Workshop Penulisan Jurnal Ilmiah Internasional

ASKOPIS, Jayakarta Hotel Lombok

2 **Oktober** 2024

Oleh: *Masduki*

*Guru Besar UII, Penulis Artikel & Buku,
Reviewer Jurnal Internasional terindeks SCOPUS*

International Scientific Publications

Pengalaman *publikasi, editor, reviewer* (2020-2024)

- Published articles pada : International Communication Gazette (Q1), Media History (Q2), Media and Communication (Q1), International Journal of Communication (Q1), Journal of Radio and Audio Media (Q2), Media Asia (Q4), Asian Journal of Communication (Q1), Journalism Studies (Q1), Jurnal Sosial Politik UGM (Q4).

- Published articles pada jurnal SINTA 2 : Komunikator UMY, Jurnal Aspikom, Jurnal Kajian Komunikasi UNPAD, Jurnal Komunikasi UPNV Yogya, Jurnal Komunikasi UI.

- Reviewer artikel pada jurnal internasional bereputasi (terindeks SCOPUS) sejak 2020 : Asian Journal of Communication (Q1), Gazette (Q1), Media History (Q2), Jurnal Komunikasi Malaysia (Q3), International Journal of Media and Cultural Politics (Q3), Jurnal Sosial Politik UGM (Q4), Studies in Media and Communication (Q4), Critical Studies in Media Communication (Q2), Palgrave Macmillan Book reviewer.

- Editorial board : **Communication Theory (Q1),** UUM Malaysia, Jurnal Komunikasi UII

15 Social media, electoral politics, and political personalization in Indonesia

Masduki

Introduction

Since the end of the 20th century, the link between electoral politics and the mediated personalities of politicians has been an object of academic study. Scholars have pointed out that the exposure of politicians' private lives through digital media has become a prominent feature of any electoral pursuit, and that the mediated projection of 'a populist personality' is a necessary complement to ordinary people-based political ideas as well as the semiotic display of societal leadership and charisma (Bjerling, 2012; Driessens, 2013; Rojek, 2016; Danielson & Rolandsson, 2020). This personalization of politics has followed two lines of development. First, the focus of media exposure has shifted from the 'institutionalized political party to a personal charisma', which has been accompanied by 'a shift in focus from the politicians' public life in office to their private life in public space (Van Aelst et al., 2011). Those shifts have contributed digitally to the intimization of politics; politicians' activities, tastes, and preferences in areas not necessarily pertaining to their political views/goals are uploaded, commented on, and used to produce political capital (Bjerling, 2012; Stanyer, 2013).

This chapter examines the growth of political personalization in electoral politics by taking Indonesia as its case study. Indonesia, which has been called the 'Twitter and Facebook nation', offers an excellent example of how 'personalized politics' are growing rapidly on social media and used in electoral processes. The author will map the rise of political personalization practices, which have replaced conversations on public interests, in the context of the country's ongoing digital tribalism (Lim, 2017) and digital autocracy. Contributing to the growing debate on political personalization and intimization via digital media (i.e., Yaniv & Weinblatt, 2016; Kaplan, 2021), this chapter will examine the habits of politicians acting as 'social media celebrities' (Wheeler, 2014; Manning et al., 2016) and the manufacturing of their intimate lives as political capital for their electoral contestations.

Following the success of their predecessors, several of Indonesia's presidents since the end of Suharto's authoritarian political regime (1966–1998), particularly Susilo Bambang Yudhoyono (SBY) and Joko Widodo (Jokowi) have managed social media to publicize their personal activities and create good political reputation. The term 'media darling' has commonly been applied to individuals whose

DOI: 10.4324/9781003438441-18

My upcoming two international book chapters

From: "Boyle, Michael" <MBoyle@wcupa.edu>
Date: 20/09/2024 23:49 (GMT+07:00)
To:
Cc: "Rainear, Adam M" <ARAINEAR@wcupa.edu>
Subject: Update on timeline for Evolving Journalism Research Methods: Applications, Trends, Annalyses

Hello contributors:

We are very excited as we continue to make progress on chapters for *Evolving Journalism Research Methods: Applications, Trends, Analyses*. Our plan is to have feedback to authors by October 1 with the expectation that revisions would be returned by November 1 (please let us know if you would need more time). In most cases the revisions are minor with the main one being final formatting of the chapter. We'll reinforce those things when we send our reviewed chapter to each of you.

The chapters have been great to read and we are impressed with the quality of the work.

Don't hesitate to reach out with any questions and please keep an eye out for that message around October 1!

Dua publikasi terbaru di jurnal Indonesia

Understanding Business Model of Digital Journalism in Indonesia

Masduki[1], Narayana Mahendra Prastya[2], Iwan Awaluddin Yusuf[3,]
Ida Nuraini D. K. Ningsih[4]
[1,2,3,4]Department of Communication, Universitas Islam Indonesia, Yogyakarta, Indonesia

Abstract

The transformation in the media landscape in Indonesia is underscored by the emergence of digital-centric media entities and a new mode of news production distinctly divergent from traditional journalism. The purpose of this study is to examine the evolving business model of digital journalism, a sector experiencing rapid growth following the advent of the internet, social media, and the consolidation of online journalism since 2010. Employing a qualitative-descriptive method, this research is designed to capture the digital journalism business model in Indonesia's post-traditional print and broadcast media systems. From 2021 to 2023, the authors meticulously observed the contents and management of selected news media outlets, conducted semi-structured interviews, and gathered pertinent documents. The key question of this study centers on the nature of the business model underpinning journalism on digital platforms and its repercussions for the interest of news production and publication. The study reveals that business models for digital news media remain unstandardized, and the ecosystem of platform-based journalism has yet to achieve a healthy climate. From the perspective of digital news consumption, the prevailing culture of gratuitous (free) news culture and the concern of keeping trusted news media pose significant obstacles for news corporations in sustaining their operations.

