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# DIVERSE NARRATIVES

MEDIA AND COMMUNICATION DYNAMICS IN SOUTHEAST ASIAN COUNTRIES



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## PREFACE

**Amalia Nurul Muthmainnah**  
**Dinda Lisna Amilia**  
**Mohammad Insan Romadhan**

In an increasingly interconnected world, the role of media and communication in shaping societies and cultures has become more prominent than ever before. This book chapter, entitled "**Diverse Narratives: Media and Communication Dynamics in Southeast Asian Countries**," delves into the media landscapes across the diverse nations that constitute the vibrant region of Southeast Asia. This book embarks on a journey to unravel the multifaceted dynamics that influence media production, consumption, and its profound impact on the societies of this intricate region.

This book seeks to explore the complexities of media dissemination, technological advancements, cultural nuances, and the social implications of various media forms within this richly diverse region. At the heart of this exploration is the recognition that media is a powerful force in shaping and reflecting societal narratives. From traditional oral storytelling to the digital platforms that now dominate, the means of communication have evolved, often paralleling the socio-political transformations that Southeast Asian nations have undergone. By delving into these intricate connections, we gain insights into the ways in which media both mirrors and molds the identities of these nations.

The way media constructed while also affected by the political power can be seen in the first article written by **Kevin Adi Nugraha, Maulana Arief, and Mohammad Insan Romadhan** (UNTAG Surabaya, Indonesia) entitled "**Framing Analysis of Mediaindonesia.com, Viva.co.id, and Kompas.com in Reporting Anies Baswedan's Candidacy as a Presidential Candidate for The 2024 Election**". By analysing three mainstream online media in Indonesia, in which two of them are owned by politicians, their

research findings show how the owner of the media has a huge role in directing the news angle, especially close to an election.

The second article written by **Engelbert Bahia, John Esteward D. Carcosia, Fern John E. Igloria, and Hazel Jane P. Libe** (XU, Philippines) also explores the influential role that media outlets play in shaping public perception by utilizing social media platforms. With the title **“Setting the Agenda for Agriculture: Analyzing the Coverage of Agri-related Contents on the Facebook Pages of Select Radio Stations in Cagayan de Oro (CDO)”**, their research utilized content analysis and guide sheets to examine how the top five most followed radio stations in CDO covered agri-related topics on their Facebook sites. Among those five Facebook pages, Magnum Radio bears the potential to become an ambient source of agri-related information. From the frequency, agenda and construction of content, Magnum Radio can be a perfect partner may it be from academe, NGOs and government agencies to promote sustainable agriculture in the city, region, and to the nation.

**Ally Tan Shu Xin** (Tunku Abdul Rahman University of Management and Technology, Malaysia) also discusses similar issue but in other social media platforms through her article entitled **“The Effectiveness of Zero Waste Campaign Through Instagram Advertising in Creating Awareness Among Malaysian Young Adults”**. With quantitative approach that collected 100 responses from Malaysian young adults, she found that different Instagram features spark varied levels of curiosity in young adults about zero-waste campaigns. Moreover, young adults are influenced by the zero-waste campaign on Instagram advertising which allows them to start curating environmental responsibilities.

The fourth article also discusses the effectiveness of social media platforms, but for marketing purposes. Written by **Laksaman Phonsiri, Thanakan Purintrapibal, and Attanan Tachopisalwong** (Walailak University, Thailand), the article entitled **“Marketing Communication Tools Affecting Consumers’ Buying Behavior via TikTok Application”** focuses on the buying behaviour of the customers in Nakhon Si Thammarat, a province in Southern part of Thailand. They conducted a survey of 400 people and found that

most of their respondents use TikTok to search for products information. Therefore, TikTok is being utilized as a tool to build the brand image of a product, with influences being the most important factor influencing the buying decision, particularly promotion are conducted using the TikTok Live feature.

Speaking of marketing, the next article, written by **Ng See Pei** (Tunku Abdul Rahman University of Management and Technology, Malaysia) discusses whether the use of internet memes by Malaysian brands leads to positive brand perception and affects purchase decisions among Generation Z. Entitled **“To Meme or Not to Meme? Examining Patterns and Effects of Memes Marketing among Gen Z in Malaysia”**, the study identifies patterns in internet memes that boost social media engagement. Responses were collected from respondents who viewed memes on online platforms. She found that the majority of respondents agreed that meme marketing led to a positive perception change, with consistency in implementation resulting in better performance. Her survey also revealed that the majority prefers relatable and simple memes. Therefore, the use of meme marketing tends to create positive perceptions toward brands when their memes are content-driven, relatable, and simple.

