

# **MEDIA, COMMUNICATION and SOCIETY EMPOWERMENT**

Foreword:  
Dr. Heri Budianto M.Si  
(The Chair of International Conference Committee)

Edited by :  
Didik Haryadi Santoso | Agustinus Hary Setyawan | Elysa Hartati | Noor Aeni

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## FOREWORD

*Alhamdulillahirobil 'alamiin*, we are the committee would like to express our gratitude for finishing this book. The articles within this book are the collection of panellists' scientific papers joining communication international conference held in Yogyakarta, November 1 – 3, 2016.

This book is the works of the practitioners and academics from 21 universities taking part in the communication international conference hosted by Mercu Buana University of Yogyakarta in order to welcome its 30th Anniversary. This conference is successfully held in cooperation with the Centre for Study of Communication and Literacy of Mercu Buana University of Yogyakarta and the Communication Higher Education Association.

Those works are the results of research and literature review, particularly related to Communication and Global Society Empowerment from diverse perspectives. We hope that this book can be an additional reference for communication science in particular, and other sciences in general. We realize that there are some shortcomings and weaknesses in composing this book. We thank to those who have assisted in finishing this book. In the end, we hope this book can be beneficial for us.

Yogyakarta, October 27, 2016

Dr. Heri Budianto M.Si  
The Chair of International Conference Committee

## FOREWORD

Communication and Global Society Empowerment is a major theme in the 2nd communication international conference hosted by Mercu Buana University of Yogyakarta. The theme is relevant with the current global situation in which the issues concerning society empowerment become very crucial considering the society aspect becomes the core of the effort in developing a civilized and sustained society. This empowerment process can run linear but it also can run as like a circle cycle. The approach is also varied, top down and bottom up.

In the ultra-modern era, the societies are faced in two dimensions at once. First, they take a role actively as the actors in building civilization; second, they are trapped in the circle of exploitation, monopoly, and commodification. Besides, in the global society or cross-regional, communication is one of the keys in the society either in the level of country, company, community, media industry and so on. In this position, it becomes one of very strategic perspectives and studies.

This book is issued and presented for the readers to share ideas from various perspectives. The results of study, thought, idea, and concept within this book are expected to be able to inspire and contribute in realizing the sustained civilization development across regional and global. Have a nice reading!

Yogyakarta, October 27, 2016

Didik Haryadi Santoso M.A  
Editor

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# **Interest of People and Government Support: Opportunities for Marketing Communications Strategy of The Private Higher Education Institution Through E Learning Program in The Rural Area of Indonesia**

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## **INTRODUCTION**

The competition between higher education institutions in attracting potential students is increasing. Each institution vying with each other to increase the facilities of educational facilities, improving the curriculum, the quality of human resources or setting teaching staff must also be improved. It is also happened in the cooperation with outside institutions. It emphasizes the cost of education which has to be rethought for all things done in order to solicit public potential for prospective students to join the institutions of higher education.

Facing the competition between universities, many colleges create a learning strategy. Learning strategy is one of the factors that influence the achievement of learning. The competence strategy has been progressing quite rapidly along with the development of information and communication technology (ICT). One of them is e-Learning. E learning has even become a necessity for academicians, considering both lecturers, students and educational institutions have been using computer technology in the process of teaching and learning activities. Utilization of e learning is expected to motivate the improvement of the quality of learning and teaching materials, quality and independence mahasiswa. e learning activity can also be used to overcome the limitations

of the classroom as well as the barriers of distance and time, in the implementation of teaching and learning activities. (UMB, 2009). In marketing the product / service, communication plays an important role, among others disseminate information, introduce the product, forming the image in the minds of consumers, influence purchasing behavior, encourage purchases and build a tangle of long-term relationships with customers and the wider public.

Indonesia as the third world countries have great concern over the shortage of technology and believe that the digital divide should be reduced so that there will be economic recovery. The Indonesian government is committed to using information technology effectively to support the improvement of national competitiveness. This aspiration is reflected in Indonesia (Yuhetty, 2004). ICT is undeniably play a role in promoting the teaching and research activities in universities. It can solve the problems associated with the quality, equity and access to higher education. ICT can also promote the sharing of resources and therefore increase efficiency and productivity while at the same time open up access to the global resources of knowledge and information (Kunaefi, 2007).