Keywords: business model; digital journalism; free-access news; news; news verification

Abstrak

Transformasi pada arsitektur media di Indonesia ditandai semaraknya organisasi media berbasis digital dan produksi berita yang berbeda jauh dengan di era jurnalisme konvensional. Paper ini ingin mendiskusikan model bisnis berita digital di Indonesia, yang semarak pasca revolusi internet, media sosial dan menguatnya jurnalisme daring tahun 2010. Riset ini menggunakan pendekatan kualitatif-deskriptif. Metode ini dipilih karena mempertimbangkan cakupan data riset yang luas, melingkupi perkembangan jurnalisme online pasca disrupsi di media cetak dan penyiaran. Peneliti melakukan observasi terhadap sejumlah kanal media siber; melakukan wawancara mendalam dan pengumpulan dokumen terkait sepanjang tahun 2021-2023. Pertanyaan utama yang dijawab dalam riset ini adalah bagaimana model bisnis jurnalisme platform digital dan implikasinya pada tuntutan kerja produksi berita jurnalisme. Riset ini menemukan model bisnis media digital belum baku dan ekosistem jurnalisme berbasis platform digital belum tumbuh. Dari aspek kerja produksi dan diseminasi berita, budaya konsumsi berita gratisan dan tuntutan agar tetap dipercaya menjadi tantangan bagi korporasi jurnalisme digital untuk menjaga keberlanjutannya.

Kata Kunci: akses berita gratis; berita; jurnalisme digital; model bisnis; verifikasi berita

---

KAJIAN UTAMA

Persma Dalam Bingkai Gerakan Mahasiswa
* Studi Kasus Persma di Yogyakarta

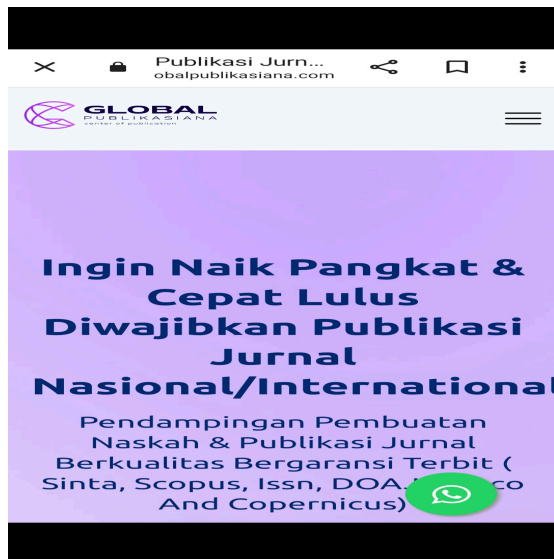Oleh : MASDUKI, NARAYANA MAHENDRA PRASTYA, DIAN DWI ANISA, ANUGRAH PAMBUDI *)

