

## INFLUENCE OF THE QUALITY OF *MC.GAZINE* TOWARDS STUDENTS READING INTEREST OF SMA NEGERI 3 MAGELANG

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### Abstract

*The students of SMA Negeri 3 Magelang have low interest in reading to their own printed media, that is Mc.Gazine. The low reading interest affected by several factors, one of them is the quality of the product. Therefore, this research aims to figure out the influence of the quality of Mc.Gazine towards students' reading interest of SMA Negeri 3 Magelang. The method used in this research was quantitative survey. The sample taken was approximately 35% of the whole population. Data collection applied in this research was questionnaire. Validity and reliability test were used to test the items in the questionnaire. Meanwhile, the data were analyzed using product moment Pearson correlation and simple linear regression. The results of the research were elaborated using S-O-R (Stimulus-Organism-Respond) Theory and Uses and Gratification Theory. To describe the results of the research, it was found out that the quality of school magazine Mc.Gazine towards students' reading interest was at the medium state or category. It can be concluded that both variables i.e independent and dependent, have strong relationship. It is proven by the correlation coefficient value at 0,624 nearly to 1. On the other hand, the quality of Mc.Gazine (variable X) has positive significant influence towards the reading interest of the students of SMA Negeri 3 Magelang (variable Y) with the value at  $0,000 < 0,05$ . Then, it was also found out that variable X gave contribution for approximately 39% on variable Y, therefore, the equation will show that when the variable contribution of variable X increases, then variable Y follows.*

**Keywords:** *reading interest, quality of the school magazine Mc.Gazine, students*

### INTRODUCTION

The presence of online media that based on internet connection can replace the uses of electronic media such as television and radio. Moreover, it can replace the existence of printed media like newspaper, magazine, tabloid and another because it seems lack of actualization and hard to acces instantly. Those demerits are causing the increase of online media user. In other hand, the increasing of the internet user is getting worse while the reading interest is low, mainly for Indonesian

people. It is, of course, affected by various factors. One of them is the reading habit that does not really applied for the children. The low of reading interest towards printed media become a main problem in this research. Based on this matter, the researcher decide to do the reseach about reading interest of the students towards their own school magazine. In mass communication science, school magazine is a kind of internal media that exist in an organization or an intitution.

Magazine is one of the journalistic

product. Meanwhile, journalistic product should make a good performance based on what people hope for to this mass media, especially to inform, to educate and to entertain the audiences.

The magazine that is chosen as the subject of this research, is managed by the students of SMA Negeri 3 Magelang, Central Java, named *Mc.Gazine*. This magazine is non-commercial product. Therefore, *Mc.Gazine* is given freely to the students. But, it becomes the problem for the school because the students do not really care and do not pay attention toward the product. They do not have any interest to the product because they do not give any cost to get *Mc.Gazine*. Whereas, the fund that is needed for making *Mc.Gazine* is obtained and allocated from income and budget of the school (APBS).

*Mc.Gazine* is organized by the students who are affiliated in journalistic community. For the implementation, the students manage the process from deciding (the topic, news, the informations), editing, until become a whole product. It can also concluded that school magazine is a form of journalistic product and a creation of literature from, by, and for the students.

The cover and the layout of this school magazine is arranged and designed by the students. It is, of course, become a

good product because it can give the space for the students to be creative. But unfortunately, *Mc.Gazine* can not be printed colourfully. The sheets of this magazine are still printed with black and white.

Moreover, *Mc.Gazine*, which is given every once a month, sometimes makes the students do not really enthusiastic to read the next editions. Those demerits are often regretted by the half of the students.

Therefore, based on those demerits in *Mc.Gazine*, from the quality of the content and the design, the researcher decides to look for how deep is the students' reading interest towards their printed media. The researcher also want to know what kind of the indicators of the *Mc.Gazine's* quality which are suitable to increase the reading interest.

From the explanation above, the problem's formulation which is become the focus of this research: "Is the quality of school magazine *Mc.Gazine* influence towards the students' reading interest of SMA Negeri 3 Magelang?"

Through the problem's formulation above, this research aims to figure out the influence of the quality of *Mc.Gazine* towards students' reading interest of SMA Negeri 3 Magelang. Besides, this research wants to obtain the data about the aspects

that influence the low and high of reading interest.