While social media undoubtedly offers numerous benefits, it is important to acknowledge that it is not without its drawbacks and negative aspects. The incidents of harassment and online abuse are increasing over the years, in which **Princess Shahanee F. Daug, Grapesy G. Itum, Nicolo Nathan O. Macoy, and Mhargo H. Paderog** (XU, Philippines) tried to provide the empirical data of this phenomenon through their research entitled **“Zooming In on Online Gender-based Sexual Harassment: A Critical Discourse Analysis on the Comment Section of Rappler’s Facebook Posts”**. Drawing from the previous research that claimed that harassment cases often come unrecognized, they observed the comment section of Rappler’s Facebook Page for the months of June, September, and December 2021, and March 2022. Their research findings show that online gender-based harassing comments to be minimal, only at a number count of 2 with destructive criticism at a number count of

191 among other forms of harassment and comments that do not constitute harassment (neutral).

In today's interconnected world, harnessing the power of social media alone is not enough. It is crucial to recognize the significance of integrating social media with direct communication strategy. This is the main finding from the research entitled **"Communication Audit of Suroboyo Bus Program Socialization After The Payment System Changes"**, written by **Agus Wijayanto, Merry Fridha Tri Palupi, and Beta Puspitaning Ayodya**. This research aims to identify issues in the socialization process undertaken by the Surabaya City Transportation Service to disseminate the new electronic payment system. It utilizes qualitative research methods, by employing interviews, observation, and documentation in the data collection process, then analyze the data with communication audits techniques. The results of the communication audit indicate that a shortage of personnel is the underlying cause of sub-optimal socialization activities. They suggest that The Surabaya City Transportation Service to effectively employ two communication channels at once. This entails leveraging social media such as Instagram in tandem with direct communication in the field, such as posters, bus-mounted speakers, and roadshow programs.

The last article in this book are not about news media or social media, but discusses an equally important issues in the realm of media and communication. Through a research entitled **"Knowledge Management *vis a vis* Succession Planning: The Case of XU-CSG"**, **Jaerah Mae R. Emano, Kryzel Bianca F. Odron, and Al Jasper P. Parmisano** explore the establishment of Knowledge Management majorly on the Succession Planning processes of the student officers in XU - Central Student Government (XU-CSG). They address the absence of a thorough procedure and embedded policy on Knowledge Management and Succession Planning in the XU-CSG's 2005 Constitution as well as the practices of the student officers through their answers. According to the findings, the participants strongly show a positive attitude toward the value of Knowledge Management and



Succession Planning, as well as a great desire to pursue it. They believe that it leads to the overall growth of the organization and the holistic development of the student officers. However, despite the bright outlook, there is an absence of the practices of Knowledge Management, most especially in Succession Planning. Moreover, findings show that if XU-CSG is given sufficient time, people, and opportunities to conduct and mandate Succession Planning, it will greatly benefit the organization.

In conclusion, this book of "Diverse Narratives: Media and Communication Dynamics in Southeast Asian Countries" invites readers to embark on a voyage through a region where media transcends mere information dissemination, becoming a lens through which societies perceive and project themselves. The chapter aims to foster a deeper understanding of the role media plays in shaping collective identities, fostering dialogue, and influencing public opinion. By acknowledging the interplay between technology, culture, and society, we can illuminate the pathways that Southeast Asian countries tread as they navigate the ever-evolving landscape of media and communication.

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**DIVERSE NARRATIVES:  
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DYNAMICS IN SOUTHEAST  
ASIAN COUNTRIES**



# PART 1

## SHAPING PUBLIC OPINION: THE ROLE OF MEDIA IN SOCIETAL INFLUENCE

**Framing Analysis of Mediaindonesia.com, Viva.co.id, and  
Kompas.com in Reporting Anies Baswedan's Candidacy as a  
Presidential Candidate for The 2024 Election**

*Kevin Adi Nugraha*<sup>1</sup>

*Maulana Arief*<sup>2</sup>

*Mohammad Insan Romadhan*<sup>3</sup>

Reports in the mass media regarding the declaration made by the Nasdem party in nominating Anies Baswedan as a presidential candidate to compete in the 2024 general election are increasingly prevalent. Various press companies are examining this issue from multiple perspectives that is presented on their respective channels. In this research, we employ William A. Gamson's analytical framework to analyze news coverage in the media by looking at the way the media tells a story in package and assessing the prominence of specific aspects within the presented news. The analysis incorporates two main components: Framing Devices and Reasoning Devices. Framing Devices encompass Metaphors, Catchphrases, Exemplars, Depictions, and Visual Images. While Reasoning Devices comprise Roots, Appeals to Principle, and Consequences. In this study, the analysis is conducted on three

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declared as a presidential candidate, while Anies himself is linked to an investigation by the KPK regarding the Formula E case. We identify several indicators of this prominence, including the selection of sources, analytical methodologies employed in reporting, and supplementary evidence corroborating these interpretations.

