"BEYOND ASIA: COMMUNICATING ASIAN CULTURE TO THE WORLD"

PROCEEDING
10TH BIENNIAL CONVENTION OF THE PACIFIC AND ASIAN COMMUNICATION ASSOCIATION (PACA) 2014

Universitas Padjadjaran
June 24-26, 2014
PROCEEDING

10TH BIENNIAL CONVENTION OF THE PACIFIC AND ASIAN COMMUNICATION ASSOCIATION (PACA) 2014

“BEYOND ASIA: COMMUNICATING ASIAN CULTURE TO THE WORLD”

Universitas Padjadjaran
June 24-26, 2014

Organized by:
Faculty of Communication Science, Universitas Padjadjaran, Indonesia
Pasific and Asian Communication Association (PACA)

Reviewers:
Deddy Mulyana, Professor, Universitas Padjadjaran, Indonesia
Carolyn Calloway-Thomas, President of World Communication Association (WCA), Professor , Indiana University, USA
Melissa Beall, Professor (invited Speaker), University of Northern Iowa, USA
Seon-Gi Baek, President of PACA, Professor, University of Sungkyunkwan, Korea
E.K.Choi, Doctor, General Secretariat of PACA

Local Steering Committee:
Deddy Mulyana
(Dean of Faculty of Communication Science, Universitas Padjadjaran)
Atwar Bajari
(Vice Dean for Academic Affairs, Faculty of Communication Science, Universitas Padjadjaran)
Susanne Dida
(Vice Dean for Support Activities, Faculty of Communication Science, Universitas Padjadjaran)

Editors:
Nindi Aristi
Maimon Herawati
Efi Fadilah
Benazir B. Pratamawati
Karina Novyanti

Layouters:
Jonathan Adrian
Purwandini Sakti Pratiwi
M. Ogie Kurniawan

Table of Contents

Greetings from the Local Committee
Greetings from Rector of Universitas Padjadjaran
Speakers of Plenary Session
Table of Contents

Chapter 1: Intercultural Communication

Agus Rusmana, Edwin Rizal, Rully Kh. Anwar, Ute Lies Siti Khadijah
Community Perception on Culture Diversity Literacy at Geo-Park Area as Natural Diversity
Study Center in the District of Tasikmalaya

Avgustina Zinovieva
Some Challenges for Graduates in Modern Global Life

Arba’iyah Satriani, Kiki Zakiah, Tia Muthiah Umar
The Polemic Between Indonesia and Singapore Regarding the Name of Indonesian
Ship “Usman-Harun” On The Online Media in Indonesia and Singapore

Benazir B. Pratamawaty, Deddy Mulyana
Motives behind the Cross-Cultural Marriage: The Case of Indonesian Women Married
to White Men in Indonesia

Bertha Sri Murtiningsih
The Indonesians’ Perception of Korean Cultural Values A Case Study of Indonesian Students
in Busan, South Korea

Ding Mai, Geng Yanjing
The Research on the Popularity of Foreign Cultural Symbols on the Internet in China

Efi Fadilah, Pandan Yudhaprimesli
The Role of The Indonesian Broadcasting Commission of Aceh in Strengthening The Local
Culture

Elena. A. Medvedeva, Natalya A. Spitsyna
Conceptual Metaphor as A Key to Mutual Understanding Between Nations in Primary
Political Discourse

Ezhar Tamam
Would a 5-point Scale with “undecided” vs “somewhat agree” Mid-Point Label Makes
a Different in the Response Distributions? A Preliminary Study in Malaysia

Gatut Priyowidodo, Grace Swestin, Titi Nur Vidyarini
The Faces of Conflict in a Political Organization: The case of the People’s Justice Party (Partai
Keadilan Rakyat-PKR) of Malaysia
Hyun Jung Kim, Younga Won
The Effect of Political Identity Salience on the Perception of Media Reports of Election Polling Results

I Dewa Ayu Hendrawathy Putri
Cultural Communication Perspective Between and Local Communities Foreign Painters in Ubud Bali

Ika Merdekwati Kusmayadi
British Female Muslims’ Interpretation on Islamophobia in Media

Imam Nuraryo
Social Networking Sites Use and Cross Cultural Adaptation of Muslim Indonesian Students in Australian Universities: Valuing Cultural Diversity

Joice Caroll Siagian, Yarifah Amelia
Cross Cultural Communication in the Perspective of Hofstede’s Culture Dimension

Larisa Naumenko, Irina Sokolova
Literature is A Privileged Priority for Intercultural Communication and Maintaining Global Stability

Lidia Djuhardi, Nur Idaman, Erna Mariana Susilowardhani
Communication Patterns of the Border Communities Indonesia-Malaysia, At Temajuk Village, District of Sambas, West Kalimantan

Lidia Lilaya, Atwar Bajari
The Meaning of Development Gap in the Border Zone (Studies Phenomenology in Indonesia - Malaysia Border Communities to Take in the Village Temajuk District Sub-district Paloh Sambas, West Kalimantan)

Lucy Pujasari Supratman
A Descriptive Case Study toward Communication Pattern of a Teenager from Broken Home Family in Bandung, Indonesia

Maulina Larasati Putri
The Closest Media of Voters When in Vote Room in South East Asia (Case: The Last Election in South East Asia)

Melly Ridaryanthi, Latiffah Pawanteh, Latif Ahmad
The Self: Me or New Me (?) Identity Transformation of Indonesian Migrant Workers in Malaysia

Mia Angeline, Marta Sanjaya, Ferane
The Impact of Culture Shock and Social Support to Freshmen's Learning Process in Binus University: Study of Freshmen Enrichment Program
Hyun Jung Kim, Younga Won
The Effect of Political Identity Salience on the Perception of Media Reports of Election Polling Results

I Dewa Ayu Hendrawathy Putri
Cultural Communication Perspective Between and Local Communities Foreign Painters in Ubud Bali

Ika Merdekawati Kusmayadi
British Female Muslims’ Interpretation on Islamophobia in Media

Imam Nuraryo
Social Networking Sites Use and Cross Cultural Adaptation of Muslim Indonesian Students in Australian Universities: Valuing Cultural Diversity

Joice Caroll Siagian, Yarifah Amelia
Cross Cultural Communication in the Perspective of Hofstede’s Culture Dimension

Larisa Naumenko, Irina Sokolova
Literature is A Privileged Priority for Intercultural Communication and Maintaining Global Stability

Lidia Djuhardi, Nur Idaman, Erna Mariana Susilowardhani
Communication Patterns of the Border Communities Indonesia-Malaysia, At Temajuk Village, District of Sambas, West Kalimantan

Lidia Lilaya, Atwar Bajari
The Meaning of Development Gap in the Border Zone (Studies Phenomenology in Indonesia - Malaysia Border Communities to Take in the Village Temajuk District Sub-district Paloh Sambas, West Kalimantan)

Lucy Pujasari Supratman
A Descriptive Case Study toward Communication Pattern of a Teenager from Broken Home Family in Bandung, Indonesia

Maulina Larasati Putri
The Closest Media of Voters When in Vote Room in South East Asia (Case: The Last Election in South East Asia)

Melly Ridaryanthi, Latiffah Pawanteh, Latif Ahmad
The Self: Me or New Me (?) Identity Transformation of Indonesian Migrant Workers in Malaysia

Mia Angeline, Marta Sanjaya, Ferane
The Impact of Culture Shock and Social Support to Freshmen’s Learning Process in Binas University: Study of Freshmen Enrichment Program
Momoyo K. Shibuya
International Communication and Information: The Impact of Cognitive Gap on Whaling Issue Between Japan and Australia

Nindi Ariсти
Cross Cultural Impacts on Media Relations

Novi Andayani Praptiningsih
Conflict of Gay Couple of Different People Coming Out Committed to Establishing Relationship through Social Media

Nuryah Asri Sjaifrah
Intercultural Communication Competence: The Experiences of Indonesia Women Workers Abroad

Rini Darmastuti, Dian Purworini
Intercultural communication in the Samin Community Movement as the oldest Movement in Southeast Asia (The case on the construction of a cement factory in Sukolilo, Pati, Central Java)

Saodah Wok, Rizalawati Ismail, Faridah Abdul Manaf
Impact of Islamic Film on Understanding of Islamic Values and Cultures for a Multiracial Society in Malaysia: An Experimental Study

Shinta Galah Tryssa, Irwa R Zarkasi
Communication in Intercultural Marriage: The Application of Social Penetration Theory among Couples Preceded by Ta’aruf

Siswantini Juliman
Muslim Identity in Football

Siti Karlinah, Wawan Setiawan
The Culture of Accompanying Hospitalized Family Member in Sundanese Ethnic

Syarizan Dalib, Minah Harun, Norhafezah Yusof
“What They Do That We Don’t Do” (A Phenomenological Investigation of Students’ Intercultural Experiences)