To get the answer for problem's formulation, this research uses two theories i.e. Stimulus-Organism-Respond (S-O-R) Theory and Uses and Gratification Theory. S-O-R Theory in this research is used to explain how the influence that happen between the quality of school magazine *Mc.Gazine* towards the students' reading interest of SMA Negeri 3 Magelang. So the result of this research can be seen that the stimulus is related to the quality of *Mc.Gazine*. Then, the organism is the students of SMA Negeri 3 Magelang, while the respond is related to the reading interest.

As if what has admitted by Onong Uchjana Effendy in his book *Ilmu Teori dan Filsafat Komunikasi* (2003:254-255), S-O-R Theory is about something which is related to the attitude's change. Stimulus, which is given to the organism, can be accepted or refused. So, in the next process it will be stopped. It means that the stimulus is not effective to influence the organism, as there is no attention from organism (communicant). However, if the stimulus can be accepted by the organism, it means there is an attention from organism. It is concluded that the stimulus is effecttive and has a reaction.

In S-O-R Theory, the basic assumption from this model is the mass media which can appear a directed effect, immadiately and straight towards the communicant. This model shows that communication is a process of action-reaction. It means, the model admit that verbal action, the sign of non verbal action, or symbols can stimulate other people to give a respond with certain way. The pattern of S-O-R Theory can happen positively or negatively. Attitude that is aimed in S-O-R Theory are the preferences related to the action, think, perception and feel towards the object, idea, situation and value. The attitude determines someone to choose whether to agree or disagree about something, and also determines which one to be liked or hoped.

The other theory that is used in this research is Uses and Gratification Theory. According to Wilbur Schramm (1954), explain that the audiences give a value for each gratification level which is hoped from a product of mass media or message towards how much effort they must be made to protect those gratifications –an important component to what is later called as perspektive- in Uses and Gratification (West and Turner, 2010:101).

If the theory above is hooked to the research, so the audience is the reader of

*Mc.Gazine* who are the students of SMA Negeri 3 Magelang. The audience actively can decide the level of their gratification based on their experience towards the media that is consumed. By using and consuming a certain mass media, the audience hope that it will fill their needs to get the information.

The scientist of Uses and Gratification Theory also had interest to relate a certain reason about media using with some variable such as need, purpose, advantages, and the consequence of using media, and also individual factor (Faber, 2000; Greene & Kremer, 2005; Haridakis & Rubin, 2005; Rubin, 1994). Rubin and Step have studied about the relation between motivation, interpersonal interests, and parasocial interaction to hear the talk about public's problems in mass media (West and Turner, 2010:103).

Uses and Gratification Theory pressures that the existence of a mass media as the source of information is not dominant anymore. The audience is the one that can make a move towards mass media to fill their needs. It means that the audience has personal authority to decide what kind of media that they want to consume based on their motivation.

Besides the two theories which are used, the researcher also look into the

problem through the media exposure. Exposure is intensity of the audience's condition that is affected by messages which is spread by a certain media. According to Ardianto and Erdinaya (2005:2), exposure can be interpreted as a listening activity, seeing and reading the messages of media or someone who has an experience and attention towards its message that can happen to certain individual or group. Media exposure tries to look for the audience's data about the uses of media, include the kind of media, uses frequency, and uses duration (Kristianingrum and Widodo, 2013:2).

Based on the framework of theoretical that has explained, it can be admitted a hypotheses which will be proven from the result of this research:

H<sub>0</sub> : There is no significant relation between quality of the school magazine *Mc.Gazine* towards the students' reading interest of SMA Negeri 3 Magelang.

H<sub>a</sub> : There is significant relation between quality of the school magazine *Mc.Gazine* towards the students' reading interest of SMA Negeri 3 Magelang.

## METHOD

This study is belong to quantitative. Quantitative method in this research is used because the researcher want to look

for the relation between one variable to another statistically. The other concept said that this sort of research is used the methods to examine some certain theories by connecting the variables. Those variables are measured through the research instruments therefore the data, which are consist numbers, can be analyzed based on statistical procedures (Creswell, 2014:5).

Method of survey by using questionnaire has a purpose to collect the data towards the respondents. Proportionate stratified random sampling is the technique that is used in this study. The amount of each class is proportional based on the population. Through the proportionate stratified, it will have a principal fairness. The reasearcher uses this technique because the population has members tha consist of different level and heterogeneous proportionally. The sample was taken from the amount of population who are the students who sit in 10th grade and 11th grade, Mathematics and Science course and Social course.