From this research, it can be concluded that there is an impartial attitude of the media towards Anies Baswedan as a presidential candidate declared by the Nasdem party. The media attitude is consistently reflected in portraying Anies Baswedan as a means to boost the standing of his party's chairman. In fact, several reports also explained Anies' actions against the government which adds complexity to the news coverage.

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### **Kevin Adi Nugraha**

Kevin Adi Nugraha recently graduated from Communication Science Undergraduate Program at Universitas 17 Agustus 1945 Surabaya, with a concentration in new media. He has a strong interest in the fields of communication, business, and media innovation. During his studies, he served as a research assistant for lecturers working on media innovation projects under the Google News Innovation Challenge program. Additionally, he contributed to the development of the mujair.id website, a project aimed at supporting Micro, Small, and Medium Enterprises (UMKM) in Papungan, Blitar village. Kevin also had the opportunity to take on roles as a moderator and committee member for national and international events organized by his university.



### **Maulana Arief**

Maulana Arief commonly goes by the name Donny Maulana. During the late 90s to the early 2000s, he worked as a broadcaster and achieved recognition in the field by winning several national-level journalistic competitions. His journey led him to join BBC Indonesia, and in 2010, he assumed the role of commissioner at KPID (Indonesian Broadcasting Commission) East Java. In 2013, he was appointed as the chairman of KPID East Java. Maulana Arief holds a Bachelor's degree in Communication Sciences from Universitas Dr. Soetomo and a Master's degree from Universitas Brawijaya. He officially became a part of the Communication Science Undergraduate Program at Universitas 17 Agustus 1945 Surabaya in 2020 and specializes in the fields of journalism, media convergence, and media regulation.



### **Mohammad Insan Romadhan**

Mohammad Insan Romadhan is an alumnus of the Communication Science Undergraduate Program at the Universitas 17 Agustus 1945 (Untag) Surabaya. While working as a Public Relations professional at a private company in Surabaya, he pursued a master's degree in the Media and Communication Program at Universitas Airlangga and successfully graduated in 2016. He joined Untag Surabaya in 2017 and currently holds the position of the Head of Communication Science Undergraduate Program. Insan has achieved a remarkable feat by securing research and service grant funding for six consecutive years, spanning from 2018 to 2023, from both internal and government grants. His areas of interest encompass Public Relations, Marketing Communications, and Branding, with a particular emphasis on tourism studies and cultural preservation.

## **Setting The Agenda for Agriculture: Analyzing The Coverage of Agri-related Contents on The Facebook Pages of Select Radio Stations in Cagayan de Oro**

*Engelbert V. Bahia<sup>1</sup>*

*John Esteward D. Carcosia<sup>2</sup>*

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As media convergence expands the information ecosystem, agriculture in the Philippines gets little to no attention in mainstream media and more coverage is needed more than ever (Nidoy & Manalo, 2018). Radio, described as a poor man's medium, and Facebook have become an ambient source of information nowadays.

This study utilized content analysis and guide sheets to examine how the top five (5) most followed radio stations in CDO covered agri-related topics on their Facebook sites. Purposive sampling was utilized to examine a total of 304 contents. Results show that most radio stations used agricultural economics and livestock production as framing typology to their content.

They published agri-related content 0-9 per day, 0-27 per week and 0-107 per month using issues and controversies as overarching themes. In their content, they used Bisaya and Filipino as medium highlighting negative tones in the reporting. Consequence and Responsibility are dominant frames they used. Among five (5) FB pages in CDO, Magnum Radio bears the potential to become an ambient source of agri-related information. From the frequency, agenda and construction of content, Magnum Radyo can

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### Engelbert V. Bahia

Engelbert V. Bahia completed his secondary education at Xavier University Senior High School and primary education at Our Lady of Lourdes Elementary School. Engelbert's contribution to the Crusader Yearbook as a Copywriter showcases his passion for effective communication. He furthered his impact by engaging in The #SML4MIL Project with the US Embassy. His



academic excellence is underscored by consistent Dean's List recognition for three consecutive academic years: AY 20-21, AY 21-22, and AY 22-23. This dedication culminated in his graduation with prestigious Magna Cum Laude honors. Engelbert's journey reflects his commitment to scholarly pursuits and impactful contributions in various endeavors.