Tresna Wiwitan, Dede Lilis Ch., Nova Yuliati
The Use of Slang Words in Social Media as Teenagers’ Cultural Identity

Turnomo Rahardjo
On Social Harmony of Javanese Culture

Tuti Rahfiarti
Intercultural Communication of The Opinion Leaders of Toraja/Chinese and Buginese/Makassar Ethnic in Solving Identity-Based Conflict in South Sulawesi
Uwes Fatoni
Intercultural Communication Competences Of Indonesian Muslim In The Usa In Promoting Moderate Islam (The Case Study Of Imam Shamsi Ali)

Wiwik Novianti, Roro Wulan
Magical Belief in Political Practice: A Case Study in East-West Perspectives

Wiwin Winarti
Youth Participation as the Global Citizen: An Intercultural Communication Learning in the Canada World Youth (CWY) Program

Yenni Siswantini, Susi Widianti
The Effect of Political Identity Salience on the Perception of Media Reports of Election Polling Results

Young-Ok Lee
Verbal and Nonverbal Modes of Identity Representation

Yun Laturrakhmi
Identity Changes Beyond Experience as Domestic Helpers in Arabian Peninsula: A Phenomenological Study Using Symbolic Interactionism Approach Toward Female Ex-Migrant Domestic Workers From Pasuruan Regency-Eastern Java

Yusalina
The Pattern of Intercultural Communication and Adaptation Among Vegetables Farmers

Zida Wahyuddin, Umul Khasanah
Communicating Culture to the World: Language Policies and Asymmetries in Bilingualism

Chapter 2: Media and Advertising

Fitri Murfianti
Reading the Win-HT Image through "Mewujudkan Mimpi Indonesia" Reality Show in RCTI

Hamisah Hasan, Ezhar Tamam, Jusang Bolong, Muhammad Mizal bin Mohamad Noor
An Experimental study on the Relationship between Involvement and Attitude towards TV ads with Islamic Symbols and Purchase Intent.

I Komang Ferry Susanta, Rah Utami Nugrahani
The Effect of Advertising in Tribun Jabar Newspaper with the Potential Costumer Purchase Intention of TVS Motorcycle in TVS Bandung Dealer

Lintang Ratri
Revisited Media Habit of Indonesian Women
Martha Tri Lestari
How to Create Advertising Using Social Media

Melati Tobing
The Power of Word of Mouth, Social Media and Viral Advertising Towards ASEAN’s City Branding

Ratih Hasanah, Mohamad Syahriar Sugandi
The Collaboration to Advertise Company Products

Chapter 3: News, Media and Journalism

Abdul Muati Ahmad, Mohd Faiz Azmil
Can the news be trusted? The question of credibility of WikiLeaks news.

Awan Ismail, Rizalawati Ismail, Norizah Aripin, Norhafezah Yusof, Norailah Mohamad
Journalism Cupcakes: Same Cakes, Different Icing or Vice-Versa? Journalism Cupcakes: Same Cakes, Different Icing or Vice-Versa?

Ahmad Mulyana, Morissan, Juwono Triatmodjo
The Political Pressures on Television Workers in Indonesia and its Impact on Program Content

Dadang Rahmat Hidayat, Deddy Mulyana, Henny Srimulyani, Efi Fadilah
The Policy of Local Broadcasting Programs in Nangroe Aceh Darussalam Province during Indonesian General Election of 2014

Dadang Rahmat Hidayat, Genny Gustina Sari
Female Killer in Jail

Dandi Supriadi, Adi Wibowo Octavianto
The Practice of Curation Journalism as a New Format in Online News Production

Eunkyoung Choi
Minority And Diversity In Public And Commercial Broadcasting

Faridah Ibrahim, Dil Froz Jan Sayed Halem Shah
The language of war and peace in conflicts from the Perspectives of General Semantics

Henny Sri Mulyani Rohayati, Ika MerdekaWati, Ahmad Abdul Basith
Campaign News Analysis Elections of Regionalhead in Bandung 2013 Published in Pikiran Rakyat Newspaper

Hermin Indah Wahyuni
Public and Community Broadcasting in Digitalized Indonesia: Mainstreaming Public Interest and Development of Culture in the Fierce Competition
Ipit Zulfan
Media Convergence at Pikiran Rakyat Group

Jahanara
A Study On the Role of Media in Changing Culture of Tharus of Lakhimpur Kheri of Uttar Pradesh (India)

Jenny Mochtar
Dangdut Singers as Folk Devils in the Indonesian Online Media

Jin Mengyu, Guo Zihui
The Dilemma And Reconstruction Of The Elderly’ Image On Chinese Mainland’s Media On The Positive Population Aging Horizon

Muhamad Rosli Selamat, Muhamad Ridhwan Rosli
Agenda Setting Construct: A Study of News Article Coverage on Bersih 3.0 by Keadilanddaily.com and Umnoonline.com

Nahria Min
The Communication Experience of Journalists in Conflict Areas (Phenomenology study towards Journalists who Covering separation conflict in Papua)

Ninok Leksono
Covering Election: Indonesia's Media Uneasy Task

Petrus Ana Andung
Framing Analysis of News on Violence against Women in Pos Kupang and Timor Express Newspaper

Ratri Rizki Kusumalestari
Young Urban Housewife as Television News Audience

Reza Praditya Yudha
The Impact of Media Coverage on The Cognitive Dissonance of The World’s Best Mayor Candidate from Indonesia

Riza Darma Putra
Media politics and Politic media (Study of relation between local politics and local media in South Sulawesi)

Sacha Lee
Reason for Adopting the Peace Journalism Perspective: a comparative study on the editorials about the nuclear issues of North Korea in the South Korean newspapers and peace journalism frame

Sandra Joyce D. Borgueta, Choi Eunkyung
Aid Journalism and International Support
Seungwoo Park, Cheongyi Park
Cultural Hybridity of the Korean New Waves

Sunarto
When Women Disappear from Political Discourse in National Media

Suraya Mansur
Media Convergence from Newspaper to Television and Online

Wahyuni Choiyati, Dinda Rakhma Fitriani
Political Oxymoron in the 2014 National Political Campaign Ritual

Chapter 4: Communication Technologies

Doo Beom Oh, Cornelius B. Pratt
Mobile Media Use in South Korea’s Recent Political Elections: Implications For Policymaking

Dini Safitri
Building Trust, Privacy and Transaction Sense of Security in Shopping and Online Shopping

Gang Li, Xinkai Huang, Mengdie Zhang
Communication Studies of WeChat Usage of Foreign Students in Chengdu

Hana Silvana, Evi Rosfiantika
Utilization of E-Library (OPAC: Online Public Access Catalog)

Hashim Fauzy Yaacob, Intan Yusliana Binti Mohd Yasin
The Impact of Perceived Characteristics of Innovation (PCI) On the Acceptance of ICT Based Training among Trainers and Trainees

Hindina Maulida
Asian Culinary: Identity and Diversity of Culture

Ismojo Herdono
Marriage Indonesia vs Turkey (Study of Trans Cultural Communication and Social Penetration Theory)

Jaehee Cho, Seon-Gi Baek, Eun-Kyoung Han, Sook Jeong Lee
Second-Level Digital Divide in Smartphone Health Apps: Systematic Analysis through the Technology Acceptance Model

Md Salleh Hassan, Mohd Nizam Osman
The Role of Internet in Youth Development in Malaysia

Narayana Mahendra Prasetya
The New Media Usage for Crisis Communication
Palupi
How Hyper-personal Indonesians Are? A Study of Hyper-Personal Communication on Self Disclosure on VMC

Puspita Yuli Pradita, Intan Rizki Mutiaz, Lies Neni Budiarti
Bridging the Communication Barriers between Young Couple through Digital Game.

Widyo Nugroho, Yuli Karyanti, Feri Harianto, Ariyanto bin Rasita, Hardjito
Development of Multimedia Communication Android-Based

Zhang Lingxiao, Yang Xuan
A Placeless World, Beyond Geography an Investigation to the Social Impacts of New Media Technologies with the Capacity for Time-Space Compression

Chapter 5: Public Health Communication

Asep Suryana, Jenny Ratna Suminar, Iwan Koswara, Dedi Rumawan Erlandia
The Effect of Multi-Sector Integration Communication Toward the Empowerment of Poor Communities in Rural Areas

Ashni, Sastrosubranto
Introduction Leukemia and Chemotherapy in Children through Digital Interactive Storytelling

Bidin Azman, Rosie Eungyuh Bae, Doohwang Lee, Hyuhn-Suhck Bae
Effects of Narrative Anti-Smoking PSAs on Forewarning-Induced Resistance to Persuasion

Davood Mehrabi, Ezhar Tamam
HIV-related Stigmatization and Discrimination Studies in Malaysia: A Systematic Review of the Literature

Djoko Setyabudi
Effect of Fear in an Anti-Drugs Message on Attitude of Injection Drug User and Non User Group

Encang Saepudin, Agus Rusmana, Agung Budiono
Knowledge Management Model as The Information Dissemination Tools of Herbs and Medicinal Family Plant.