The sample of this research is the students of SMA Negeri 3 Magelang who know about the school magazine *Mc.Gazine*. Sample was taken from two classes of 10th grade and four classes of 11th grade. The technique of collecting

data is by using questionnaire and literature selection.

Questionnaire can be done by giving some questions or maybe some expressions that written towards the respondents to be aswered (Sugiyono, 2004). The measuring of variable uses interval scale. It is a measuring tool which can give some ouput data and has value range. Each values have meaning that can provide measurements. The measurement also allows the average calculation, standard deviation, parameter statistical test, correlation, and so on (Ferdinand, 2006).

The scale of measurement in this research uses *Likert Scale* that is made into checklist (√) form. In *Likert Scale*, the answer has value from 1 to 5. The response which is positive has high value (maximal) and the negative one has low value (minimal).

This research was held in SMA Negeri 3 Magelang, Central Java. This school is located at Medang Street, Number 17, North Rejowinangun, Magelang City, Central Java 56117. The data were analyzed using *product moment Pearson* correlation and simple linear regression including T-test and coefficient of determination ( $R^2$ ). *Product moment Pearson* correlation is also used for testing

the hypothesis in order to analyze the assumption. The result of the Pearson correlation can be taken as an conclusion. Meanwhile, to prove whether if an independent variable can influence the dependent variable, then it uses the simple linear regression. T-test is used for examining the hypothesis and also for testing whether if there is an influence between the each of variables. The assumption of T-test is true if the independent variable is constant. While the coefficient of determination is done to know about how big of influence is, between the independent variable towards dependent variable.

The degree of regression precisness is showed by how big the coefficient of determination is. The range is about  $0 < R^2 < 1$ . 0 has meaning that the independent variable does not have any influence at all towards the dependent variable. If it is nearly 1 ( $R^2$ ), it means that the independent variable is really influence its dependent variable.

To obtain the result of this research, then the researcher spread the questionnaires that contain the questions or statements. Those statements are taken from the indicators which is had by each variables. But before that, those statements must be tested by validity and

reliability test.

## DISCUSSION

SMA Negeri 3 Magelang is an educational institution which has the purposes to grow and develop the academic potential that suit for the students. It also must be according to their skill, talent and interest so they can be a good human being that qualified.

The subject of this research is the quality of school magazine *Mc.Gazine*. The first edition of *Mc.Gazine* launched on December 2007. *Mc.Gazine* was designed as a media of creativity which is in the implementation is organized by the students who are affiliated in journalistic community.

*Mc.Gazine* becomes an organization which is hoped to be a good space for the students to accommodate their ideas, opinion, creation and aspiration. It is also hoped to be a good room for teachers and all of the school's staff to do so. *Mc.Gazine* comes out periodically every six months. Untill December 2016, *Mc.Gazine* has been in its 19th edition and when the researcher did this study, *Mc.Gazine* was doing its 20th edition. This school magazine consists of 44 pages in 24 sheets included the cover and has 21 kinds of rubrics.

In this study, the researcher took 170 students (N=170), as respondents and was chosen randomly from Mathematics and Science course and also Social course. Yet, the researcher has already taken the data to test the validity and reliability of the items in questionnaire.

Based on the result of calculation and data analyze which was obtained from the questionnaire, the researcher got the information about the identity of respondents. Those accorded by sex, age and also the amount of each classes. The results said that percentage of the girls students was bigger than the boys that is 64,1% from the total sum. Then, the result of percentage by age was said that 48,2% students were 16 years old, and the other were 15, 17 and 18 years old. Another percentage showed that every class had the same proportion of students' amount, that was 17,0%.

The result of this study also showed a description about what kind of indicators that had a high or low percentage of value.

From the result of the description, it was hoped that it would become a good reference to evaluate the quality of school magazine *Mc.Gazine* and also to fix the student's reading interest of SMA Negeri 3 Magelang.

This study used mean arithmetic analysis and looked for the mean of the values. Then, the mean of values would determine the category. It can be high or low depended on respondents' answer. To tabulate the distribution of frequency from each variable, it was done by grouping the answer's score. Meanwhile, the calculation of each items was done by determining the interval range through dividing the score into 3 classes i.e. high, standard, and low from the statements item in each indicators. Each variable had maximum score at point 5 and the minimum score at point 1.