On the issue of marketing communications private colleges, the implementation of multimedia-based learning has been widely applied, except in the framework of the development of information technology and alternative learning models. Implementation of E learning models can also be as one of the strategies undertaken by private universities in Indonesia in attracting prospective student interest. This learning model attracts students because of its flexibility aspects, so that the learning can be done anytime and anywhere. In addition, E learning methods is one attempt to scrape away the remote class that is still growing in some areas, and is an attempt of Higher Education so that areas that are difficult to reach by education will be able to feel the distribution of education.

This study is a continuation of previous research conducted in the first year at the University of Mercu Buana (Jakarta), STIKOM Bali (Denpasar) and the University of Bosowa (Sulawesi). The results of the study that they got on the first show for the rest of California, represented by the University of Mercu Buana that has a significant difference between marketing communications conducted by private universities with an attitude in selecting education private high even though its influence is

weak. For Indonesia region Central in STIKOM Bali is represented by the research results that show little effect. The University of Bosowa has a strong influence among the marketing communications with an attitude of selecting students. Later in the first year of the study was obtained in accordance with the mapping characteristic of the area. Indonesia western region represented by Jakarta is classified as an urban area, while Bali and Makassar is a rural area. Marketing communications strategy was different in both categories of these regions. Students of urban areas came from among the employees who have limited time to follow the conventional lecture. In rural areas, the students also came from geographical limitations.

Therefore, based on these results and then do further research in the area of South Sulawesi to find out how much interest people pursue higher education at universities implementing e learning learning program. The location was chosen with consideration that e learning program is one of the strategies undertaken by the University of Bosowa in South Sulawesi. Furthermore, to determine how much knowledge, attitudes and interests of prospective students against learning model e learning, then do research toward the people of South Sulawesi who represent rural areas of Indonesia.

### **Marketing Communications**

Marketing communications is a process where marketers develop and present the appropriate stimuli unity, a clear target audience in order to obtain the expected unified response by marketers (Yessin, 1999). Subsequently (Burnett and Moriarty, 1998) explains that marketing communication is the process by which information or ideas are communicated effectively to the target audience. The target audience is a group of people who receive marketing messages and potential in capturing the messages that are communicated (Burnett and Moriarty, 1998).

Marketing communications is increasingly important role, because of the competitive environment and increased resources are needed to compete in the current environment trafficking (Engel et al, 1999). Basically, the goal of every marketing communication is to convey a specific message to specific target groups with a clear and effective manner

(Brannan, 1998). There are several advantages and development strategy of marketing communications (Smith, et al, 1999), namely:

- a. Static activities help each other to build in creating keketan communication through continuity and consistency.
- b. Helping to create messages more clear, sharp and precise aimed at consumers at various stages in the purchasing process.
- c. Tactical planning of any means of communication will be faster when the direction set out a clear strategy.
- d. Streamlining integrated marketing communications that save time, money and tension, as well as providing other benefits in terms of consistency and clarity.

In general, the forms of marketing communications have the same functionality, but forms can be differentiated functions in particular. In this case, each institution conduct constant communication about the programs implemented, students, alumni, campus and lainnya. Formal communications program is one of the key foundation in the activities of marketing communication mix. The main ones are public relations, marketing publications and advertising. Planning effective communication include, among others:

- a. Identifying the target market / target
- b. Classify the market needs
- c. Build market
- d. Choosing the right media
- e. Selecting sources
- f. Inventory feedback

When all units in educational institutions to work together to serve the interests of customers, the result is an integrated marketing. To encourage teamwork among departments, the educational institutions need to implement internal and external marketing. Internal marketing is marketing that is directed to people outside the institution external pendidikan. Pemasaran is serving customers and other parties related to the strategic staff. I, internal marketing must precede external marketing, because it is not rational communicate the excellence of services to students and stakeholders , before the staff is ready to give educational institutions.