Evi Novianti, Suwandi Sumartias, Trie Damayanti, Aat Ruchiyat Nugraha
Implementation Of The Distribution Pattern Of Health Information Women, Infants And Children Of The Warrant Continum Care In West Java

Ilham Gemiharto
The Evaluation of Community Midwives
Kismiati El Karimah
Social Assistance: Reality that Happens to the Poor

Rd.Funny, Mustikasari Elita
Effect of Credibility Health Officer on Motivation Posyandu Cadre

Sukaesih, Ninis Agustini Damayani, Encang Saepudin, Rully Khairul Anwar
Domestic Housewives Information Accessibility About the Benefits of Family Medicinal Plants

Yanti Setianti, Sussane Dida, Aang Koswara, Lilis Puspitasari
The Implementation Of Health Communication Model Of Adolescence Reproductive Health Base On Local Wisdom In Bandung

Chapter 6: Social Media and Participation Culture

Che Su Mustaffa, Nan Zakiah Megat Ibrahim
Facebook Usage among Malaysian Students

Dian Purworini
The Question of Public Participation Possibility in Social Media: The Case of Sukoharjo Local Government

Eni Maryani, Ratri Kartika Widya (Abstract only)
Overcoming Culture Obstacle In Communication Through Social Media

Ferly Tanggal Hana
The Effectiveness of HIV, AIDS Campaign through Facebook (A Case Study of Facebook Account of East Nusa Tenggara Province’s AIDS Commission)

Han Yunrong, Shan Junjie, ning Xiangshu
Study on Evolution and Diffusion Model of Weibo Public Opinion on Sudden Public Security Incident - with “3.01 Kunming Terrorist Attack” as an Example

Heppy Millanyani, Alila Pramiyanti
Analysis of Social Media User Satisfaction in Searching Korean Pop Information

Ira Dwi Mayangsari, Intan Siti M.
A Look Into Youth Organization’s Social Media In Indonesia: From Social Movement to Bullying

Loina Lalolo Krina Perangin-angin
Social Media and Political Participation of Early Voters in Indonesia

Mia Angeline, Yuanita Safitri
Social Media Use and Civic Participation in Indonesia: Study of Political Participation among Women in Jakarta
Nunik M. Hartoyo, Rinda A. Sirait
Politics, Young Voters and Sea of Change in 2014 Indonesian Legislative Election

Nurdin Abd Halim, Muhammad Badri
Adolescent Behavior in Using New Media

Rajab Ritonga
Politics in New Media Public Space: Democratic Challenge or a New Area for the Ruler

Solikhah Yuliatiningtyas, Nurtyasih Wibawanti R. A.
The Role of New Media and Political Participation Culture in the 2014 Presidential Election in Indonesia

Siti Ezaleila Mustafa, Azizah Hamzah
Online Social Networking as a "Third Place": Usage in Malaysia

Sulih Indra Dewi, Ellen Melanzi Yasak
A Rising Southeast Asia: One Identity One Community

Tian Yuan
A Study on The Merging Between the Radio and WeChat-like Apps: A Thought Based On the Interactive Practice Between Chinese radio and WeChat

Yayuk Lestari, Yesi Puspita, Rahmi Surya Dewi
Facebook as The New Public Sphere A Study on Facebook Usage in Solok and Pariaman

Chapter 7: Asian Cultural Studies

Aini Mznina A. Manaf, Saodah Wok, Rizalawati Ismail
Attitude and Impact Changes of Hijab Wearing Among Muslim Malay Women in Malaysia

Anam Miftakhul Huda
The Identity of Javanese Women : A Phenomenology Study of Indonesia Women Migrant Workers

Andika Witono
Tanggung-remteng Culture: A Microfinance Communication Perspective (A Case Study at POSDAYA Jakarta)

Azizah Hamzah, Siti Ezaleila Mustafa
An Exploratory Study of Leadership Characteristic and Strategic Direction of Media and Creative Industry in Malaysia

Bani Eka Dartiningsih, Atwar Bajari
The Experience of Communication of Madurese Ethnic Male Joining Family Planning On Vasectomy in Sampang Region
Che Su Mustaffa, Bahtiar Mohamad, Haslina Halim, Nik Adzrieman Abdul Rahman, Hassan Abu Bakar
Leader Characteristics in Manager-Subordinate Relationship: The Application of Qualitative Approach

Carmencitta Delvillar
Correlation Between Compliance-gaining Strategies and High-Power Distance
Cultural Orientation of Filipinos: Re-validation

Dasrun Hidayat, Anisti, Titin Suhartini, Mahardiansyah Suhadi
Harmonization of Traditional Games and Local Wisdom in Developing Cultural Identity and Children Personality

Endri Listiani, Maya Amalia O.P
The Differences of Social Representation among Teenage Audience in the Indonesian and Korean Soap Opera (Case Study in Indonesian Soap Opera “Diam-Diam Suka” (SCTV Channel) and Korean Soap Opera “The Heirs” (SBS Channel))

Fafaz Laelah, Widyo Nugroho, Emiliashah B., Yuli Karyanti, Maimunah
The Character Values in Traditional Game Gobak Solor for Elementary School Children

Gong Chengbo
Sharing “Chunwan” to The World

Han Byungjin
Explaining the Resilience of One Man Rule in North Korea

Hapsari Dwiningtyas Sulistyani
The Romantic Love: How Female Sex Workers Making Sense of It

Herika Rainathami, Agung Budiono, Sukaesih
Local Wisdom for Knowledge Conservation of Manuscripts in Kampung Pulo Garut

Iqbal IrSYaddi, Wina Erwina, Evi Rosfiantika
Novice Voters Media Literacy Level Measurement in the 2014 Election Using Individual Competence Framework

Isep Ali Sandi
Build Conceptions of Islamic Education Insight Plurality and Peace

Joko Susilo
McDonald: Business A Cross Cultural Boundaries (Indonesian People View about McDonald Restaurant)

Kinkin Yuliaty Subarsa
The Media Content Effect of Different Individuals on Mass Media

Leviane Jackelin H. Lotulung
Batik as Indonesian Student Cultural Identity Abroad
Mulyawan Safwandy Nugraha
Analysis of the Women’s Role as Workers in Garment Company in Sukabumi District for Family Welfare to Increase Buying Power and Religious Consciousness

Naraset Pisitpanporn
Rice and Food Security in Plang

Nuning Kurniasih, Salcha Rodiah, Neneng Komariah
Designing Sundanese Cultural Literacy Programs Based on National Curriculum of 2013 for Students of Elementary Schools in Cileunyi Sub-District, Bandung Regency, Indonesia

Purwanti Hadiswi
Power Distance in Lecturer’s Motivation to Become a Professor

Rizky Kertanegara
The Reception of Teens’ Sexual Openness in Media

Reza Pradipta Yudha
The Implications of Jokowi Political Communication Styles as an Antonym of President SBY in a Local Culture Perspective

Syarif Maulana
A Movie with Distance (Film analysis of Bande à part with Bertolt Brecht Epic Theater Theory Approach)

Syed Agil Alsagoff, Zulhamri Abdullah, Azizah Hamzah
Media Content Self-Regulation Practices in Malaysia

Ruth Mei Ulina Malau
Representing the “Post-colonial Identity” in the Emergence of Hybrid Culture

Umaimah Wahid
The Political Communication of the Acehnese Society: A Case study of Local wisdom of Aceh-Gampang Governance

Ute Lies Siti Khadijah, Ninis Agustini, Herika Rainathami
Disaster Preparedness Education for Elementary School Students in Pangandaran, Tasikmalaya

Weni Arindawati
The Sociability of Netters in KASKUS Community

Young Ju Lee (Abstract only)
“Dear Pyeongyang”, “Good-Bye Pyeongyang”: About Identity Of People Without Homeland
Chapter 8: Interpersonal Communication

Ayub Ilfandy Imran, Suodah Wok
Individual Innovativeness as a Mediating Factor between Selected Communication Factors and Career Advancement in Malaysian Islamic Higher Learning Institution

Jason Valino Sambouw, Feni Fasta, Sofia Aunul
The Interpretation of Characters' Motivation in the Television Series Glee Season 3 (Semiotics Analysis by Charles Sanders Peirce)

Jenny Ratna Suminar, Nessa Susan, R Yogic Prawira
Listening in Premarital Relations

Yesi Pusplia
Interpersonal Communication Method of Positive HIV Counsellors In Treating Infected HIV/AIDS Clients in Padang City

Chapter 9: Communication and PR

Ali Yahya Bader Al Hadeed, Musa Bin Abu Hassan, Zulkiple Bin Abd Ghani
The Current Organizational Image of Jordanian Ministries According to the Employees of the Ministries