**Table 1. Variable's Description of Quality of Mc.Gazine**

| Quality Indicator Mc.Gazine | Average | Criteria |
|-----------------------------|---------|----------|
| Performance                 | 3,2     | Moderate |
| Privilege                   | 3,5     | Moderate |
| Reliability                 | 3,4     | Moderate |
| Conformation                | 3,5     | Moderate |
| Durability                  | 3       | Moderate |
| Service ability             | 3       | Moderate |
| Aesthetics                  | 3,3     | Moderate |
| Perceived quality           | 3,5     | Moderate |

(Source : research data, 2017)

**Table 2. Variable's Description of The Student's Reading Interest**

| Reading Interest Indicator | Average | Criteria |
|----------------------------|---------|----------|
| Attention                  | 3,9     | High     |
| Interest                   | 3,6     | Medium   |
| Desire                     | 3,5     | Medium   |
| Decision                   | 3,8     | High     |
| Actions                    | 3,4     | Medium   |

(Source : research data)

Based on the two tables above, can be known that "Attention" and "Decision", indicator in the students' reading interest, were in "Tinggi" or "High" category. It meant that the students had a high "Attention" and active to decide or make "Decision" towards the kind of *Mc.Gazine's* content which will read by them. The "Attention" indicator can be seen through the high attention by the the students towards the cover of *Mc.Gazine* which showed the highlight of the main topics. This indicator included the cover's colour and the type of fiber that used for the paper. Whereas, the "Decision" was about how the students gave a decision to choose whether if the topic was interesting or not to read, for example was based on the title of the article.

After describe the respondents answers in each indicators, the reseacher also got to know about how did the influence and correlation between both of variable is. To answer the hypotheses, it

can be tabulated by significant correlation of *Product Moment Person*. If the increasing of independent variable's value was followed by the increasing of dependent variable's value, and on the contrary, if the decreasing of independent variable's value was followed by the decreasing of dependent variable's value, then the correlation was called positive. But, if the increasing of independent variable's value was followed by the decreasing of dependent variable's value, or the othe way, then it was called negative.

Usually, those correlation was admitted in a number. The number that give the statement of the variable's value was called correlation coefficient. This coefficient correlation moved between 0,000 up to 1,000 (Hadi Sutrisno, 2000:285). The tabulation of the data was done by SPSS 22 that showed the result of hypotheses test through *Product Moment Pearson's* method. The result is:



**Table 3. The Result of Significance of Product Moment Pearson's Correlation**

|                            |                     | McGazine Quality | Student's Reading Interest |
|----------------------------|---------------------|------------------|----------------------------|
| McGazine Quality           | Person Correlations |                  | 1                          |
|                            | Sig. (2-tailed)     |                  | ,624**                     |
|                            | N                   | 170              | 170                        |
| Student's Reading Interest | Person Correlations | ,624**           |                            |
|                            | Sig. (2-tailed)     | 0                |                            |
|                            | N                   | 170              | 170                        |

(Source: Research data, 2017)

Based on the output table above, it could be known that H0 is refused. That can be seen from the result of significance (sig.2-tailed) which showed 0,000. The numbers was less than category value that determined. It meant  $0,000 < 0,05$ , thus, H0 is refused. This test had meaning that there was an influence between the quality of *Mc.Gazine* towards the students' reading interest of SMA Negeri 3 Magelang. The meaning of two stars (\*\*) in this study, showed that the correlation between both of variables was significant

or real at level alpha error value 0,01.

Meanwhile, the correlation between the quality of *Mc.Gazine* and the students' reading interest was high enough. That could be known from seeing the big number of correlation coefficient i.e. 0,624. Thus, could be concluded that between the quality of *Mc.Gazine* towards the students' reading interest of SMA Negeri 3 Magelang had a relation which was significant at high and positive category.

**Table 4. The Result of Simple Linear Regression**

| Variable   | Regeression Coefficient | T count | Sig | Information |
|------------|-------------------------|---------|-----|-------------|
| Contants   | 14,466                  | 8,117   | 0   |             |
| Variable X | 0,262                   | 10,346  | 0   | H0 rejected |

(Source : Research data, 2017)

Based on the result of simple linear regression above, it was obtained that equation of both variables is:  $Y = 14,466 + 0,262X$

Therefore, it could be interpreted that the constant value was positive at 14,466. It meant, if the value of independent

variabel increased, then the value of dependent variable followed. The positive value also showed the positive influence of independent variable. In T-test, the hypoteses that is used are: H0: There is no positive influence, Ha: There is positive influence.