Educational institutions need resources to serve the public. University finance operations depends on student fees, donors and other funding sources that support; for students and others, expect services that satisfy educational institutions, system administration regular, professional teachers and so on. Without the ability and the support of students, funding/finance, faculty, staff, faculty, facilities and other supporting facilities, an educational institution unethical such thing.

The increasing fierce competition in the field of education force private universities to not just focus on the use of the media, but the combination among the various communication techniques marketing. However in reality, that is often encountered today is the difficulty of integrating the various elements of marketing and communication techniques used.

### **E-Learning Model**

Many experts outlining the definition of E learning from various point of view. Frequent Definition used by many parties is as follows. E learning is a type of learning that allows the deliverance of the teaching materials to students using the internet, intranet or other computer network media (Hartley, 2001). E learning is the education system that uses an electronic application to support teaching and learning with the Internet media, computer networks, and standalone computers (LearnFrame.Com, 2001). Rosenberg (2001) emphasizes that the E learning refers to the use of Internet technology to transmit a series of solutions that can increase knowledge and skills. It is inline with the Cambell (2002), Kamarga (2002) which essentially emphasizes the use of the internet in education as the essence of e-Learning. Purbo (2002) explains that the term “e” stands for electronic or in e learning is used as the term for any technology used to support the efforts of teaching via the internet electronic technology. Or E learning is defined as follows: E learning is a generic term for all technologically supported learning using an array of teaching and learning tools as phone bridging, audio and videotapes, teleconferencing, satellite transmissions, and the more Recognized web-based training or computer aided Also instruction commonly Referred to as online courses.C.Koran (2002) defines e learning as any teaching and learning using electronic circuits (LAN, WAN, or the internet) to deliver learning content, interaction, or guidance. Ong (in Kamarga, 2002) defines e learning as

asynchronous learning activities via computer electronic devices that obtain learning materials that fit their needs. From the definition, we can conclude that the education system or the concept that use of information technology in teaching and learning can be termed as an E- Learning. Advantages of using E learning include: saving time learning process, reduce travel costs, saving the cost of education as a whole (infrastructure, equipment, books), reach a wider geographic area, to train students more independent in getting science.

### **Interests of People**

Walgito (1975: 106) defines interest as a situation where a person has the attention to an object which is accompanied by a desire to know. Ahmadi (1992: 145) states that interest is the attitude of a person's soul, including the three functions of the soul (cognitive, affective, konasi) which is fixed on something and in relating the feeling kuat.Kognisi elements associated with a person's thoughts or reasoning, that is related to something she knew. While elements of affection related to emotions/ feelings, attitudes and values. It can be concluded that the interest is a willingness, desire, and attention are the heart and soul of a person to pay attention or focus on something that interested him with feelings of pleasure or satisfaction.

According to Acceptance Rejection Based theory by Fryer, the existence of interest was based on the orientation of the individual likes or dislikes of the object, subject or activity. This in turn will affect the acceptance of individuals. If people like the object, subject or activity, then the individual will receive. If people do not like to object, subject or activity, then he will reject it. The determination of this interest is based on the individual reactions (refusing to accept). If he accepted it means that he is interested, and if they refuse means he is not interested in (Sarwono, 2003: 71).

Factors emergence of interest, according to the Cow and Crow (in Sarwono, 2003: 76) consisting of two factors:

- a. Factors encouragement from within, ie: curiosity or an urge to produce something new and different. This encouragement can make a person interested to learn something, do action or other activities that challenge
- b. Social motive factors, namely the interest in developing themselves and in science, which may be inspired by a desire to get into work, or their desire to gain an appreciation of family or friends.

- c. Emotional factors, namely interest associated with feelings and emotions. For example, the success would lead to a feeling of satisfaction and increase the interest, while failure can eliminate a person's interest.