Pendahuluan

Sejak 2020 hingga 2024, muncul sejumlah aksi kekerasan, ancaman beredel, dan pembungkaman atas lembaga pers mahasiswa (persma) di beberapa kampus. Antara lain Lembaga Pers Mahasiswa (LPM) *Lintas* yang direpresi oleh Rektorat IAIN Ambon, Provinsi Maluku. LPM *Lintas* dibekukan menyusul terbitnya laporan di media tersebut tentang kekerasan seksual di kampus pada 2022 (Bbc.com, 2022). Wicaksono (2021, hal. 211) mencatat ada 151 kasus kekerasan pada pers mahasiswa dari 1998 hingga awal 2020. Lebih lanjut, hasil riset PPMI (Perhimpunan Pers Mahasiswa Indonesia) mengungkap kekerasan terhadap pers mahasiswa di Indonesia selama 2020-2021 mencapai 185 (Hasan, 2022). Bentuk kekerasannya dari yang paling ringan yaitu teguran, makian, surat peringatan, pencabutan berita, ancaman hingga pemukulan terhadap aktivis pers mahasiswa.
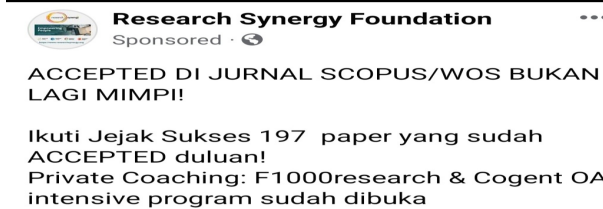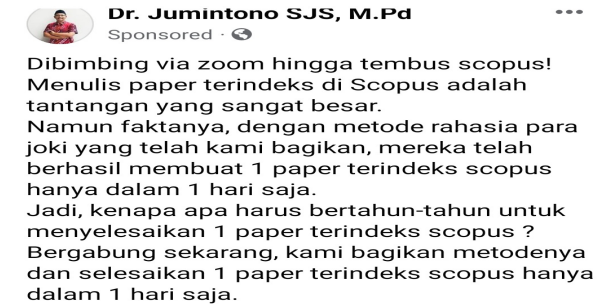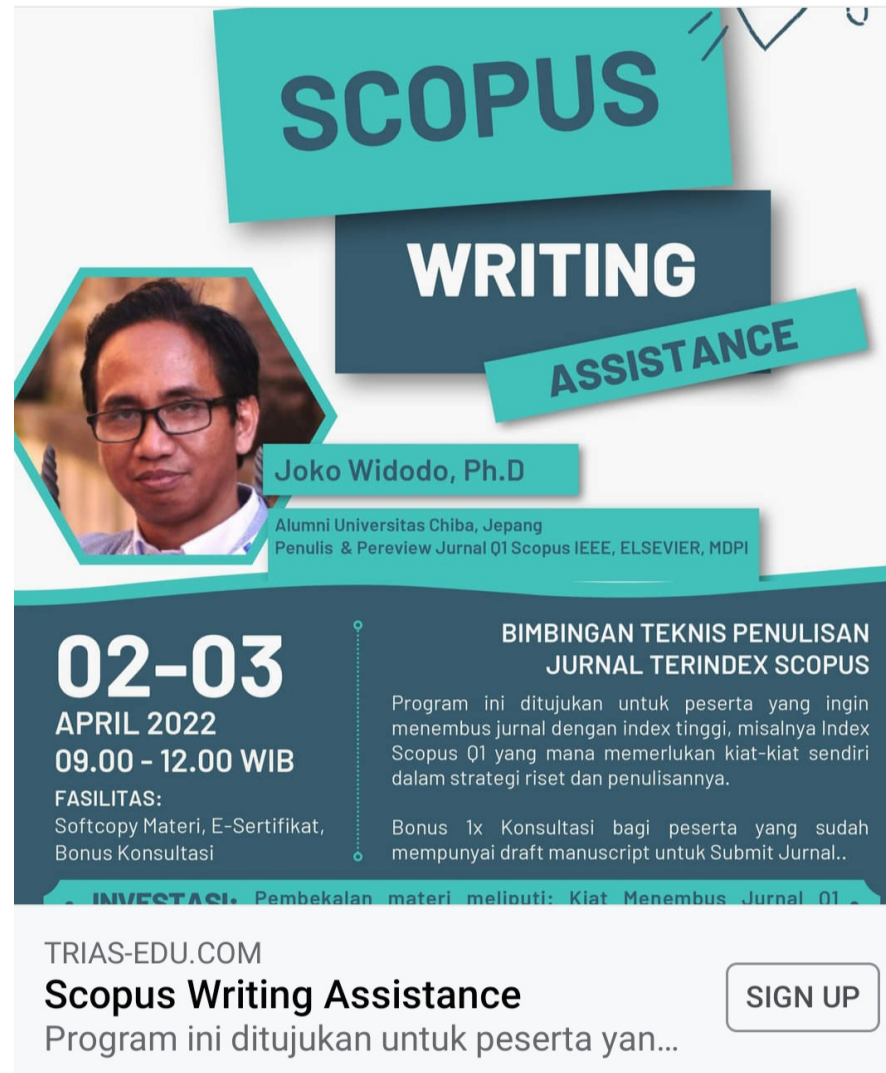
Berbagai kasus tersebut mengisyaratkan menguatnya benturan posisi ideologis antara

Budaya praktis, jalan pintas, *budaya makelar*

Skandal Guru Besar Universitas Lambung Mangkurat Meluas, 20 Guru Besar Diperiksa, Akreditasi ULM Langsung Turun Dua Pangkat.

TEMPO

ENAK DIBACA DAN PER

INVESTIGASI

SKANDAL GURU BESAR ABAL-ABAL

Para politikus dan dosen memakai jurnal predator dan memanipulasi syarat untuk mendapatkan gelar guru besar. Ada komplotan di Kementerian Pendidikan yang memuluskannya. H.38

- Berbagi hasil riset untuk **mengurangi ketimpangan informasi dan analisis akademik antara 'Barat' dan 'Timur'**

Submit an article   Journal homepage

Enter keywords, authors, DOI, etc

Listen

Editorial

Challenging the Hegemony of Western Scientism in Science Teacher Education

Wayne Melville, Geeta Verma, Todd Campbell & Byung-Yeol Park

Full Article   Figures & data   References   Citations   Metrics   Reprints & Permissions   View PDF   View EPUB

Previous article   View issue table of contents   Next article

Related resea

People also read

Onto-Epistemologi
Beyond Western Sc

Stephany Running
Journal of Science Te
Published online: 10.

In 2017, in putting together our application to the Publications Committee for the positions of Co-Editors in Chief, we (Melville, Verma, and Campbell) set out the key priorities that we wanted to pursue if granted the stewardship of the *Journal of Science Teacher Education* (*JSTE*). Building on the influential work of our predecessors, Judy and Norm Lederman, we stated that we wanted to extend the global reach of the journal and increase the impact of non-North American science teacher education scholars within the science

Memperkuat
rekognisi (kehadiran) dan reputasi akademik

Hello and a request External Inbox ×

Matthew Ricketson <matthew.ricketson@deakin.edu.au>
to masduki@uii.ac.id, Matthew

12:01 (6 hours ago)

Dear Professor Dr. rer. soc.Masduki,

I hope this email finds you well.

I am writing to invite you to be an examiner for a PhD I am supervising at Deakin University in Melbourne, Australia.

I think there are some interesting overlaps with the research you have done about the media in Indonesia.

The abstract is below. I would be very grateful if a leading scholar with expertise such as your possess could consider it.