**John Esteward D. Carcosia**

John Esteward D. Carcosia is a remarkable individual who has made a significant impact through his education and achievements. He completed his secondary education at PHINMA - Cagayan de Oro College and primary education at Mohon Elementary School. His commitment to community involvement is evident through his engagement with the XU Social Involvement and Advocacy Program. His contributions extended to The #SML4MIL Project in collaboration with the US Embassy. Academically, John's dedication is exemplified by consistently securing a place on the Dean's List for the academic years 2019-2023. His journey culminated in two remarkable achievements: graduating Summa Cum Laude and being recognized as the Outstanding Graduate of the College of Agriculture.



**Fern John E. Igloria**

Fern John E. Igloria completed his secondary education at Cagayan de Oro College Phinma and primary education at Kong Hua School. An active participant in the Development Communication Society, Fern John showcases his commitment to communication and community. His professional journey includes roles as a Virtual Assistant and Social Media Manager, underscoring his versatility and skillset. Fern John's achievements include being recognized as the Best Host for TV Production, underscoring his prowess in communication and

presentation. His journey is a testament to his dedication, talent, and commitment to making a meaningful impact.



**Hazel Jane P. Libe**

Hazel Jane P. Libe was an integral member of the Development Communication Society, actively engaging in communication and community-focused initiatives. Her dedication and passion were further evident through her contributions to The #SML4MIL Project in collaboration with the US Embassy, highlighting her commitment to impactful projects. In the academic sphere, Hazel Jane consistently earned a place on the Dean's List for the academic years 20-21, 21-22, and 22-23. Her unwavering commitment to excellence was rewarded with her graduation with the esteemed distinction of cum laude. Hazel Jane's journey stands as a testament to her dedication to both academic achievement and meaningful contributions to her community.

# PART 2

## FROM LIKES TO SALES: LEVERAGING SOCIAL MEDIA FOR MARKETING

### The Effectiveness of Zero Waste Campaign Through Instagram Advertising in Creating Awareness Among Malaysian Young Adults

*Ally Tan Shu Xin<sup>1</sup>*

This study investigates Instagram advertising, a form of new media advertising. Advertising effectiveness has always been an aim for organisations, and in the context of communication, how people feel about an advertisement is among the finest measures of that effectiveness. This research focuses on the effectiveness of the zero-waste campaign via Instagram advertising considering the awareness creation among Malaysian young adults. The quantitative approach of an online survey was utilised to collect 100 responses from Malaysian young adults. Based on the findings, young adults are aware of zero-waste campaigns on Instagram and are interested in learning more about them. Also, it has been found that different Instagram features spark varied levels of curiosity in young adults about zero-waste campaigns. Moreover, young adults are influenced by the zero-waste campaign on Instagram advertising which allows them to start curating environmental responsibilities. The outcomes of this research are valuable to advertisers and other researchers since they highlight young adults' awareness of zero-waste campaigns on social media platforms such as Instagram.

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will be able to ascertain whether Instagram Advertising influences their awareness of older audiences who are not young adults by broadening the intended age category.

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## AUTHORS



### **Ally Tan Shu Xin,**

Ally Tan Shu Xin, a graduate student of Bachelor of Communication (Honours) in Advertising, Tunku Abdul Rahman University of Management and Technology, Kuala Lumpur, Malaysia. Transitioning from a casual volunteer in a zero waste campaign's social media team to a more investigative role, she embarked on a research journey. Her thesis, titled "The Effectiveness of Zero Waste Campaign Through Instagram Advertising in Creating Awareness Among Malaysian Young Adults," delves into the efficacy of these ads in cultivating environmental interest. Her curiosity stemmed from crafting engaging posts during the campaign, leading to ponder their genuine influence. Thus, she finds herself immersed in this study. Beyond academia, she tentatively embraces eco-friendly practices, sharing her experiences and uncertainties, as she navigates the path to fostering a greener lifestyle.

## **Marketing Communication Tools Affecting Consumers' Buying Behavior via TikTok Application**

*Laksaman Phonsiri<sup>1</sup>*  
*Thanakan Purintrapibal<sup>2</sup>*  
*Attanan Tachopisalwong<sup>3</sup>*