Bahtiar Mohamad, Ahmed Rageh Ismail, Hassan Abu Bakar, Haslina Halim
The Relationship between Work Values, Cooperative Communication and Affective Commitment

Bhernadetta Pravita Wahyuningtyas, Maria Anggia Widyakusumastuti
Socialization Strategies of Health and Safety (K3) in the Construction Sector (Study Case: Highway Development Project of Cikapal-Cikampek-Palimanan by PT Vitas)

Irmulansati Tomohardjo
Analyze of Organizational Culture and Reputation of the Indonesian Government Agency in Public Information Disclosure Era

Koswara, Aang
Organizational Communication and Online-based Performance Appraisal at The Indonesian Telecommunication Company

Lilnabeth P. Somera
Nomophobes among Us: A Survey of Cell Phone Utilization among College Students in Guam

Manuel L. Cruz III, Lilnabeth P. Somera
An Analysis of Chamorro Cyber-activism

Mohammad Shihab
Managing Crisis: A Case of Malaysia Flight MH370
Rini Sudarmanti
Reviewing the Importance of Cultural Understanding for Women Entrepreneur in Leading Female Subordinates within Small Business

Suwandhi Sumartias
The Challenges of Government Public Relations and abuse of Power in Indonesia

Chapter 10: Discourse Studies and Semiotics

Dil Froz Jan Sayed Halem Shah, Abdul Muati Ahmad, Faridah Ibrahim
A Metaphoric Rhetorical Criticism on Aminuddin Baki's Speech: Some Preliminary Findings

Listia Natadjaja, Faruk Tripoli, Bayu Wahyono
The Representation of Healthy Women on The Packaging Design of Traditional Medicine

Novieta Hardeani Sari
An Integrated Strategic Communication - Deliberative Democracy Plan Program to Building a Civil Society Reformation as a Driving Force for Society Independency

Nurul Hasfi

Chapter 11: Others

Evie Ariadne, Agus Rahmat, Heru Ryanto, Kokom Komariah
Media Online Utilization On Hiv-Aids Health Information In Bandung

Nurmaya Prihatmaja
Health Information

Pawit M. Yusup, Tine Silvana Rachmawati, Priyo Subekti
Information Seeking on the Livelihood by the Rural Poor
INTERCULTURAL COMMUNICATION ADAPTATION OF THE OPINION LEADERS OF TORAJA/CHINESE AND BUGINESE/MAKASSAR ETHNIC IN SOLVING IDENTITY-BASED CONFLICT IN SOUTH SULAWESI

Tuti Bahfiarti
(Universitas Hasanuddin, tutyfiarty@yahoo.com)

ABSTRACT

Diversity of Indonesian society, which consists of diverse ethnic groups and different beliefs, are very prone to trigger a conflict that could destabilize national unity. SARA (ethnic, religious, racial, and intergroup) problems are very sensitive influence for different ethnic communities, and religions if the root causes were not solved as early as possible. Communication competence of religious and community leaders of Toraja/Chinese and Buginese/Makassar plays the role of Opinion Leaders role who act as intermediaries for both sides.

The study aims to make an area mapping of racial conflict issue between Toraja/Chinese and Buginese/Makassar in South Sulawesi, and to identify how the roles, functions, and efforts conducted by Opinion Leaders of Toraja/Chinese and Buginese/Makassar as the key of peace in preventing, mitigating, and resolving the issue of racial conflict in South Sulawesi.

The method used is constructivism paradigm. The research subjects were the Opinion Leaders from Toraja/Chinese and Buginese/Makassar. Data collection was done by conducting in-depth interviews. The sampling technique was a combination of purposive and snowball sampling to ensure the accuracy of the informants interviewed.

The result of this study indicates horizontal conflict areas in South Sulawesi, namely, in Makassar, Toraja, North Luwu, and East Luwu. This mapping is based on the issues of the conflict area, where security and public order disturbances (internal security) have occurred, such as terrorism, political activity events/elections, the group fights, and other forms of violent acts. Furthermore, the role, function and efforts undertaken by the Opinion Leaders of Toraja/Chinese and Bugis/Makassar as the key of peace including: (i) internal prevention efforts by dampening suspected causes of the conflict earlier; (ii) reduction of central control as preventive action of racial conflict; and (iii) executing their role as the Opinion Leaders by finding resolution for the issue and acting as a mediator for both groups.

Keywords: Intercultural Communication, Opinion Leader, Buginese/Makassar Ethnic, Toraja/Chinese Ethnic.

BACKGROUND

Indonesia is a diverse country that consisting of diverse ethnicities and beliefs. The data shows that in Indonesia there are about 300 ethnic groups and 741 languages. Diversity of local languages in Indonesia ranks the second largest after Papua New Guinea (820 languages). The number of ethnic groups reflecting the enormous diversity of Indonesian society, who take shelter under the motto Unity in Diversity.
Diversity of Indonesian society is the wealth of the nation that should be preserved. However, these differences are very prone to be a conflict trigger that could destabilize the national unity. Problems SARA (ethnic, religious, racial, and intergroup) is very sensitive because it involves ethnic and religious differences. As a result, any sensitive issues must be resolved quickly so as not to trigger a larger conflict. Because the people in South Sulawesi are heterogeneous, they is easy provoked by strategic issues such as racial and ethnic and religious conflict.

Conflict early nuanced racial issues (ethnicity, religion, race, and intergroup) more frequent in Indonesia. It is inevitable that the different ethnic and religious hostility widen the gap between nations. Ethnic and racial differences coupled with religious differences cause stronger to cause divisions between groups in society. This is triggered by the Indonesian society motivated by race, religion, and different groups. The series of events Situbondo case of conflict issues, Tasikmalaya, Sampit, Sangau Ledo (Sambas), the conflict in Ambon and Poso conflict is a valuable lesson that religious and ethnic issues are so sensitive to trigger conflict between cultures and religions.

The number of social conflicts in Indonesia showed an increase trend from year to year. Based on data from the Ministry of the internal division, the number of social conflicts in Indonesia in 2010 totaled 93 cases, although it had declined in 2011 to 77 cases. Then the number of social conflicts increased sharply again to 89 cases by the end of August 2012. Fact, according to data from the Ministry of Social contained 189 critical points of social conflict in Indonesia. For comparison at the beginning of the reform, the issue of religious conflict and ethnicity issues dominate the violent conflict in Indonesia (Dewi Yanti, 2011)

In South Sulawesi, phenomenon of racial and conflict issues, ethnic and religious occur in urban and rural areas. The problem of ethnic differences and religious differences, for example, between cultural groups Toraja / Chinese and Bugis - Makassar and the Christians and Muslims are still common and lead to conflict and violence. In Makassar, Toraja and North Luwu (Lutra) various forms of security and public order disturbances (internal security) occurs, such as several church bombings, the issue of religious differences when political candidates campaign / election, fights between groups, and the form of the action - other violence becomes a medium for banging ethnic and religious differences. For example, on 15 September 1997 Benny Karre, Chinese ethnic kill 9-year-old child, the perpetrator finally beaten by mob dies. Racial issues that resulted in mass rioting laden exhaled devastated homes and buildings actors, destroy and burn the houses of the ethnic Chinese. Another case of Peter Bolu blindly stabbing incident, 30-year resident of East Nusa Tenggara in front of Makassar Town Square resulted in three casualties.
The religious opinion leaders and community leaders Toraja / Chinese (Christian) and Bugis-Makassar (Muslim) each of them have a role, effort and functions to provide information for its adherents. Personal approach is considered the most effective way affect different groups of self and well Toraja / Chinese (Christian) and Bugis - Makassar (Muslim).

Similarly, the prediction of behavior patterns of cultural adaptation that will either create a harmonious relationship, avoid prejudice (prejudice) and misunderstandings that often triggers present of conflict and violence can be prevented. For example, the role of opinion leaders can provide a source of conflict nuanced racial sentiment stems from the existence of interests, rather than on cultural values especially religion.

Based on the background of the above picture, the main research focus is the study of how predictive adaptation problems of intercultural communication opinion leaders Toraja ethnic/ethnic Chinese and Bugis - Makassar in the resolution of the issue of Ethnic and religion conflict in South Sulawesi.

Research problems

In this study, there are several research issues are summarized as follows:

How to mapping issue areas racial conflict between Toraja / Chinese (Christian) and Bugis-Makassar (Muslims) in South Sulawesi?

Identify how the roles, functions and efforts undertaken by the opinion leaders Toraja / Chinese (Christian) and Bugis-Makassar (Muslims) as the key to peace in the prevention, mitigation, and the resolution of the issue of racial conflict creating social harmonization in South Sulawesi?