If you agree, please let me know how many PhDs you have examined and, if you can remember, from which universities. (This is a requirement for Deakin's form about proposed examiners that I need to fill in.)

There is an honorarium of AUD$480 for examining the thesis.

Many thanks in advance.

Cheers, Matthew Ricketson.

Abstract

Bentuk 'silaturrahmi' akademik internasional, *memperkuat basis komunitas pada minat studi serupa.*

> > > > On Thu, 6 Jun 2024 at 17:45, Vincent Kuitenbrouwer <J.J.V.Kuitenbrouwer@uva.nl> wrote:
> > > > >
> > > > > Dear Prof. Masduki,
> > > > >
> > > > >
> > > > >
> > > > > May I take the opportunity to introduce myself. I am Vincent Kuitenbrouwer and I work at the History Department of the University of Amsterdam. My recent research has focused on the history of Dutch international broadcasting, particularly in the late colonial period and the era of decolonization. At the Netherlands Institute for Sound and Vision in Hilversum (which holds a large audiovisual archive) and the Royal Netherlands Institute of Southeast Asian and Caribbean Studies in Leiden (which is specialized in colonial collections) I have found large collections of material relating to the broadcasts of Radio Netherlands Wereldomroep (RNW) to Indonesia, particularly relating to broadcasts between 1950 and 1966. It is my plan to develop a grant application (due in October) to employ a PhD student to write a thesis about this topic.
> > > > >
> > > > >
> > > > >
> > > > > Knowing your work on Indonesian public broadcasting, including the history of broadcasting in the colonial age (your publication on the SRV), I was wondering if you would be available to become member of the advisory broad of the project (should it materialize). In addition to a fully funded PhD position at the University of Amsterdam, the grant would also offer budget to organize a number of workshops on broadcasting in the context of colonialism and decolonization. My plan is to see if one of these workshops could be organized in Yogyakarta (or somewhere else in Indonesia) in an effort to decentralize the current historiography, which in my mind is quite Eurocentric.
> > > > >
> > > > >
> > > > >
> > > > > It is still early days, but I hope you are willing to meet for an online conversation at one point before October. It would be very nice to get to know you and see if we could collaborate, either in this project or in other ways.
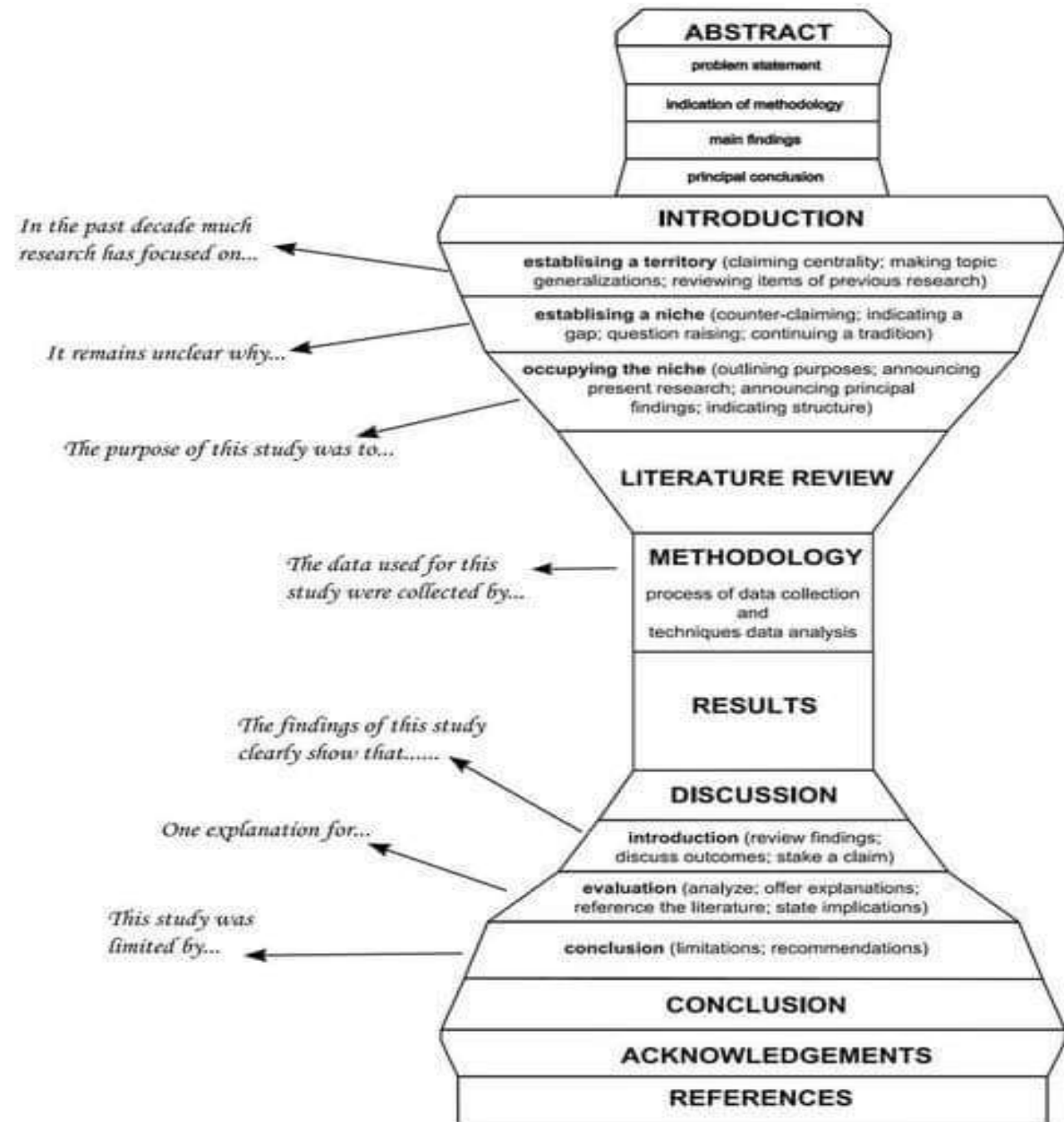> > > > >

