The Political Economy Phenomenon of Communication in Indonesia (Case Study of Hijab Commodification in Unilever's Fresh Body & Lotion Adverts)

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Abstract
Changes in hijab fashion trends have been developing rapidly in Indonesia until the end of 2017. Hijab women are now the target market for producers in Indonesia. As an indication is the emergence of many special products for women who wear hijab that often appear on television screens. Fresh Hijab ad is a lotion ad that is one example of hijab commodification, which is shifting the value of hijab to be more commercial to get sales profits. This phenomenon is included in the study of the political economy theory of media communication written by Moscow with an indication of the entrance to capitalism by means of the commodification of content or content carried out by the media to gain high profits for producers and the media. This paper uses the observation method in the Hijab Fresh advertisement video and is analyzed using a semiotic analysis technique, Charles Sanders Pierce's Semiotic Theory which will explain the meaning of the sign contained in the Hijab Fresh Hand & Body Lotion advertisement.

Keywords: commodification, economy communication, political communication, hijab commodification, semiotic theory

Virtual Political Socialization Strategies of Candidate Pairs at Elections Student Executive Board of State Universities in Surabaya

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Abstract
Political socialization is an important part of the candidate pair's important role in gaining support. The application of virtual media of candidate pairs also determines the direction of the votes in each candidate pair. This study used a qualitative-descriptive approach with interview and virtual observation data collection techniques. The results of research and analysis conducted, showed that the candidate pairs mapped students
through virtual media to convey their political strategies, then used each virtual media of the candidate pairs to socialize their superior programs that were different from other candidate pairs. So, the candidate pair in this case made a political socialization strategy on every virtual media to increase the votes in the contestation of the student highway elections.

**Keywords:** political socialization, general elections, state universities in Surabaya, virtual

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**THE DIFFUSION INNOVATIONS IN THE WITHOUT BURNING WET-LAND PROCESSING IN CENTRAL KALIMANTAN**

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**ABSTRACT**

The haze disaster that hit the Central Kalimantan and surrounding areas in 2015 had a broad impact on various fields of life, such as economics, health, and education. The government prohibits land clearing by burning and launching a peat restoration program to prevent the occurrence of the smog haze again while restoring degraded peat ecosystems. However, the diffusion of innovations in peat restoration programs carried out by BRG in which there is PLTB program must deal with the habit of burning land that has been carried out for generations. The study about the process of diffusion innovation in PLTB program in Central Kalimantan used a qualitative descriptive approach with a case study method. The face-to-face interpersonal communication channel is the main communication channel of the BRG in the process of diffusion of innovation in PLTB program and is considered the most effective. BRG maximizes the role of opinion leaders and change agents as a source of information. BRG also improved the function of Fasdes and established intensive communication with peatland farmers through the WhatsApp group to overcome uneven internet network constraints.

**Keywords:** peat restoration, land processing without burning, diffusion of innovations

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**The Pakkacaping Existence as a Public Information Delivery in Parepare City**

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**ABSTRACT**

Pakkacaping traditional media in society is displaced by the development of digital media. This study aims to determine the existence, the role of the community as a medium for delivering public information. This research is a qualitative research which uses interview and observation as tools to collect the data. The results of this research show that the existence of the traditional media is now only accepted by limited certain communities, namely generations over 40 years and over. While among millenial generations it is still unpopular and difficult to develop. The role of the community in the development of traditional medals can be...
seen in the appearance of Pakkacaping’s cultural arts at traditional parties which are only held at certain events. The role of the government is still quite good. It can be seen from the existence of coaching in the form of giving ample spaces to art galleries to open trainings for the community. Although from a financial perspective, the government has not provided full support since this is not yet a government priority. 

Keywords: tradisional media, pakkacaping, media public information

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**ABSTRACT**

Instagram is a social media that allows us to easily promote products where one of them is done by publishing promotional content. However, posting promotional material at the right time to get an optimal response from the audience is a complex problem. This study aims to analyze the best publishing time to publish promotional content from 10 open trip service provider accounts on the Instagram platform. Researchers use the web scraping method to extract data from Instagram accounts and the aggregation, ordering, and selecting methods to analyze the best time. The basis used to determine the best time is the number of likes and comments on all posts. This research has succeeded in extracting Instagram's web data and analyzing post data from several Instagram accounts of open trip service providers. The results of this study indicate that each account has a different best time to publish content. For example, the best time to post content from an Instagram @hvtrip account is Friday between 20:00 and 20:59. The study can be used as a recommendation for Instagram account holders of open trip service providers regarding the best time to publish promotional content on Instagram to reach an optimal audience. Of course, this is not limited to Instagram accounts open service providers only.

Keywords: social media analytics, Instagram data, marketing, open trip services, the best time