Research Objectives and Purpose

The purpose of this research is the implementation of activities:

To mapping the racial conflict Issue areas between Toraja / Chinese (Christian) and Bugis-Makassar (Muslims) in the area of the town and district in South Sulawesi.

Attempt to identify and improve the role, functions and efforts undertaken by the opinion leaders Toraja / Chinese (Christian) and Bugis-Makassar (Muslims) in the prevention, mitigation, and the resolution of the issue of racial conflict creating social harmonization oriented multicultural education in South Sulawesi.
Then, the usefulness of this research are:

Increasing role of opinion leaders and intercultural adaptation behavior that is informative, persuasive, and under the right circumstances the potential for such conflicts do not develop into exploration of the violent harm national unity.

Creating and developing patterns of empowerment and maintenance roles, functions opinion leaders as well as the effective and appropriate attitudes and behaviors of cultural adaptation.

Fostering multiculturalism oriented education that is a process to achieve social harmony in an atmosphere of integrity multiculturalism nationalism oriented education in South Sulawesi.

LITERATURE REVIEW

Conceptualization of Intercultural Communication

Communication between cultures is the application of the contiguity of Communication and Anthropology. Therefore, if we want to understand intercultural communication we need to learn the concepts of culture. Simply put the word 'culture' and 'culture', derived from the Sanskrit word buddhayuh, which is the plural form of buddhi which means "mind" or "intellect". Culture means all matters relating to the "mind or intellect". Thus culture, are the things that concerned with a sense of creativity, initiative, and sense.

Anthropologist named E.B. Taylor (1871), also provide a definition of culture that "culture is a complex which includes knowledge, belief, art, morals, law, customs, other capabilities and habits acquired by man as a member of society".

Furthermore, an understanding of the cultural elements can give us a way to understand the conceptualization of intercultural communication. The cultural elements vary from one culture to another. Here are some of the restrictions proposed by intercultural communication scholars, among others:

Samovar and Porter (1972): *intercultural communication obtains whenever the parties to a communications act to bring with them different experiential backgrounds that reflect a long-standing deposit of group experience, knowledge, and values*.
Rich (1974): communication is intercultural when occurring between peoples of different cultures.

Stewart (1974): intercultural communications which occurs under conditions of cultural difference-language, customs, and habits.

Young Yun Kim (1984): (intercultural communication...refers the communications phenomenon in which participant, different in cultural background, come into direct or indirect contact which one another).

Based on the limitations, we can explained that there are cultural differences as a determining factor the process of intercultural communication. The focal points of communication between cultures are different characteristics of communication actors, ranging from individuals or groups of different cultures interact. According to Edward T. Hall concept that 'communication is culture "and" culture is communication'. That is, the communication functions disseminate cultural norms of individual one to another or from one group to another. Communication also can transfer and transform the concept of culture from one generation to the next. The concepts of culture also establish norms that are appropriate for a particular group.

The Role and Function of Opinion Leader in Intercultural Adaptation

Two-Stage Model of Mass Media and Personal Influence by Katz and Lazarsfeld (1955) is a model that considers the influence of the mass media to the public through opinion leaders (opinion leaders). Classic statement of the effect of the two phases is interpersonal influence has a very strong force influencing audiences. Personal influence or opinion leaders have an important role in changing the behavior of individuals within a group. For more detailed descriptions of the following images direct effects model of mass media and two-stage models:

<table>
<thead>
<tr>
<th>Mass Communication Model</th>
<th>Two-Stage Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>Massa Media</td>
<td>Massa Media</td>
</tr>
</tbody>
</table>
O = Isolated Individuals

constituting a mass

O = Opinion Leader

\( \text{Q} \) = Individuals in social contact with an opinion leader

**Figure 1.** Two-Stages Model from Media Influence Compare with Traditional Mass Communication

(adopted from Katz and Lazarsfeld (1955))

Source: Dennis McQuail & Sven Windahl (1992:19).

Two-stage models have some basic assumptions, such as that developed by Katz and Lazarsfeld (1955) by looking at a very strong personal influence, the basic assumptions, among others:

- Individuals are not socially isolated, but are part of a part of the social groups to interact with other people.
- Response or reaction media messages do not directly and immediately, but mediated and influenced by the social relations that exist in society.
- Two processes are involved, one reception and attention and other responses in the form of influence or information acceptance and rejection. Receipts are not responded to or received due to any secondary acceptance of personal contacts.
- Individuals considered not receive the message at the campaign, but the role of the communication process and its main active can accept and reject the idea / notion of media primarily through personal contact.
- Leaders have an active role (*opinion leaders*) are more dominant and more use of mass media, higher level, self-perception affects others and serves as a source of information.

Opinion leaders (*opinion leaders*) play a role in shaping public opinion. This is due to opinion leaders and influential role in society. "Opinion leaders" can be said to be as influential people, that certain people are able to influence the attitudes of other people informally within a social system. The opinion leaders include: traditional leaders, religious leaders, community leaders, both formal and non-formal.

The role of opinion leaders to pave the way for change, revolution, reform, modernization (Earlier adopters) and realign the things that trigger of the conflict. But the nature of opinion and not a statement of opinion must mature early (imprematur of public opinion). For example, an
opinion leader of religious leaders and community leaders, intellectuals and social leaders or a communicator that emphasizes ethics and norms. The contents of the communication messages and statements should reinforce the values and beliefs are based on new values and virtues not to scare, destabilize or even manipulate. Openness (transparency), courtesy and honesty should be the cornerstone is the hallmark of effective communication. Effective communication effectiveness is understood when one (opinion leaders) can achieve the desired results and are able to control and manipulate the social environment to get those goals. Proper communication requires the use of a message that is expected in a particular context, and actions that meet the expectations and demands of the situation. This criterion is the interactive nature of communication competence to demonstrate an understanding of the expectations of acceptable behavior in a given situation (Wiseman, RL, 2001:142).

Furthermore, the communication competence, according to Ruben identified seven elements that make an effective behavior in the context of intercultural communication. The seven elements are:

- **The Display of respect:** an individual's ability to show deep respect to judge others as people with high potential and worth.
- **Interaction posture:** the ability to respond to others in a non-judgmental
- **Orientation to knowledge:** the ability to see their own knowledge and personal perception and not universally applicable.
- **Empathy:** the ability to 'put yourself in the other person
- **Role behavior:** the functional capabilities of individuals and relational roles in a group setting
- **Interaction management:** the ability to 'manage' interactions which are taking part.
- **Tolerance for ambiguity:** the ability to react to the alleged positive or ambiguous situations without excessive.

Intercultural adaptation is a long process to adjust and obtain the comforts of being in a new environment. Adaptations that occur in the form of mutually adjust in order to establish a partnership between the two. Patterns of success and failure in intercultural adaptation include
seven (7) elements of interpersonal communication competence in intercultural contexts as mentioned above.

Furthermore, as a model comparison Katz and Lazarsfeld (1955) which revises a model based on the selection of political opinion sender and receiver. Robinson (1976) major categories less attention and are not discussed or discussed openly direct influence of the mass media. The concept model of Robinson (1976) which outlines two types of acceptance opinion (opinion) of the community, such as 2 the following picture:

![Diagram of Innovation Diffusion Model from Robinson (1976)](image)

**Figure 2.** Innovation Diffusion Model from Robinson (1976)

Source: Dennis Mc Quail & Sven Windahl (1992:19)

Innovation diffusion model of Robinson (1976) revealed that there is a difference between people who are involved in their social networks to get the information of what is termed the 'opinion givers'.

**RESEARCH METHODS**
INTERCULTURAL COMMUNICATION ADAPTATION OF THE OPINION LEADERS
OF TORAJA/CHINESE AND BUGINESE/MAKASSAR ETHNIC IN SOLVING
IDENTITY-BASED CONFLICT IN SOUTH SULAWESI

Tuti Bahfiarti
(Universitas Hasanuddin, tutyfiarty@yahoo.com)

ABSTRACT

Diversity of Indonesian society, which consists of diverse ethnic groups and different beliefs, are very prone to trigger a conflict that could destabilize national unity. SARA (ethnic, religious, racial, and intergroup) problems are very sensitive influence for different ethnic communities, and religions if the root causes were not solved as early as possible. Communication competence of religious and community leaders of Toraja/Chinese and Buginese/Makassar plays the role of Opinion Leaders role who act as intermediaries for both sides.

The study aims to make an area mapping of racial conflict issue between Toraja/Chinese and Buginese/Makassar in South Sulawesi, and to identify how the roles, functions, and efforts conducted by Opinion Leaders of Toraja/Chinese and Buginese/Makassar as the key of peace in preventing, mitigating, and resoluting the issue of racial conflict in South Sulawesi.

The method used is constructivism paradigm. The research subjects were the Opinion Leaders from Toraja/Chinese and Buginese/Makassar. Data collection was done by conducting in-depth interviews. The sampling technique was a combination of purposive and snowball sampling to ensure the accuracy of the informants interviewed.