Peningkatan karir dan kewenangan akademik:
LK dan Gubes

SYARAT UTAMA GB

1. DOKTOR/ IJAZAH S3
2. MEMILIKI SERTIFIKAT PENDIDIK
3. 10 TAHUN MENJADI DOSEN TETAP
4. DUA TAHUN MEMILIKI JABATAN AKADEMIK LK
5. TIGA TAHUN SETELAH TAMAT S3
6. JURNAL KUNCI/SYARAT KHUSUS YAITU SJR JURNAL MINIMAL 0,15 Atau SJR jurnal di atas 0,10 dan Q3, atau memiliki WoS paling sedikit 0,05.

Structure of *an Academic Paper*

ABSTRACT
- problem statement
- indication of methodology
- main findings
- principal conclusion

INTRODUCTION
- **establishing a territory** (claiming centrality; making topic generalizations; reviewing items of previous research)
- **establishing a niche** (counter-claiming; indicating a gap; question raising; continuing a tradition)
- **occupying the niche** (outlining purposes; announcing present research; announcing principal findings; indicating structure)

In the past decade much research has focused on...

It remains unclear why...

The purpose of this study was to...

LITERATURE REVIEW

METHODOLOGY
process of data collection and techniques data analysis

The data used for this study were collected by...

RESULTS

DISCUSSION
- **introduction** (review findings; discuss outcomes; stake a claim)
- **evaluation** (analyze; offer explanations; reference the literature; state implications)
- **conclusion** (limitations; recommendations)

The findings of this study clearly show that......

One explanation for...

This study was limited by...

CONCLUSION

ACKNOWLEDGEMENTS

REFERENCES

Mengapa sebuah artikel ditolak?

1. **Introduction, finding discussion tidak dialektis** (fatal flaws & leaps of logics)

2. **Terindikasi plagiarisme yang tinggi** (too much overlap with published papers)

3. **Submission & revision yang tidak cermat** (inappropriate review responses)

Power Relations and the Existence of 'Slank' (Foucault's technology of the self)

ABSTRACT

Slank is one of Indonesia's great bands that has endured for over three decades, developing a distinctive style and lyrical content. The social turmoil and dynamics experienced during the three ruling regimes are reflected in the histography of Indonesian music, encapsulated in hundreds of song lyrics. Through the lens of postmodernism and Foucault's poststructuralist approach, this research explores power relations and Slank's presence throughout these regimes. The study reveals that Slank's lyrics have acquired an exotic character, serving as a testament to the band's aesthetic existence. These lyrics illustrate Slank's effort to represent Indonesia, showcasing the country's cultural fusions from Sabang to Merauke, exemplified by songs such as 'Atjeh' and 'Good Morning Papua.' The lyrics also touch on themes of Western globalization and the extensive social dynamics embedded in Indonesian history. The research findings suggest that in creating music, Slank draws inspiration from power relations ingrained in social dynamics. The lyrics within Slank's albums revolve around resistance efforts, sensitivity to injustice, and challenges to dominant powers. These lyrical expressions serve as a means for Slank to resist and rebel against the narratives propagated by the ruling 'tools.'

Keywords: Slank, Postmodernism, Critical Discourse, Existence, Exotic

Tidak sesuai aim & scope jurnal target
(out of scope)-*mono disiplin?*

SCOPE

The Journal of Islamic Studies is a multi-disciplinary publication dedicated to the scholarly study of all aspects of Islam and of the Islamic world. Particular attention is paid to works dealing with history, geography, political science, economics, anthropology, sociology, law, literature, religion, philosophy, international relations, environmental and developmental issues, as well as ethical questions related to 🔍 scientific research. The Journal seeks to place Islam and the Islamic tradition as its central focus of academic inquiry and to encourage comprehensive consideration of its many facets; to provide a forum for the study of Islam and Muslim societies in their global context; to encourage interdisciplinary studies of the Islamic world that are crossnational and comparative; to promote the diffusion, exchange and discussion of research findings; and to encourage interaction among academics from various traditions of learning.

SCOPE

Media History is an interdisciplinary journal which welcomes contributions addressing media and society from the fifteenth century to the present. Its perspective is both historical and international. It explores all forms of serial publication in manuscript, print and electronic media and encourages work which crosses the boundaries of politics, culture and communications. The journal includes contributions covering a wide area of Media History, and welcomes contributions from across the globe. Contributors are encouraged to submit related visual material where appropriate.