TikTok has been the most popular application in Thailand for the past three years. This application encompasses various aspects of daily life, including information retrieval, entertainment, and influencing consumer behavior. This study aims to investigate the impact of marketing communication tools on TikTok application on the buying behavior of the population in Nakhon Si Thammarat Province. Data were collected through a survey using questionnaires, with a sample size of 400 individuals in Nakhon Si Thammarat Province. The majority of this study's samples were female (56%) and most of them were Buddhists (78.3%). When categorized by age, the largest group fell within the 20-25 years old age range, comprising 64% of the sample. Furthermore, 83.5% of respondents held a bachelor's degree and most reported an average monthly income ranging from 10,001 -15,000 baht (36%). In terms of marketing communication tools that affect buying behavior on the TikTok application, the main factors are advertising, public relations, personnel selling, promotion, and special events. The results indicated that TikTok scored 4.10 out of 5 in terms of being the preferred application for seeking information. The most appealing promotion for buyers was discounts, with a rating of 3.97 out of 5. Additionally, using the TikTok application was found to be an effective means of shaping the image of a product, receiving a score of 3.89 out of 5. Influencers played a significant role in affecting buying decisions, receiving a rating of 3.90 out of 5. Finally,

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involve unnecessary steps. Additionally, there is a buyer protection system that includes refunds in case products are not received.

Various demographic characteristics of people in Nakhon Si Thammarat Province influence their decision to purchase products through the TikTok application, depending on the encountered marketing communication formats. This is in line with the findings of Sujanya Namthongkam (2015), who investigated the factors affecting consumer purchasing decisions through media. The reason to buy and receive information from this platform is driven by individual satisfaction, and an individual's demographic profile plays a significant role in shaping their purchasing behavior through online platforms. Numerous other studies have explored online purchasing as well. Premkamon Hongyont (2019) delved into the factors influencing consumer decisions to purchase products through online applications, specifically Lazada, in the digital era. These studies examined current online market trends, various factors influencing purchase decisions, and consumer behavior. The research findings highlighted that certain factors significantly influence product purchasing decisions, with a particular emphasis on product-related factors and marketing promotion strategies. Effective marketing, such as advertising, undoubtedly captures people's interest and builds trust and reliability, especially when combined with a wide variety of products and reliable online application.

These findings show that the demographic characteristics of each individual are different. It affects their product choices and their preference for specific marketing communication methods.

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### **Laksaman Phonsiri**

Laksaman Phonsiri is a fourth year student in the Digital Communication Arts Program at Walailak University, Thailand. He has a keen interest in pursuing a career in the communications field, particularly in event organizing firms that make use of modern media in their work. He was fortunate to secure a position as an employee at an Event Agency as part of the Cooperative Education Program, which spans eight months. In addition to his work in events and new media, he is also passionate about graphic design. He serves as a moderator and is capable of producing media content to support various events.



### **Thanakan Purintrapibal**

Thanakan Purintrapibal is a student in the Digital Communication Arts Program at the School of Informatics, Walailak University, Thailand. He has a strong interest in new media, marketing communication strategy, and planning. Additionally, he is enthusiastic about working in Marketing Agencies, with a focus on media planning. Thanakan has had the opportunity to participate as a cooperative education student at a Marketing Communication company. Furthermore, he has been a representative of the

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**Attanan Tachopisalwong**

Attanan Tachopisalwong is a lecturer for Digital Communication Arts program in School of Informatics, Walailak University, Thailand. He is interested in media study such as; new media, international communication, cultural communication and marketing communication fields. He also teaches Communication Research subject and Event Management subjects. He now looks after Center for Cooperative Education and Career Development as a director.

## **To Meme or Not to Meme? Examining Patterns and Effects of Memes Marketing among Gen Z in Malaysia**

*Ng See Pei<sup>1</sup>*

A catalyst for the adaptation of businesses to digital marketing which boosts the needs of digital marketing strategies is the COVID-19 pandemic. There are brands and companies in Malaysia that notice the benefits of internet memes and therefore implement meme marketing into their marketing strategy. The goal of this dissertation is to determine whether the use of internet memes by Malaysian brands leads to positive brand perception and affects purchase decisions among Generation Z. This study also identifies the patterns of internet memes that increase social media engagement. Responses were collected from respondents who watched memes on online platforms. According to the findings, the majority of respondents agreed that meme marketing resulted in positive perception change while consistency of implementation resulted in better performances. Meme marketing is more suitable for brands that seek to build connections with their customers as it effectively enhances interactions on social media. The survey also revealed that the majority prefers relatable and simple memes. For an in-depth understanding, respondents were selected for personal interviews. The interview respondents further reinforced the results gained from the survey and agreed that meme marketing helps in building strong relationships with them that subtly drive the brand to become their preference. The use of meme marketing creates positive perceptions toward brands when their memes are content-driven, relatable, and simple. Overall, brands could make use of meme marketing as part of their content marketing when they are aiming to build relationships with customers.

In Malaysia, social media marketing is gaining momentum, especially in a world mired in severe COVID-19 pandemic during the last few years. Most businesses started to amplify their presence

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a sense of disrespect and an unwillingness to understand their target consumers.