The result of table 4 before is, if T quantification  $\leq T_{table}$  or significant  $\geq 0,05$ , then  $H_0$  is accepted. However, if T quantification  $> T_{table}$ , or significant  $< 0,05$ , then  $H_0$  is refused and  $H_a$  is accepted.

It could be concluded that the quality of *Mc.Gazine* influenced significantly and positively towards the students' reading interest of SMA Negeri 3 Magelang, thus, the hypotheses was supported.

**Table 5. The Result of Determination Coefficient**

| Model | R     | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------|----------|-------------------|----------------------------|
| 1     | 0,624 | 0,389    | 0,386             | 3,152                      |

(Source : Research data, 2017)

After it was known that both variable were influenced each other, then the following step looked for how much the contribution that given by independent variable towards the dependent variable. On the R Square table above, there is 0,389, has a meaning that the quality of *Mc.Gazine* contributed 0,389 or 38,9% towards the students' reading interest. Thus, 61,1% from the result was effected by the other factors which did not insert in this analyze. If the percentage was added into the equation formula, then it obtained the result:

$$Y = 14,466 + 0,262. 39$$

$$Y = 24,684$$

The equation meant that when the quality of *Mc.Gazine* got the value of 39, then it could be predicted the value of the

students' reading interest was 24,648. The results of calculation that had explained in the tables above was appropriate with S-O-R Theory. This theory conceived that in every people's attitude basically is a response towards a stimulus. Stimulus is a process that happened in or out of human body and causing the change of the attitude itself.

From the result of analyze and calculation, it can be obtained that the stimulus which is given by communicator to the communicant, will bring the effect towards the audience (reader). The effect can be seen through the strong correlation between both variables and also the positive and significant value. This study is also explained by Uses and Gratification Theory, then it will be focused to the member of audience, i.e. the student as a reader.

By Uses and Gratification Theory, this research analyzed the audience according their experience towards the mass media. It means that the students have the gratification level based on what kind of experience that they have through with *Mc.Gazine*.

The students hope that by consuming or reading *Mc.Gazine* will fill their needs. That activity leads them to read their school magazine. In this case, the reading activity produces the gratification of needs, however it can not be seen whether if it can make a dependency or not and make a changes towards the students.

The level of gratification of needs are seen by the response of the students towards the indicators, which are explained in the statements. Based on the students' response, it showed that the value of uses and gratification of *Mc.Gazine* was in medium category.

## CONCLUSION

Based on the descriptive analyze of both variables, can be seen that the assessment of the students were in medium category. It proved that the students has a good perception, have not said that it was good yet, however it was not worse too.

The result of product moment correlation admitted that the coefficient value was 0,624 or nearly 1. It meant that

the correlation of both variables was **strong** or tight, and was in **positive** category. The relation of variables were also admitted significant.

Meanwhile, refer to the result of simple linear regression, it can be known that the quality of *Mc.Gazine* influenced significantly and positively towards the students' reading interest of SMA Negeri 3 Magelang. It proved by the significance's value  $0,000 < 0,05$ . From the data, it can be concluded that  $H_0$  was refused, while the  $H_a$  is accepted. Thus, the hypotheses is answered.

In addition, the independent variable, that is quality of *Mc.Gazine*, has a contribution value towards the students' reading interest in 38,9%. Therefore, if the contribution value of independent variable is inserted into the quation, then the students' reading interest is change. More higher the contribution value of independent variable, then the dependent variable's value will increase. The whole results of this research can be explained systematically and appropriately by using S-O-R Theory and Uses and Gratification Theory.

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## MASS MEDIA AND IMAGE OF POLITICAL ACTORS

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### Abstract

*Things or events about politics are always attracted the attention of mass media to be news materials. The news about political actors in the mass media will form the self-image of the political actors in the eyes of the public. Current media conditions are widely used as a political vehicle, made the news presented by the media is difficult to objective even the media prioritize the interests of this media. It can affect the image of someone who became the object of news. The formulation of the problem in this research is how the reception of the audience towards the image of Basuki Tjahaja Purnama through the news in mass media and what the factors that can affect the audience in the reception to the image of Basuki Tjahaja Purnama through the mass media. The purpose of this study is to determine how the reception of audience to image Basuki Tjahaja Purnama through mass media and also what factors affect the audience during the reception. Researchers used Stuart Hall's reception analysis theory to know how reception of audience to the image Basuki Tjahaja Purnama in mass media. The results obtained are the researchers found two sources who are in the position of the dominant-hegemonic and and four others are in the position of the negotiated reading. Researchers did not find the audience included in the category of the oppositional reading. The conclusion of this study is that not always the theory of reception analysis proposed by Stuart Hall can produce three audiences positions. Its because, audience is dynamic, not static. Then, factors that influence the reception of audiences are four, media usage that includes the frequency of news consuming and media selection, religion, culture and fanaticism.*