Tidak ada argument novelty: data & konsep (relevance and *wider* contribution)

Tidak profer dalam penulisan bahasa Inggris (poor quality of English)

Tidak patuh selingkung/flow manuskrip (lack of adherence to guidelines)

Abstrak tidak to the point, muter-muter, deskriptif (tidak analitikal)

Risk management of media broadcasting in Indonesia

ABSTRACT

Risk management for an institution is a necessity. This is because risk has become an integral part of the institution. For this reason, every institution, whether political, business, or social, must be managed properly. In that context, the study aims to find out about the form of risk management carried out by one of the independent state institutions that are trusted to broadcast, namely the Central Indonesian Broadcasting Commission (KPI). The main theories used are Broadcasting and Risk Management. This study uses qualitative methods and is supported by field data through data collection through in-depth interviews and involved observations. The results of the study show that there are many risks that must be managed by the Central KPI in managing media broadcasts. Among these risks are unethical advertisements and broadcast protests due to the low socialization of the Broadcasting Code of Conduct and Broadcast Program Standards. As well as complaints from the television reading community. Therefore, the Indonesian Broadcasting Commission seeks to manage this risk through the School of Broadcasting Behavior Guidelines and Broadcast Program Standards (P3SPS) program and research on the quality of broadcast programs. With this program stakeholders, journalists and television broadcast media as well as experts are involved in schools and research. The results of the socialization made quality television broadcasts more enthusiastic, where finally the Indonesian Broadcasting Commission issued an award called the KPI award which was given to the most ethical broadcasting institution.

Uraian metode riset tidak berbasis kinerja riset, hanya definisi-konsep

Methodology

The methodology used in this research is qualitative methods. It develops social phenomenon with the purpose of understanding behaviours and the social situations surrounding it. The qualitative research utilizes three main sources: document analysis, interviews and a variety of texts, and online publications related to the research topic. The researcher tried to analyse documents on the dynamics of the mass media before it was under the shackle of censorship threats and after the political reformation in the framework of press freedom.

It is in line with Potter's statement (1996) that qualitative research documents include evidence such as letters, memos, notes, diary entries, articles, books, manuscripts, emails, and online discussions (Kim, 2016, p.45). The research utilizes documents, a written bibliography and the publication of online data selected in accordance with the research topic. News coverage is purposively chosen that is subjective and independent but under the influence of capital and state affairs.

In this study, the technique of data analysis is applied to three kinds of activities: data reduction, the presentation of data and the withdrawal of a conclusion (Miles & Huberman, 1994). Many documents that match to the research problem have been selected and analysed. In analysing qualitative data, the researcher links the statements that describe some phenomena, and then thoroughly classifies and analyses the connected concepts to produce scientific research (Dey,1993, p.31). In the essence, the collected data were selected purposively, linked and reduced in accordance with the research interest. Moreover, after the data were presented comprehensively, the conclusions then are reached.

Asian Creative City Development and Strategic Brand Communication

Abstract

The trend of creative city development in Asia has been the subject of attention regarding strategic brand communication. This research investigates how Asian creative cities use brand communication to formulate a distinct identity and attract tourism, investment, and talent. The study used a qualitative research methodology to examine documents, direct observations, and semi-structured interviews with city officials, scholars, and the Creative Cities Board. Key findings demonstrate that Asian creative cities are integrating their distinct cultural heritage and contemporary creative industries as their identity, thus distinguishing themselves from Western creative cities and further developing captivating brand stories. Social media and digital storytelling have been invaluable in expanding audience reach and actively involving local communities. Furthermore, the research highlights the significance of the pentahelix model, which entails cooperation among government, university, industry, civil society, and media in promoting innovation and sustainable urban development. It provides valuable insights and guides how Asian cities can develop a creative economy based on heritage and cultural aspects and use strategic brand communication to strengthen their identities globally.

Keywords: Asian creative cities, cultural identity, brand communication, pentahelix

'Peta jalan' menuju publikasi di JIB

- **Memahami karakter jurnal yang menjadi target**

1. Lakukan browsing jurnal bidang Komunikasi pada SJR, dll.

2. Cermati AIM and SCOPE----area studi, kawasan, pendekatan

3. Pelajari author guidelines----*selingkung paper: title, abstract, introduction, method, findings, discussion, conclusion, references*

4. Baca contoh artikel terbaru dari jurnal target: gaya penulisan

5. Pahami prosedur 'paper submission', OJS system

Story: pengalaman diskusi dengan Edwin Jurriens

Mengidentifikasi jurnal predator-abal abal

The International Journal of Media, Journalism, and Mass Communications: A Journal for Critical Perspectives `External` `Inbox ×`

media@arcopenaccess.org 13:24 (5 hours ago)
to masduki ▾

Dear Researcher,

International Journal of Media, Journalism and Mass Communications (IJMJMC), a well-established, open-access journal invites submissions of high-quality original articles for its current issue: **Volume 10 Issue 2**

IJMJMC welcomes a variety of article types within the field of **Media, Journalism and Mass Communications** including original research, literature reviews, theoretical analyses, and case studies.

Note: Publication charges are applicable for accepted papers.

Submit your manuscript through our online portal at : [IJMJMC] or email to: editor_ijmjmc@arcjournals.org

Deadline for submissions: **October 15, 2024.**

We look forward to receiving your work!