The results indicate insightful directions for brands that are interested in meme marketing by revealing the effects of meme marketing. The findings concluded that brands that like to have sincerity, down-to-earth, and being approachable as their brand personalities are more suitable to implement meme marketing. Meme marketing also performs better for hedonistic brands and their consumers with hedonistic values, as they are more likely to care about emotional benefits and entertaining values. If brands want to rebrand or refresh themselves with these personalities, meme marketing could be a feasible option. Brands that intend to use meme marketing should consistently post memes on social media which they believe could lead to a better perception change. Brands should only expect that meme marketing could help in building and enhancing relationships with consumers instead of inciting an instant sales increase. Brands must be patient in developing relationships before convincing and converting consumers into loyal customers. The second insightful finding in this study is that Generation Z in Malaysia prefers brands to create meme advertisements themselves by referring to trendy or familiar meme concepts. They are more likely to look at memes with brands' own identity, creativity, and originality to stand out from usual memes and their competitors. This also demonstrated the efforts made by brands to reach out to their target audiences through meme marketing. The third insightful finding is the pattern of memes that are considered good memes by Generation Z in Malaysia. Brands are suggested to use 'Reaction Photoshop' and 'Comparison' types of memes frequently to gain attention. To create good memes, brands must ensure they are content driven with simple information that is relatable and hilarious.

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### Ng See Pei

Ng See Pei graduated student of the Bachelor of Communication (Honours) in Advertising from Tunku Abdul Rahman University of Management and Technology in Kuala Lumpur, Malaysia. During her academic journey, she developed a strong interest in contemporary culture, particularly internet memes, which led her to delve deep into social media to analyse trends and the viral nature of memes. This passion inspired her to undertake a thesis titled "To Meme or Not to Meme? Examining Patterns and Effects of Memes Marketing among Gen Z in Malaysia." Through this research, she explored the impact of meme marketing and its patterns on social media engagement, offering insights into the evolving dynamics of digital advertising. Beyond academic study, she is also a meme lover who is constantly entertained by the contents.

# PART 3 | KNOWLEDGE SHARING IN THE DIGITAL AGE: OPPORTUNITIES AND PITFALLS

## Zooming In on Online Gender-based Sexual Harassment: A Critical Discourse Analysis on The Comment Section of Rappler’s Facebook Posts

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*Grapesy G. Itum*<sup>2</sup>

*Nicolo Nathan O. Macoy*<sup>3</sup>

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Albeit the existence of laws that protect individuals from discrimination, harassment cases often come unrecognized given the different platforms where the acts may occur such as that of Rappler’s Facebook page as explored by Posetti (2019). However, the problem posed in this study is the lack of empirical data to support the findings of Posetti (2019), which reaffirmed the idea of harassment within Rappler’s Facebook page, particularly its comments section. With the found rise of unrecognized harassment cases online, the study focused on the analysis of Online Gender-based Sexual Harassment, a specific sub-set of Online Harassment, vis-à-vis other forms of Online Harassment found in the comment section of Rappler’s Facebook Page for the months of June,

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As a culmination to the study, the researchers suggest an intensive examination on the following aspects that will enable more knowledge to be found and so as to generate additional conclusive findings that are beneficial to the academic community. The said recommendations are enumerated as: (1) Online Gender-based Sexual Harassment in other pages or platforms; (2) Evaluation of Tools in Social Media Data Mining; (3) Re-establish #NoPlaceForHate, Rappler's former campaign against vindictive behavior in social media; (4) Further Research using the Development Communication Lens; and (5) Likelihood of Incarceration among Online Gender-based Sexual Harassers in the Philippines vis-à-vis existing laws.

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## AUTHORS



### **Princess Shahanee F. Daug**

Princess Shahanee F. Daug excelled at Xavier Ateneo Senior High and Camp Evangelista Elementary. Achieving High Honors in STEM at Misamis Oriental General Comprehensive High School showcased her dedication. Pursuing a B.S. in Development Communication at Xavier University, she achieved Dean's List recognition for six consecutive semesters and graduated Summa Cum Laude. Shahanee actively contributed to the Central Student Government and The Crusader Yearbook 2023. Her professional journey encompassed roles like Staff Relations Officer at Xavier's The Crusader Yearbook and Digital Marketing Trainee at E&Co. Solutions. Notably, she served as an Information Desk Assistant at OSCA. Shahanee's story epitomizes academic prowess, leadership, and community commitment.