The result of this study indicates horizontal conflict areas in South Sulawesi, namely, in Makassar, Toraja, North Luwu, and East Luwu. This mapping is based on the issues of the conflict area, where security and public order disturbances (internal security) have occurred, such as terrorism, political activity events/elections, the group fights, and other forms of violent acts. Furthermore, the role, function and efforts undertaken by the Opinion Leaders of Toraja/Chinese and Bugis/Makassar as the key to peace including: (i) internal prevention efforts by dampening suspected causes of the conflict earlier; (ii) reduction of central control as preventive action of racial conflict; and (iii) executing their role as the Opinion Leaders by finding resolution for the issue and acting as a mediator for both groups.

Keywords: Intercultural Communication, Opinion Leader, Buginese/Makassar Ethnic, Toraja/Chinese Ethnic.

BACKGROUND

Indonesia is a diverse country that consisting of diverse ethnicities and beliefs. The data shows that in Indonesia there are about 300 ethnic groups and 741 languages. Diversity of local languages in Indonesia ranks the second largest after Papua New Guinea (820 languages). The number of ethnic groups reflecting the enormous diversity of Indonesian society, who take shelter under the motto Unity in Diversity.
Diversity of Indonesian society is the wealth of the nation that should be preserved. However, these differences are very prone to be a conflict trigger that could destabilize the national unity. Problems SARA (ethnic, religious, racial, and intergroup) is very sensitive because it involves ethnic and religious differences. As a result, any sensitive issues must be resolved quickly so as not to trigger a larger conflict. Because the people in South Sulawesi are heterogeneous, they is easy provoked by strategic issues such as racial and ethnic and religious conflict.

Conflict early nuanced racial issues (ethnicity, religion, race, and intergroup) more frequent in Indonesia. It is inevitable that the different ethnic and religious hostility widen the gap between nations. Ethnic and racial differences coupled with religious differences cause stronger to cause divisions between groups in society. This is triggered by the Indonesian society motivated by race, religion, and different groups. The series of events Situbondo case of conflict issues, Tasikmalaya, Sampit, Sangau Ledo (Sambas), the conflict in Ambon and Poso conflict is a valuable lesson that religious and ethnic issues are so sensitive to trigger conflict between cultures and religions.

The number of social conflicts in Indonesia showed an increase trend from year to year. Based on data from the Ministry of the internal division, the number of social conflicts in Indonesia in 2010 totaled 93 cases, although it had declined in 2011 to 77 cases. Then the number of social conflicts increased sharply again to 89 cases by the end of August 2012. Fact, according to data from the Ministry of Social contained 189 critical points of social conflict in Indonesia. For comparison at the beginning of the reform, the issue of religious conflict and ethnicity issues dominate the violent conflict in Indonesia (Dewi Yanti, 2011)

In South Sulawesi, phenomenon of racial and conflict issues, ethnic and religious occur in urban and rural areas. The problem of ethnic differences and religious differences, for example, between cultural groups Toraja / Chinese and Bugis - Makassar and the Christians and Muslims are still common and lead to conflict and violence. In Makassar, Toraja and North Luwu (Lutra) various forms of security and public order disturbances (internal security) occurs, such as several church bombings, the issue of religious differences when political candidates campaign / election, fights between groups, and the form of the action - other violence becomes a medium for hanging ethnic and religious differences. For example, on 15 September 1997 Benny Karre, Chinese ethnic kill 9-year-old child, the perpetrator finally beaten by mob dies. Racial issues that resulted in mass rioting laden exhaled devastated homes and buildings actors, destroy and burn the houses of the ethnic Chinese. Another case of Peter Bolu blindly stabbing incident, 30-year resident of East Nusa Tenggara in front of Makassar Town Square resulted in three casualties.
The religious opinion leaders and community leaders Toraja / Chinese (Christian) and Bugis-Makassar (Muslim) each of them have a role, effort and functions to provide information for its adherents. Personal approach is considered the most effective way affect different groups of self and well Toraja / Chinese (Christian) and Bugis-Makassar (Muslim).

Similarly, the prediction of behavior patterns of cultural adaptation that will either create a harmonious relationship, avoid prejudice (prejudice) and misunderstandings that often triggers present of conflict and violence can be prevented. For example, the role of opinion leaders can provide a source of conflict nuanced racial sentiment stems from the existence of interests, rather than on cultural values especially religion.

Based on the background of the above picture, the main research focus is the study of how predictive adaptation problems of intercultural communication opinion leaders Toraja ethnic/ethnic Chinese and Bugis - Makassar in the resolution of the issue of Ethnic and religion conflict in South Sulawesi.

**Research problems**

In this study, there are several research issues are summarized as follows:

How to mapping issue areas racial conflict between Toraja / Chinese (Christian) and Bugis-Makassar (Muslims) in South Sulawesi?

Identify how the roles, functions and efforts undertaken by the opinion leaders Toraja / Chinese (Christian) and Bugis-Makassar (Muslims) as the key to peace in the prevention, mitigation, and the resolution of the issue of racial conflict creating social harmonization in South Sulawesi?

**Research Objectives and Purpose**

The purpose of this research is the implementation of activities:

To mapping the racial conflict Issue areas between Toraja / Chinese (Christian) and Bugis-Makassar (Muslims) in the area of the town and district in South Sulawesi.

Attempt to identify and improve the role, functions and efforts undertaken by the opinion leaders Toraja / Chinese (Christian) and Bugis-Makassar (Muslims) in the prevention, mitigation, and the resolution of the issue of racial conflict creating social harmonization oriented multicultural education in South Sulawesi.
Che Su Mustaffa, Bahtiar Mohamad, Haslina Halim, Nik Adzrieman Abdul Rahman, Hassan Abu Bakar
Leader Characteristics in Manager-Subordinate Relationship: The Application of Qualitative Approach

Carmencita Delvilar
Correlation Between Compliance-gaining Strategies and High-Power Distance Cultural Orientation of Filipinos: Re-validation

Dasrun Hidayat, Anisti, Titin Suhartini, Mahardiansyah Suhadi
Harmonization of Traditional Games and Local Wisdom in Developing Cultural Identity and Children Personality

Endri Listiani, Maya Amalia O.P
The Differences of Social Representation among Teenage Audience in the Indonesian and Korean Soap Opera (Case Study in Indonesian Soap Opera “Diam-Diam Suka” (SCTV Channel) and Korean Soap Opera “The Heirs” (SBS Channel))

Fafaz Laelah, Widyo Nugroho, Emiliashah B., Yuli Karyanti, Maimunah
The Character Values in Traditional Game Gobak Sodor for Elementary School Children

Gong Chengbo
Sharing “Chunwan” to The World

Han Byungjin
Explaining the Resilience of One Man Rule in North Korea

Hapsari Dwiningtyas Sulistyani
The Romantic Love: How Female Sex Workers Making Sense of It

Herika Rainathami, Agung Budiono, Sukaesih
Local Wisdom for Knowledge Conservation of Manuscripts in Kampung Pulo Garut

Iqbal Irsyaddi, Wina Erwina, Evi Rosfiantika
Novice Voters Media Literacy Level Measurement in the 2014 Election Using Individual Competence Framework

Isep Ali Sandi
Build Conceptions of Islamic Education Insight Plurality and Peace

Joko Susilo
McDonald: Business A Cross Cultural Boundaries (Indonesian People View about McDonald Restaurant)

Kinkin Yuliaty Subarsa
The Media Content Effect of Different Individuals on Mass Media

Leviane Jackelin H. Lotulung
Batik as Indonesian Student Cultural Identity Abroad
Then, the usefulness of this research are:

Increasing role of opinion leaders and intercultural adaptation behavior that is informative, persuasive, and under the right circumstances the potential for such conflicts do not develop into exploration of the violent harm national unity.

Creating and developing patterns of empowerment and maintenance roles, functions opinion leaders as well as the effective and appropriate attitudes and behaviors of cultural adaptation.

Fostering multiculturalism oriented education that is a process to achieve social harmony in an atmosphere of integrity multiculturalism nationalism oriented education in South Sulawesi.

LITERATURE REVIEW

Conceptualization of Intercultural Communication

Communication between cultures is the application of the contiguity of Communication and Anthropology. Therefore, if we want to understand intercultural communication we need to learn the concepts of culture. Simply put the word 'culture' and 'culture', derived from the Sanskrit word buddhayah, which is the plural form of buddhi which means "mind" or "intellect". Culture means all matters relating to the "mind or intellect". Thus culture, are the things that concerned with a sense of creativity, initiative, and sense.

Anthropologist named E.B. Taylor (1871), also provide a definition of culture that "culture is a complex which includes knowledge, belief, art, morals, law, customs, other capabilities and habits acquired by man as a member of society".