Best Regards,

Anjali.A
Editorial Assistant

Cek keselarasan nama jurnal dan kerja review artikel

Review

Navigating the age of AI influence: A systematic literature review of trust, engagement, efficacy and ethical concerns of virtual influencers in social media

Isuru Udayangani Hewapathirana[*], Nipuni Perera

Software Engineering Teaching Unit, Faculty of Science, University of Kelaniya, Kelaniya 11300, Sri Lanka
* Corresponding author: Isuru Udayangani Hewapathirana, ihewapathirana@kln.ac.lk

Abstract: This systematic literature review (SLR) delves into the realm of Artificial Intelligence (AI)-powered virtual influencers (VIs) in social media, examining trust factors, engagement strategies, VI efficacy compared to human influencers, ethical considerations, and future trends. Analyzing 60 academic articles from 2012 to 2024, drawn from reputable databases, the study applies specific inclusion and exclusion criteria. Both automated and manual searches ensure a comprehensive review. Findings reveal a surge in VI research post-2012, primarily in journals, with quantitative methods prevailing. Geographically, research focuses on Europe, Asia Pacific, and North America, indicating gaps in representation from other regions. Key themes highlight trust and engagement's critical role in VI marketing, navigating the balance between consistency and authenticity. Challenges persist regarding artificiality and accountability, managed through brand alignment and transparent communication. VIs offers advantages, including control and cost efficiencies, yet grapple with authenticity issues, addressed through human-like features. Ethically, VI emergence demands

'Peta jalan' menuju publikasi di JIB

- **Before and after paper submission**

1. Proofread naskah dan atau meminta kolega membaca/mereview naskah dari sisi konten dan kenyamanan membaca, dll.

2. Submit paper ke jurnal target mengikuti OJS system-nya.

3. Ada delapan tahapan after submission: (1) confirmation of submission, (2) editor desk review (bisa ada bisa tidak), (3) in review process by anonymous reviewers, (4) revise and re-submit (bisa ada bisa tidak), (5) first round review paper, (6) further/second round review, (7) if accepted: final review, (8) reviews of article format. All about 6-12 months.

Gaya penulisan artikel JIB Eropa/Amerika

- Koherensi *(runtut)* dan **clarity** berpikir, tidak abstrak dan melompat. Dari sejak struktur paper hingga sub-paper/section dan pola pikir ini ditunjukkan dengan ketaatan pada *selingkung jurnal*.

- Berpikir menulis untuk *publik akademik internasional yang beragam*, sehingga selalu peduli pada dimensi alur pikir yang runtut, penggunaan diksi yang sistemik: *tesa, antitesa, sintesa*.

- Tradisi *to the point*, langsung menyebut tujuan paper dan fokus kajian di awal tulisan ilmiah. Tidak diawali illustrasi abstrak atau makro.

- Dua gaya penulisan: (1) *Eropa Barat* yang kualitatif, 'romantik', fiksional, penekanan pada analisis spekulatif. (2) *Amerika Utara* yang 'kuantitatif', penguatan pada penyajian data statistik, analisis korelasional, dll.

Tahapan menjadi penulis: naik tangga…

- Menegaskan kembali *core research area* kita, kemudian **membangun jejaring peneliti pada bidang ilmu ini**, mempelajari target jurnal internasional yang selaras, mempelajari *aim and scope* jurnal.

- Kolaborasi sebagai *co-author,* atau ikut *call for paper* yang digelar jurnal tertentu, ikut konferensi internasional yang menawarkan publikasi: 'mencuri ilmu', membangun reputasi lewat jejak digital.

- Hunting peluang *menjadi reviewer jurnal.* Biasanya setelah artikel kita dimuat dua tátau tiga kali akan datang tawaran menjadi reviewer, guest editor, kemudian *menjadi editorial board*, hingga kita bisa belajar langsung karakter berbagai tulisan dari negara lain.

- Aktif merespon setiap imel yang masuk dengan segera, terbiasa memperkenalkan diri ke editor, *menjawab masukan reviewer secara rinci*: *point by point*, dll. *Tunjukkan antusiasme.*

Abstract & Introduction

MASDUKI
Universitas Islam Indonesia

Between state funding and volunteerism: The survival strategies of Indonesian community radio network

ABSTRACT

This article examines the sustainability of community radio, the 'third pillar' of Indonesia's democratic media system, after twenty years of government recognition. It focuses particularly on the strategies adopted by the Indonesian Community Radio Network (Jaringan Radio Komunitas Indonesia, JRKI) – Indonesia's largest community radio network – to maintain its survival, with a strong emphasis on funding models. This article is based on a review of relevant documents (reports from local and international agencies) and semi-structured interviews with informants from JRKI's central board and its partners. It is further enriched with a critical analysis of Indonesian broadcast policies and a review of community radio funding models in developed countries. Through its analysis, this article shows that community radio network in Indonesia is facing a managerial and financial crisis, one that leaves its sustainability in question. It also finds that the sustainability of JRKI and its members depends on the political climate and that the organization requires friendly regulations as well as partnerships with local and national public institutions. The recent trend (2015–21) of establishing partnerships with various government bodies has resulted in the association becoming increasingly state-driven in its management.

INTRODUCTION

Since they were recognized in 2002 as Indonesia's third pillar of broadcasting, alongside public and private channels, community broadcasters in Indonesia have faced internal and external problems. Subarkah (2012) and Dwiana et al. (2020) note that the media must deal with the limited competencies of its staff as well as severe shortcomings in financial support. Similarly, Subarkah (2012) and Adi Rusmansyah identify community radio as having four weaknesses: (1) a crisis of participation in radio management; (2) weak regulatory protections regarding frequency allocation, licensing and technology adoption; (3) low staff competence and (4) limited funding. Of these problems, the last is a major yet classic issue. This article describes how the Indonesian Community Radio Network (Jaringan Radio Komunitas Indonesia, JRKI), Indonesia's largest community radio network, has managed its programme and kept its relevance as a pillar of community media development – with a special focus on funding.