## RESEARCH METHODS

The main method used is descriptive-quantitative and qualitative. Descriptive research is research that seeks to develop or explain precisely as possible about things (phenomena). This study seeks to explain or describe a situation or event using words. Thus, a qualitative descriptive research that is research descriptive data in the form of words written or spoken of people and observed behavior. In addition, quantitative descriptive study was also conducted to determine public interest in the model of e learning lectures.

Fieldwork was conducted on 20 to 27 August 2016. The research team explored several districts in the northern part of South Sulawesi province. Starting from Makassar, data collection was done in Maros, Barru, Pangkep, Sidrap, Pinrang, Pare-pare, Enrekang, Tana Toraja and North Toraja. Observation and unstructured interviews conducted primarily at Pinrang and Tana Toraja.

### Interests of People

Results of quantitative data analysis using SPSS data shows that to find out how much people know the potential student candidates, behave and are interested in continuing education in private colleges that implement e learning program used the following formula:

$$\frac{\text{Higher Score} - \text{Lowest Score}}{3} =$$

$$\text{Highest Score} = 5 \times 74 = 370$$

$$\text{Lowest Score} = 1 \times 74 = 74$$

$$\frac{370 - 74}{3} = 98,67$$

**Table Respondents Respond Categories**

Item	Respondents Respond					Score	Note
	SS	S	R	TS	STS		
1	6	40	15	9	4	254	Knowing
	30	160	45	18	4		
2	10	31	21	10	2	259	Knowing
	50	124	63	20	2		
3	7	22	24	15	6	231	Knowing
	35	88	72	30	6		
4	21	36	10	6	1	292	Knowing Highly
	105	144	30	12	1		
5	19	43	8	4	0	299	Knowing Highly
	95	172	24	8	0		
6	25	33	11	4	1	299	Knowing Highly
	125	132	33	8	1		
7	7	26	18	20	3	236	Knowing
	35	104	54	40	3		
8	9	30	21	13	1	255	Knowing
	45	120	63	26	1		
9	6	27	16	23	2	234	Knowing
	30	108	48	46	2		
10	17	20	15	21	1	253	Knowing
	85	80	45	42	1		
11	27	43	3	0	1	317	Like very much
	135	172	9	0	1		
12	19	47	8	0	0	307	Like very much
	95	188	24	0	0		
13	30	38	6	0	0	320	Like very much
	150	152	18	0	0		
14	22	48	3	1	0	313	Like very much
	110	192	9	2	0		
15	27	46	2	0	0	321	Like very much
	135	180	6	0	0		
16	20	35	18	1	0	296	Very interested
	100	140	54	2	0		
17	13	36	24	0	1	282	Very interested
	65	144	72	0	1		
Item	Respondents Respon					Score	Note
	SS	SS	R	TS	STS		
18	19	36	19	0	0	296	Very interested
	95	144	57	0	0		
19	25	31	18	0	0	303	Very interested
	125	124	54	0	0		
20	22	35	16	1	0	300	Very interested
	110	140	48	2	0		

Communities know their private colleges that implement e learning programs, they also know their local universities are to implement the program. They know such information through brochures, advertisements of local print media, radio, as well as from the exhibition in the schools. Respondents are also very pleased if there are private universities implementing e learning model. Moreover, if in their city there are also colleges that apply the e learning program , because of the cost and time

more efficient and can overcome geographical constraints. E learning model is a solution that can be applied to solve problems that occur in the field of higher education. Evidence on the fieldwork shows that many students eventually have to follow the regular lectures were certainly in terms of cost, time and distance of an obstacle for them. Respondents are very interested to study in private colleges that implement e learning courses model. This interest was further reinforced by their desire to sign up to college is implementing e learning program. They have that desire for learning model is considered more e learning can save time, costs and can overcome great distances from the location of residence

### **Amenities Internet and Local Government Support**

Observations and interviews show that the facilities and infrastructure of the Internet in the Pinrang and Tana Toraja district has been pursued adequately. Regency (Regency) Tana Toraja in 2012 received assistance four cars Internet service from the Ministry of Communications and Information Technology. Internet car services rotateto all districts in Tana Toraja.