Furthermore, an understanding of the cultural elements can give us a way to understand the conceptualization of intercultural communication. The cultural elements vary from one culture to another. Here are some of the restrictions proposed by intercultural communication scholars, among others:

Samovar and Porter (1972): intercultural communication obtains whenever the parties to a communications act to bring with them different experiential backgrounds that reflect a long-standing deposit of group experience, knowledge, and values)
Rich (1974): *communication is intercultural when occurring between peoples of different cultures.*

Stewart (1974): *Interculture communications which occurs under conditions of cultural difference-language, customs, and habits.*

Young Yun Kim (1984): *(Intercultural communication...refers the communications phenomenon in which participant, different in cultural background, come into direct or indirect contact which one another).*

Based on the limitations, we can explained that there are cultural differences as a determining factor the process of intercultural communication. The focal points of communication between cultures are different characteristics of communication actors, ranging from individuals or groups of different cultures interact. According to Edward T. Hall concept that 'communication is culture "and" culture is communication'. That is, the communication functions disseminate cultural norms of individual one to another or from one group to another. Communication also can transfer and transform the concept of culture from one generation to the next. The concepts of culture also establish norms that are appropriate for a particular group.

**The Role and Function of Opinion Leader in Intercultural Adaptation**

Two-Stage Model of Mass Media and Personal Influence by Katz and Lazarsfeld (1955) is a model that considers the influence of the mass media to the public through opinion leaders *(opinion leaders)*. Classic statement of the effect of the two phases is interpersonal influence has a very strong force influencing audiences. Personal influence or opinion leaders have an important role in changing the behavior of individuals within a group. For more detailed descriptions of the following images direct effects model of mass media and two-stage models:
Figure 1. Two-Stages Model from Media Influence Compare with Traditional Mass Communication
(adopted from Katz and Lazarsfeld (1955)
Source: Dennis McQuail & Sven Windahl (1992:19).

Two-stage models have some basic assumptions, such as that developed by Katz and Lazarsfeld (1955) by looking at a very strong personal influence, the basic assumptions, among others:

Individuals are not socially isolated, but are part of a part of the social groups to interact with other people.

Response or reaction media messages do not directly and immediately, but mediated and influenced by the social relations that exist in society.

Two processes are involved, one reception and attention and other responses in the form of influence or information acceptance and rejection. Receipts are not responded to or received due to any secondary acceptance of personal contacts.

Individuals considered not receive the message at the campaign, but the role of the communication process and its main active can accept and reject the idea / notion of media primarily through personal contact.

Leaders have an active role (opinion leaders) are more dominant and more use of mass media, higher level, self-perception affects others and serves as a source of information.

Opinion leaders (opinion leaders) play a role in shaping public opinion. This is due to opinion leaders and influential role in society. "Opinion leaders" can be said to be as influential people, that certain people are able to influence the attitudes of other people informally within a social system. The opinion leaders include: traditional leaders, religious leaders, community leaders, both formal and non-formal.

The role of opinion leaders to pave the way for change, revolution, reform, modernization (Earlier adopters) and realign the things that trigger of the conflict. But the nature of opinion and not a statement of opinion must mature early (imprematur of public opinion). For example, an
opinion leader of religious leaders and community leaders, intellectuals and social leaders or a communicator that emphasizes ethics and norms. The contents of the communication messages and statements should reinforce the values and beliefs are based on new values and virtues not to scare, destabilize or even manipulate. Openness (transparency), courtesy and honesty should be the cornerstone is the hallmark of effective communication. Effective communication effectiveness is understood when one (opinion leaders) can achieve the desired results and are able to control and manipulate the social environment to get those goals. Proper communication requires the use of a message that is expected in a particular context, and actions that meet the expectations and demands of the situation. This criterion is the interactive nature of communication competence to demonstrate an understanding of the expectations of acceptable behavior in a given situation (Wiseman, RL, 2001:142).

Furthermore, the communication competence, according to Ruben identified seven elements that make an effective behavior in the context of intercultural communication. The seven elements are:

The Display of respect: an individual's ability to show deep respect to judge others as people with high potential and worth.

Interaction posture: the ability to respond to others in a non-judgmental

Orientation to knowledge: the ability to see their own knowledge and personal perception and not universally applicable.

Empathy: the ability to 'put yourself in the other person

Role behavior: the functional capabilities of individuals and relational roles in a group setting

Interaction management: the ability to 'manage' interactions which are taking part.

Tolerance for ambiguity: the ability to react to the alleged positive or ambiguous situations without excessive.

Intercultural adaptation is a long process to adjust and obtain the comforts of being in a new environment. Adaptations that occur in the form of mutually adjust in order to establish a partnership between the two. Patterns of success and failure in intercultural adaptation include
seven (7) elements of interpersonal communication competence in intercultural contexts as mentioned above.

Furthermore, as a model comparison Katz and Lazarsfeld (1955) which revises a model based on the selection of political opinion sender and receiver. Robinson (1976) major categories less attention and are not discussed or discussed openly direct influence of the mass media. The concept model of Robinson (1976) which outlines two types of acceptance opinion (opinion) of the community, such as 2 the following picture:

![Diagram showing the Innovation Diffusion Model from Robinson (1976)]

**Figure 2.** Innovation Diffusion Model from Robinson (1976)
Source: Dennis McQuail & Sven Windahl (1992:19)

Innovation diffusion model of Robinson (1976) revealed that there is a difference between people who are involved in their social networks to get the information of what is termed the 'opinion givers'.

**RESEARCH METHODS**
Type of Research

The study of intercultural communication adaptation predictions opinion leaders Toraja/Chinese and Bugis-Makassar ethnic in the resolution of identity issues conflict in South Sulawesi use constructivist paradigm or approach. Subjects were individuals Toraja/Chinese ethnic (Christian) and Bugis-Makassar (Muslims) who act as opinion leaders. The study was conducted across the South Sulawesi region covering 24 cities/counties.

Data was collected through in-depth interviews (depth-interview). The instrument used was self researchers themselves with tools such as interview guides (interview guide). Depth interviews were conducted on a number of informants who are determined based on the cluster area in South Sulawesi.

Research Location and Object

Location territory covers the entire area of the city/county area consisting of the regions I, II, III, and IV with the consideration that each region settled ethnic diversity Toraja/Chinese and Bugis-Makassar as a potentially dominant public sentiment collision issues of racial conflict.

<table>
<thead>
<tr>
<th>Research Area Target</th>
<th>Regency of South Sulawesi</th>
<th>Capital City</th>
<th>Research Area Target</th>
<th>Regency of South Sulawesi</th>
<th>Capital City</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Area I</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Area I</td>
<td>Bantaeng</td>
<td>Bantaeng</td>
<td>Area II</td>
<td>Kepuluan</td>
<td>Jeneponto</td>
</tr>
<tr>
<td></td>
<td>Barru</td>
<td>Barru</td>
<td></td>
<td>Selayar</td>
<td>Benteng</td>
</tr>
<tr>
<td></td>
<td>Bone</td>
<td>Watampone</td>
<td></td>
<td>Luwu</td>
<td>Palopo</td>
</tr>
<tr>
<td></td>
<td>Bulukumba</td>
<td>Bulukumba</td>
<td></td>
<td>Luwu Timur</td>
<td>Malili</td>
</tr>
<tr>
<td></td>
<td>Enrekang</td>
<td>Enrekang</td>
<td></td>
<td>Luwu Utara</td>
<td>Masamba</td>
</tr>
<tr>
<td></td>
<td>Giowa</td>
<td>Sungguminasa</td>
<td></td>
<td>Maros</td>
<td>Maros</td>
</tr>
<tr>
<td><strong>Area II</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 1. Research Area Target

The Choice and Number of Research Data Sources

Deepening of information carried as needed to answer the research problem. Determination of the number of informants combine purposive and snowball technique (snowball) to the accuracy
of the informants interviewed. The informants consisted of two parties, individuals for Toraja/Chinese (Christian) and Bugis-Makassar (Muslims) who act as opinion leaders.

Deepening of information carried as needed to answer the research problem. Determination of the number of informants combines purposive and snowball technique (snowball) to the accuracy of the informants interviewed. The informants consisted of two parties, individuals from Toraja/Chinese (Christian) and Bugis-Makassar (Muslims) who act as opinion leaders.

Data Analysis

Data processing techniques to develop a system of categorization comes from the story of the respondents, the research question, the premise, and theoretical framework. The analysis was conducted in three stages, namely the stage of explanation to the phenomenon that researchers armed with knowledge (ethics), phase synchronization between the views of ethics, as well as the rationalization and phase data abstraction.

RESEARCH RESULTS

Social conflict has become an integral part of national life in the reform era. Ethnic and religious differences trigger the issue of racial conflict. Ethnic and racial differences cause divisions between groups in society. Ethnic differences in the groups of people of different religions in a place or region turned out as the driving factors that influence the creation of a conflict between religious groups in Indonesia. Here's the description of the research problem:

Mapping the Issue of Racial Conflict Area between Toraja/Chinese (Christian) and Bugis-Makassar (Muslim).