### **Grapesy Galito Itum**

Grapesy Galito Itum completed her secondary education at Xavier University Senior High School. Currently serving as Social Media Manager for Xavier University's Crusader Yearbook 2023, Grapesy demonstrates her communication prowess. Her commitment extends to roles like Minister of Public Accountability in Asusasyon sa Mga Nagkahiuasang Estudyante Para sa Progresibo Ug Madagonon na Ateneo and former Creative Associate in Xavier's Central Student Government, Department of Events Management. She graduated Magna Cum Laude with a Bachelor's in Development Communication from Xavier University-Ateneo de Cagayan, embodying academic excellence and active engagement.



### **Nicolo Nathan Obsina Macoy**

Nicolo Nathan Obsina Macoy completed his secondary education at Xavier University Senior High School and primary education at Kong Hua School. Serving as Chief Executive Editor at The Crusader Yearbook from August to December 2022, Macoy showcased his editorial acumen. He gained further experience as a Marketing Intern at Shopee Philippines from April to July 2022. Macoy's dedication to community service is evident through his Data Volunteer Work at Save the Children Philippines in November 2022. Academically, he achieved Magna Cum Laude honors and was listed on the Dean's List for four consecutive semesters while pursuing a Bachelor's in Development Communication from Xavier University-Ateneo de Cagayan. Macoy's intellectual prowess was also demonstrated by his victory as the Debate Champion at the 13th Visayas-Mindanao Debate Championship 2022.



### **Mhargo Hengania Paderog**

Mhargo Hengania Paderog completed her secondary studies at Xavier University Senior High School. She was an engaged member of the Xavier Debate Circle and demonstrated her passion for meaningful discourse. She served as Social Media Manager for XU Agriculture Student Council in 2021 and contributed to Save the Children Philippines through Data Volunteer Work in November 2021, highlighting her dedication to community engagement. Mhargo's commitment to excellence is evident through her consistent placement on the Dean's List for five consecutive semesters while pursuing a Bachelor's in Development Communication at Xavier University-Ateneo de Cagayan. Her academic prowess culminated in graduating Magna Cum Laude. She also achieved remarkable success in debate, emerging as the champion twice in the Domini Canis Debate Cup in 2021 and 2022.

## **Communication Audit of Suroboyo Bus Program Socialization After The Payment System Changes**

*Agus Wijayanto<sup>1</sup>  
Merry Fridha Tri Palupi<sup>2</sup>  
Beta Puspitaning Ayodya<sup>3</sup>*

The increase in population has resulted in the high mobility of operating vehicles, which has had an impact on various issues such as congestion, pollution, and accidents. Suroboyo Bus aims to alleviate this problem by incentivizing the collection of plastic bottle waste. However, there have been various criticisms from the public. With the introduction of a new electronic payment system, it has become essential to disseminate this policy within the community. This research aims to identify issues in the socialization process undertaken by the Surabaya City Transportation Service. This study employs theories of organizational communication and organizational information theory. It utilizes qualitative research methods, by employing interviews, observation, and documentation in the data collection process, then analyze the data with communication audits techniques. The results of the communication audit indicate that a shortage of personnel is the underlying cause of sub-optimal socialization activities. Therefore, meticulous planning is required to address the personnel limitations, allowing for a more effective and uniform implementation of the socialization process.

Suroboyo Bus is one of the current Surabaya City government programs on public transportation modes to support the mobile activities of the Surabaya citizens. The emergence of this transportation brings hope that it can reduce and overcome traffic jams, pollution and accidents that often occur from private vehicle

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socialization. This optimization should encompass not only social media platforms, but also through direct field interactions with the passengers, despite the fact that it is hampered by the limited personnel availability for conducting the socialization process. We suggest that The Surabaya City Transportation Service, responsible for executing socialization activities, can effectively employ two communication channels at once. This entails leveraging social media such as Instagram in tandem with direct communication in the field, such as posters, bus-mounted speakers, and roadshow programs. The communication content should center around messages that provide insights into the alterations made to the payment system. Both informal and formal communication styles can be utilized to ensure the efficacy of the information dissemination. The chosen communication strategy involves diagonal two-way communication flow when communicating with the public.

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## AUTHORS



### **Agus Wijayanto**

Agus Wijayanto holds a bachelor degree in Communication Science with a specialization in Public Relations from the Universitas 17 Agustus 1945 Surabaya. He developed a keen interest in the entertainment industry while participating in the Public Speaking program during his college years. This interest prompted him to pursue a career as a master of ceremonies for various types of events. During his college years, Agus involved in several projects. He had the opportunity to serve as a Research Assistant for a project titled "Communication Construction of Rural Communities: A Phenomenological Study of Real Reality Shifts with Cyber Communities in Segunung Traditional Village, Carang Wulung Village, Jombang."