Pinrang ambition manifest itself as cyber regency (district cyber). With the help of the Center for Research and Development and Information commucation Makassar, regent Pinrang build a system of e-government and encourage the development of local applications such as “KemanaPinrang” which contains information tourist places in Pinrang. Those facilities areFree Wifi (free internet) in Lasinrang Park (ex Lasinrang field) which is currently very crowded with people Pinrang from morning, afternoon and evening.

Means and internet infrastructure and government support for adequate for the development of higher education system. However, there is no specific policy concerning the organization of educational opportunities using a model of e learning. District governments provide support to the staff and employees of local governments who wish to continue their education by learning tasks and permit. Employees who take the learner’s permit is the party most likely to be targeted e learning in courses for study permits granted outside of the main tasks of everyday. That is, employees still work during normal working hours and allowed to study outside working hours. However, from interviews and observations

of researchers, government employees learner's permit area is likely to take special regular lectures employee at the local private colleges. This situation is also due to the absence of e learning in courses organized by the local private colleges. While the primary and secondary school teachers are encouraged to complete a bachelor generally take courses from universities that organizes education majors. In the province of South Sulawesi, the teachers who take the degree generally college at the State University of Makassar.

Areas still lack the means of higher education. Local communities should be moved to Makassar to obtain choices wider and adequate for continuing education. Private colleges are organizing remote classes for degree experienced problems of government regulation by Dikti no. 595 / d5.1 / 2007 dated February 27, 2007 regarding the ban held remote class and the 'class Saturday-Sunday'. University Bosowa closing programs such as some classes for primary school teacher (PGSD) in West Sulawesi and the southern region of South Sulawesi. Students of PGSD remote classes are given the option to quit or join the regular classes on campus in the center campus of Makassar. The private employees or self-employed generally argue that they do not require the continuation of education. Their education is now considered to be in accordance with the necessary qualifications.

The e learning courses for the public is very beneficial because it can save costs and time. E learning courses are also very beneficial those who lived far away from campus and geographically difficult to reach. Based on the results of the field survey, telecommunication facilities and infrastructure already available in their area making it possible to access information online

### **Opportunities for Expanding E Learning Programme as an Implementation of Marketing Communications Strategy**

The survey showed that respondents know their private colleges that implement elearning programs. They also know their city are private universities that implement the program. Respondents feel very happy if there are private universities implementing e learning learning model. Furthermore, they are also very interested to attend lectures by using a model of e learning.

Community interest can be equipped with the commitment of the region to provide adequate access to information technology. This is a distinct advantage. Internet facilities and infrastructure in the area facilitate the lecture e learning. However, private colleges have not been more active and work on this potential.

Private colleges can develop the potential of the area and the public interest is to expand the reach of the target consumer. In marketing a product / service, communication plays a crucial role, among others disseminate information, introduce products, forming the image in the minds of consumers, influence buying behavior, encourage purchases and build a tangle of long-term relationships with consumers and the broader public again. in the marketing communication activities can be done from the presentation of information on products / services, advertising, sales promotion, special event (specialevent), personal selling, publicity, direct marketing. These are called the marketing communications mix. Product marketing lectures e learning in general no longer need to massively for general public, especially the respondents, already know about the e learning lectures. Furthermore, you need to do is strengthen the specialized marketing communications of any private university that organizes lectures e learning program.

## **CONCLUSIONS AND RECOMMENDATIONS**

Private colleges which organizes lectures e learning programs can take advantage of the people great interest, facilities and infrastructure of the Internet, as well as the regional policy. Implementation of the program of lectures e learning has many advantages and disadvantages to private colleges. Therefore, the public interest and the availability of internet infrastructure as well as local government support could be used to develop private colleges communication marketing, particularly in rural areas of Indonesia.

Suggestions to be made based on the results of this study primarily is an opportunity to improve the marketing communication strategy of private universities in Indonesia using e learning lecture system. This system has many advantages and disadvantages to increasing the value of private universities in attracting prospective students. This system also helps even distribution of higher education in the region. Therefore, it is appropriate and with the actual demands of the times when private colleges organize e learning lecture system.

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