society in Indonesia is obviously a vibrant sphere. This vivacious realm is apparently not only a result of the engagement of Indonesian civil society groups and communities with global civil society, but is also shaped by the internal dynamics of the civil society over time. This widening of the civic space, as a result of civic activism, is also attributed to the use of the Internet, and lately social media, in Indonesian civil society.

The findings show that the Indonesian social media landscape is very dynamic. Both as an online sphere and as a market, it is big, growing and highly active. Social networking media such as Facebook and Twitter have become very popular for various reasons: the affordability of mobile phones; the strong sense of community in the Indonesian culture, and trends that spread quickly. Indonesian civil society groups and communities are also active users of the Internet and social media. The characteristics of new social media make it convenient for civil society to use, in order to assist them in achieving their missions and goals. Yet not all civil society groups and organisations use it strategically. A strategic use of the Internet cannot therefore be seen as just a direct output of using the technology.

Our observations suggest that a strategic use of the Internet and social media in civil society should be beyond technological, rather it should be about the widening of the interaction between civil society groups and communities and the beneficiaries they work with and for. Only when civil society can maintain a dynamic interaction with the public through their strategic use of popular new social media, can we expect the impact of the civic activism to be more significant. The diffusion of the Internet and social media in civil society itself is not, and will never be, a black-box process. Here, in the core, is a process of sociotechnical alignment underpinning the diffusion of technology, by putting the agency, not the technology, at the centre.

Through exploring the ways and contexts in which social media is adopted and used to facilitate civic activism, and the impact of such activism on the transformation of Indonesian civil society, this study is expected to provide a valuable lesson for other countries.



CHERIAN GEORGE

Cherian George is Associate Professor at the Wee Kim Wee School of Communication and Information, Nanyang Technological University, in the Division of Journalism and Publishing. Before moving to academia, he spent 10 years at The Straits Times, where he wrote mainly on domestic politics and media issues. Dr George remains active in professional journalism, as the editor and publisher of What's Up, an independent monthly current affairs newspaper for schools.

THE NEW MEDIA LANDSCAPE'S DIVERSE JOURNALISMS

The 2011 General Election in Singapore was an opportunity seized by “citizen journalism” websites to showcase the contribution they could make as alternative media in Singapore's political landscape. It was also a moment of choice. With little institutional baggage and few organizational restraints, bloggers could pick from a wide range of political stances and editorial strategies.

Leading independent websites in Singapore all adopted pro-opposition positions to balance the pro-government mainstream media. However, they staked out slightly different positions in relation to partisan politics, to other media and to the electorate at large. While some adopted more populist approaches, others were more wary of ground sentiments and tried to maintain some professional distance from the public.

These differences suggest that citizen journalism has not resolved the fundamental tensions between popular and elitist conceptions of democracy, and among competing normative notions of journalism's role.

**Facebook and Social-Political Activism
In Local Context
(Closing the digital divide: How social are social media?)**

Yesaya Sandang & Rini Darmastuti

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Social media have a great role in today's society. It comes in many forms, i.e.; Facebook, Twitter, Friendster, MySpace, and many others like Wordpress and Blogspot. Facebook as one of social media and networking website has been widely accepted and makes an important impact in today's life. As a variant of its predecessor's website (like MySpace or Friendster), Facebook brings so much more into our (virtual) social life. Facebook presence also affects so much aspect in our society, including social and political activism, although there are a different result and outcome if we look in different places and context. This paper will discuss the use of Facebook in socio-political activism based on the case of sociopolitical movement in Salatiga (Forum Perduli Benda Cagar Budaya- Salatiga or known as FORBED BCB). The analysis method will be emphasized on the theoretical aspect along side with the facts of the use of social media and its influences. By observing, involvement, reflection and other social fact sources that available, this paper will analyze the link between the use of Facebook with the reality of social political activism in local context. This paper will show (through the debate between neo-Luddite on one side, and Technophile in other side) that in every use of new technology, human being as users needs to be more aware in finding a balance in using it. This paper also would like to describe the tension and closing between social reality and virtual social reality, and conclude that there is a whole new social sphere, which sometime doesn't really connect with social reality. Finally this paper will show few impacts that Facebook (through Internet) could bring within local politic action context, and recommend further research topics.

Keyword: Social Media, Internet, Facebook, Local Politics, FORBED-BCB, Influences, Reality, Virtual, Social Facts, Technophile, Neo-Luddite, Balance, Activism, Social Sphere, Networking, Simulacra, Euphoria, Reality, Relativity, Social Networking, Cyberspace, Balance, Responsibility, Consequences. Politics