### **Merry Fridha Tri Palupi,**

Merry Fridha Tri Palupi, often referred to as Merry, joined Untag Surabaya in 2018. She completed her doctoral program in Communication Science at Universitas Padjadjaran in 2016, authoring a dissertation titled "Power Relations in the Meaning of the Hijab in the Media: A Foucault Method Analysis of Hijab Discourse in Noor Dan Magazine Instagram Hijabers Community." Merry's academic focus lies in Media & Gender Studies. She actively conducts research employing critical and postmodern paradigms, and her work has been published both nationally and internationally. Her debut book, "Hijab Discourse in Indonesia," represents a culmination of her inquisitiveness regarding the history of the hijab in Indonesia.



### **Beta Puspitaning Ayodya**

Beta Puspitaning Ayodya pursued her undergraduate studies in the Sociology program at Universitas Gadjah Mada. Usually called as Beta, she previously held a position at a private bank in Indonesia, before she went on to earn her Master's degree in Political Science and Government from Universitas Gadjah Mada, focusing her research on political subjects, particularly the 2013 Pasuruan Regent Election. Since 2017, Beta serves as a lecturer in the Communication Science program at the Universitas 17 Agustus 1945 Surabaya. Within the Communication Science program, Beta's primary area of study revolves around Political Communication. She teaches courses such as Indonesian Political System, Political Communication, Introduction to Anthropology, and Public Opinion Propaganda.

## Knowledge Management *vis a vis* Succession Planning: The Case of XU-CSG

*Jaerah Mae R. Emano*<sup>1</sup>  
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This study aimed to explore the establishment of Knowledge Management majorly on the Succession Planning processes of the student officers in XU - Central Student Government (XU-CSG). The study addresses the absence of a thorough procedure and embedded policy on Knowledge Management and Succession Planning in the XU-CSG's 2005 Constitution as well as the practices of the student officers through their answers. It majorly focused on the participants' experiences, perceptions, practices, and challenges in the pursuit of Succession Planning. Seeing as to how XU-CSG has a large scope of leadership in the university, there was a need to strongly study its practices and perceptions towards Knowledge Management. The data gathering procedure of the study was through focused group discussion with each administration of 2019-2020, 2020-2021, and 2021-2022. There were a total of three sessions concluded with 13 participants. Data analysis was done through thematic analysis in connection with the study's conceptual framework. Overall, the results were constructed through qualitative study as it was highly focused on the participants' answers. According to the findings, the participants strongly show a positive attitude toward the value of Knowledge Management and Succession Planning, as well as a great desire to pursue it. They believe that it leads to the overall growth of the organization and the holistic development of the student officers. However, despite the bright outlook, there is an absence of the practices of Knowledge

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with their experiences being asked during the FGD. The knowledge recalled is being transpired and held through their practices such as meetings and ways of communication, implementation of activities, the internal documents such as the project proposals and the Pagsubay. This knowledge is being pooled to its proper and necessary use. However, in connection to the succession planning based on the results, the knowledge acquired did not proceed to the last phase of the KM Cycle since the succession plan is not embedded in XU-CSG.

The participants demonstrate a strong desire to pursue succession planning despite the lack of time, resources, and opportunities. As findings show that although most of these student leaders acknowledge the knowledge management in XU-CSG, they had experienced hindrances to do such. As mentioned from the answers of the participants, "Because there was no one there. Walay active na department na pwede mo spearhead like unsa, wala. Walay tao jud"; and "Wala ko ka turnover sa mga suggestions kang (incoming officer) kay pandemic man gyud". Given the right time, people, and opportunities to conduct and mandate such, succession planning will greatly benefit the organization. It is beneficial when leaders create and practice knowledge that is shared between every member of the organization. It will help to prosper and create a solid foundation. It can produce a smooth flow in their operations. More so, the officers will gain new skills and information that will be essential for their leadership role and performance.

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Jaerah Mae R. Emano completed her secondary education at Holy Cross High School, Camp Phillips, and primary education at Phillips Christian School, both located in Manolo Fortich. Jaerah has made a notable impact through her active engagement in various organizations. She served as Associate Head (2019-2021) and later as Associate Secretary (2021-2022) of XU Agriculture Student Council. She also assumed the role of Editor-in-Chief (2020-2021) for Writers' Pool at XU Development Communication Society. Her dedication extended to XU The Xavier Stage as an applicant (2020-2021) and to XU Union of Students for the Advancement of Democracy as Aggie Whip (2022-present). Jaerah's commitment to academic excellence is evident through her consistent presence on the Dean's List (2020-2022) at XU College of Agriculture, culminating in her graduation with cum laude honors. Her diverse involvements exemplify her dedication to both academics and extracurricular activities.



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