Historically, the development of community radio in Indonesia has been coloured by controversy, especially given its weak position in Law No. 32 of 2002 regarding broadcasting (henceforth the Broadcasting Law). Private broadcasters and government officials have tended to reject the presence of community radio, and systematic policies in the post-autocratic media have limited these broadcasters' access to sustainable funding. The legal provision for community radio broadcasters, thus, was premature (Masduki 2007; Wahyuningsih 2014), and these broadcasters have faced political and economic barriers over the past twenty years. Nevertheless, JRKI and its members have persevered and continued to serve their communities.

Studies of community broadcasters are growing, as shown by the works of Masduki (2007), Hollander (2008), Jurriens (2003), Subarkah (2012) and Wahyuningsih (2014). However, such studies have not focused on these broadcasters' funding. Five doctoral theses – i.e. Birowo (2010) and Dwiana (2021) – focus solely on community radio broadcasters' emergence as social movements after the fall of the Suharto regime. Similarly, previous books that explored these broadcasters – such as those of Masduki (2007) – only cover the early 2000s, and thus fail to consider JRKI as a key agency supporting the development of community media in Indonesia. This article is expected to fill this gap, thereby providing valuable input for community radio advocates in Indonesia and around the globe.

Why JRKI? Since its establishment on 15 May 2002, JRKI has become Indonesia's largest community radio network. This agency has persevered within the unhealthy broadcasting system (policy and governance) of post-autocratic Indonesia (2002 to present). Beyond playing its classic role as a media association, JRKI has acted as a social institution rooted in civil society to defend the free competition policy (Judhita 2015; Masduki 2017). JRKI, as well as the community radio it represents, is among the legacies of Indonesia's media reform – as are public broadcasting and independent broadcast regulation.

METHOD

Research for this article employed a qualitative approach to answer two questions: what funding models have been used by JRKI, the largest community radio association in Indonesia, during its twenty years of existence (2002–22), and to what extent have the said funding models ensured sustainability in serving its members and the public at large? Moreover, the article attempts to ascertain how problems with broadcasting policy affect JRKI, in particular, and community radio, more broadly.

Materials were collected through a review of relevant documents, as well as a series of semi-structured interviews with activists of JRKI conducted in Jakarta and Yogyakarta between 2016 and 2022. The author examines past studies by Indonesian and non-Indonesian scholars, as well as the assistance reports of local and international partners such as the World Association of Community Radio Broadcasters. These documents have helped identify and locate the development of Indonesian non-profit broadcasters, with a particular focus on funding models as well as government policies regarding community radio and its stakeholders, as provided by the Broadcasting Law and subsequent policies issued between 2002 and 2022.

Interviewees were selected through a snowball technique, with informants chosen based on their knowledge and experience with community radio and JRKI. Media practitioners and media advocates were interviewed regarding their knowledge of the history and sustainability of their stations, while three national chairmen of JRKI during the period 2012–22 were interviewed regarding their efforts to manage the network's cooperation with external parties to fund JRKI.

This article examines JRKI and its members together, as they are closely interrelated. In Indonesia's post-autocratic media system, JRKI's sustainability – especially in matters of funding – has largely been defined by the stability of the community radio and vice versa. In this sense, JRKI and community radio as its member may be blurred during funding discussions.

This article makes several contributions: (1) an overview of the global debate on community engagement models as a means of ensuring sustainability in community radio, including funding policies and types/sources, with a particular focus on developed countries in the West; (2) an analysis of Indonesia's funding policies for community broadcasting amidst the dominance of private media outlets; (3) a description of JRKI's sustainability strategies as well as its partnerships and (4) some initial findings on the funding models and survival strategies through which community radio has secured funding.

Method

This paper examines the continued presence of the IBs of Indonesia and Australia, assesses their current status, and compares the broadcasters' use in serving public diplomacy. This paper focuses on two issues: the history of the broadcasters and their organizational governance. This paper seeks to answer two main questions: What is the current state of the Indonesian and Australian IBs? From a public diplomacy perspective, how are these IBs linked with political authorities, and to what extent does political parallelism determine their role as well as their sustainability? By using the cases of Indonesia and Australia, this paper provides a recent picture of IBs in liberal (Australia) and transitional (Indonesia) democracies outside Western Europe. This study also contributes to the academic debate on the continued relevance of IBs as state-sponsored channels in digital public diplomacy.

To answer its research questions, this paper uses qualitative methods. Data were collected over the course of 2020 through a review of pertinent documents, observation, and semi-structured interviews. Per the tradition of qualitative research (Denzin & Lincoln, 1994; Creswell, 1998), research was conducted in three stages. First, primary data on the history and development of IBs, as well as their use for political diplomacy, were collected through a review of these broadcasters' strategies as published on their official websites and other relevant sources (e.g. official social media channels). Second, the media policies of Indonesia and Australia were analyzed, with particular emphasis on the policies of Indonesia's Ministry of Foreign Affairs and Australia's Department of Foreign Affairs and Trade. Third, in-depth interviews were conducted with the head of SLN, the Director of Public Communication at the Indonesian Ministry of Foreign Affairs, and Indonesian and Australian broadcasters with IB experience. Due to the COVID-19, interviews were conducted online. Empirical data were analyzed using the concepts of public diplomacy, media governance, and the political factors influencing the relationship between IBs and acting government officials.

Tetap semangat, jangan cari jalan pintas