The diversity of ethnicity and religion cannot be denied to widen the chasm of division and conflict. Ethnic and racial differences coupled with religious differences cause stronger to cause divisions between groups in society, such as in South Sulawesi. The area is inhabited by Bugis ethnic, Makassar Ethnic, Mandar Ethnic (Islamic domination, and Toraja Ethnic, Ethnic Chinese (dominance of the Christian religion).

Based on data mapping region of South Sulawesi conflict, the most dominant conflict is Makassar, North Luwu and East Luwu. The region became the center of transmigration areas in Eastern Indonesia, so religion difference and ethnicity are very dominant. Racial issues are very
prone to cause conflict trigger, so that the role of opinion leaders is very important to relieve the central issues that developed in the community.

Existing data suggest that factors cause rapid stimulation racial issues sentiment conflicts between parties in conflict mapping region. As a basis for mapping the conflict in South Sulawesi, an area of research can be seen in the following figure 3:

![Figure 3. Mapping the Issue of Racial Conflict](image)

As a depiction that the causes of conflict in South Sulawesi region caused by the differences in ethnic and religious differences, for example, between cultural groups Toraja/Chinese and Bugis-Makassar. Based on the data in Makassar, Toraja and North Luwu (Lutra) various forms of security and public order disturbances (internal security) occurs, such as several church bombings, the issue of religious differences when political candidates campaign / election, fights between groups, and form other violent acts into a medium for banging ethnic and religious differences.

The findings of racial conflict issue areas based on religious and ethnic heterogeneity, faith and trust different. Blowing a sensitive issue in that area is very fast to trigger personal sentiment based on religious or ethnicity. As a result the area has been mapped inter-ethnic conflicts and inter-religious. The trigger is a matter of individual or group that is attached to the person of the offender, finally assume that religion or ethnicity shall be responsible for any incident or problem that has occurred.

In some cases exemplified Karre Benny cases are Chinese ethnic who mass beaten until death in 1997 for murder a 9-year-old child. Even people do with mass rioting devastated homes and buildings perpetrators, and burn the houses of the Chinese ethnic in Makassar. Case in North
Luwu banging contention issues with religion and ethnicity. Individuals and other groups conduct bombings at several churches, interfaith issues when political candidates’ campaign/election, fights between groups, and the form of other violent acts that disrupt the stability and security in the region.

**Identifying Roles, Functions and Effort of the Opinion Leader Toraja/Chinese (Christian) and Bugis-Makassar (Muslim) As Key of Peace Efforts in Prevention, and Conflict Resolution Issues SARA.**

Basically the religious factor is a part of the national culture. The fact show us there are cultural differences in all the nations of the world are not the same. Nearby points of conflict between Islamic groups - Christian some time ago, it seems the difference between the two groups in the conflict. Local community groups have simple or traditional culture: while immigrants have a more advanced culture or modern.

Cultural differences in the different religious communities in a place or region turned out as the driving factors that influence the creation of racial conflict in the plurality of religious communities. Thing that happens is the factor of majority and minority religious groups. Conflict, an angry mob is majority religious and ethnic groups. For example, in Makassar sentiment against ethnic Chinese became very quickly ignite racial issues. It caused economic inequality and prejudice factors are excessive in the majority on the minority community.

Solving the issue of racial conflict in South Sulawesi is strongly influenced by Opinion Leader who performs preventive approach through the concept of interpersonal and group approach. Opinion leaders in reducing the causes of the conflict issue is not just functioning rilei (relaying function) but more control than any information to the community on the environment. Control and influence opinion leaders can change the behavior of individuals and groups within our society that is still dominated by the social relations in the form of mechanical solidarity. Selective attitude of society towards the received message can be controlled by the leaders of opinion formers. This means that face to face communication is able to change the attitude of the communicant, the mass media was generally only able to change public knowledge.

The results of this study found that the roles, functions and efforts undertaken by the opinion leaders of Toraja/Chinese and Bugis-Makassar as the key to peace are (i) prevention efforts internally dampen early issue suspected cause of the conflict. (ii) Prevention and control of the central conflict prevention preventive as SARA. (iii) Resolution of conflict issues where opinion leaders and role functioning as a mediator to both groups.
In resolving the issue of conflict of opinion leaders acting as mediators of each group to be delivered on the next group. Furthermore, opinion leaders and coordinate with groups expressed through ways: first, informal meeting with members of the community so that the issues can be mitigated. Second, listen and clarify the problem emerging developments. Third, to coordinate with neighbors and social groups those exist in each region.

Based on the views of Nurudin (2008) opinion leader is a person who has a variety of advantages among the community so that it can be an intermediary for the information society. Advantages of the opinion leaders in order to have credibility in transmitting information and express their opinions are as follows: a. higher formal education than other community members. b. Higher socioeconomic status. c. More innovative in accepting and adopting new ideas. d. Introduction of higher media (media exposure). e. Greater empathy ability. f. Greater social participation. g. More cosmopolitan (have insight and knowledge of the wider) (Nurudin, 2008).

As a portrayal of the role, functions and efforts undertaken by the opinion leaders of Toraja/Chinese and Bugis-Makassar as the key to peace as shown below:

The role, function and efforts undertaken by the Opinion Leaders Toraja/Chinese and Bugis/Makassar as the key to peace be:

- Internally prevention efforts to dampen issue suspected cause of the conflict earlier.
- Reduction of central control as preventive racial conflict prevention.
- Resolution of the issue of conflict of Opinion Leader function and act as a mediator to both groups.

**Figure 3. Mapping the Issue of Racial Conflict**

The figure indicates that the roles, functions and business opinion leaders Toraja/Chinese and Bugis-Makassar should get support from the community. The goal is to be interwoven with the effective cooperation.
Based on the roles, functions and efforts that undertaken by the opinion leaders Toraja / Chinese (Christian) and Bugis-Makassar (Muslims) as the key to peace in the region that includes the category easily ignited racial issues specifically done through:

In Personal. (i) Conduct regular meetings intensively or few individuals who are considered to have influence in the community. (ii) Provide more cooperative and friendly input and views to the danger of religious and ethnic conflict. (iii) Continuously discussing and listening to the views of individuals in each group to determine and predict possible actions they did when the issue of the conflict is happened.

As a group. (i) Arrange indirect meeting with youth groups, youth, and all the components of society. For example, youth group meetings on mosque or church board when worship is done. (ii) talk and discuss through existing groups about providing advice and input to the dangers that would result from religious and ethnic conflicts will occur. (iii) Make approach personally to the head of group that is considered to be a positive influence on other group members.

After opinion leaders make approach as personal and groups, the two group both Toraja/Chinese (Christian) and Bugis-Makassar (Muslims) can perform preventive action to avoid conflicts that harm both parties. Specifically can be pursued by means of: (i) preventive efforts internally dampen early issue suspected cause of conflict, both from the Toraja/Chinese (Christian) as minority and Bugis-Makassar (Muslim) as majority group. (ii) Reduction of central action to control racial conflict prevention. (iii) Completion conflict issues of opinion leader function and act as a mediator to both groups. Opinion leaders can ultimately predict intercultural each group to prevent the issue of racial conflict in the province of South Sulawesi.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the results of the study and discussion of this study is summarized as follows:

Identification of horizontal conflict areas in South Sulawesi, namely, in Makassar, Toraja, North Luwu, and East Luwu. This area mapping based on conflict issues of security and public order disturbances (internal security) has occurred, such as terrorism, political activity events / elections, the group fights, and form other violent acts.
Role, functions and efforts undertaken by the opinion leaders of Toraja/Chinese and Bugis-Makassar as the key to peace are (i) internally prevention efforts to dampen issue early that suspected cause of the conflict. (ii) Reduction of central control as preventive racial conflict prevention. (iii) Completion of the issue of conflict of opinion leader function and act as a mediator to both groups.

Recommendation

The government should further intensify the role, functions and efforts undertaken by the opinion leaders of Toraja/Chinese and Bugis-Makassar to curb racial conflict issues in mapping areas of conflict in South Sulawesi.

Intensifying opinion leaders in the area of initial mapping before the conflict broke racial issues and invited to work together to prevent the initial problem of conflict in Indonesia.

Opinion leader become one of the alternatives key in group Toraja/Chinese (Christian) and Bugis-Makassar (Muslims) to create peace and tranquility. Because they still trusted by the group to influence each other personally and groups in their respective territories. Togetherness above distinction eventually became something to be continued.

Raising awareness of government to maximize the intensity of personal and group on Toraja/Chinese (Christian) and Bugis-Makassar (Muslim) so as to find out early due to religious and ethnic conflicts in the mapping of each party.

REFERENCES