**Keywords :** *self-image, political actors, audience, reception analysis, mass media*

### INTRODUCTION

Things or events about politics are always attracted the attention of mass media to be news materials. This is because of two factors, the first is that political life is currently in the era of mediation, it is impossible for political life to be separated from the mass media. The second is a political event in the form of statements and the behavior of political actors, almost all of which have news value. The reporting of political actors in

the mass media will certainly form the self-image of the reported political actors. The self-image that will have an impact on the assessment of the public or audiences against the political actor.

Media is the spearhead of social change, so its existence is considered to play an important role in both local and national as a storehouse of information in the community. according to Denis McQuail, mass media has significance as a dominant source not only for individuals

to obtain images and images of social reality, but also for society and groups collectively. The media also presents normative values and judgments mixed with news or entertainment (Nurudin, 2007 : 35).

The mass media has a role in changing one's mindset about something being reported. For example, the news about Basuki Tjahaja Purnama or Ahok. Mass media intensively reported about Ahok, especially at the elections DKI Jakarta 2017. Moreover, Basuki Tjahaja Purnama also was stumbling the problem of religious blasphemy. The mass media that vigorously reported about Ahok will certainly affect the image or public assessment of it.

Basuki Tjahaja Purnama is one of the few Indonesian political actors who have authentic character. Authentic character is a new style of marketing that puts forward authenticity, what it is, and not artificial. Authentic marketing in a political context is born of a consumer's concern about the difference between a promise that is communicated to reality. Many are just building a positive brand image, while the brand was not in accordance with consumer expectations (Majalah Marketing, edition 06/ XVI/Juni2016).

Ahok's attitude and style in leading Jakarta would have been a public secret. It

is also widely discussed in print and electronic mass media. Moreover, if Ahok runs the policy of green open land acquisition from illegal buildings. There are so many activists and citizens who criticize how Ahok runs the policy. But not a few who support the way he leads. Various criticisms from activists and even politicians received Basuki Tjahaja Purnama while running his policy. The criticism, among others, is not agreeing with the policies or work programs offered by Basuki Tjahaja Purnama.

Despite the criticism of his policies that contribute much to the controversy, according to a survey by Populi Center about the level of public satisfaction with the leadership of Basuki Tjahaja Purnama is quite high. According to Populi Center researchers, Miss Evita, Jakarta Capital City's performance and Ahok's leadership performance are directly proportional to the assessment level. Itu artinya, kinerja pemerintah provinsi DKI Jakarta dan kinerja kepemimpinan Ahok saling berpengaruh. The slogan he always uses is work, work and work. That's why many people appreciate his performance even though his attitudes are considered hard and rough.

Thousands of news about Basuki Tjahaja Purnama is very capable to make

the audience assess the good or bad of him. Through the mass media, the news of him is presented with so much information about himself, his leadership, and everything he does. Included in his nomination again became governor of DKI Jakarta 2017. The reporting of Basuki Tjahaja Purnama in any form can affect how the judgment of society against him.

The people of Jakarta must have been very aware of how Ahok led, because they are the ones who have felt directly how the leadership of Ahok. Contrary to audiences outside Jakarta who only know who and how Basuki Tjahaja Purnama through mass media coverage. This kind of audiences will lead to opinions or judgments based only on what they read, hear, and see in the mass media.

Receptions made by audiences are certainly influenced by many factors. While each individual or audience has experience and background of each. So in this study, researchers will also find out what factors are affect the reception of audiences to the image of Basuki Tjahaja Purnama.

From the description problems, then the formulation of the problem that became the focus in this study is how the reception of Communication Studies UPN “Veteran” Yogyakarta towards image Basuki Tjahaja Purnama through

the news in the mass media? And what factors influence the audiences in the reception to the image of Basuki Tjahaja Purnama through the mass media?

Through the formulation of the above problem of course this study aims to how the reception of Communication Studies UPN “Veteran” Yogyakarta towards image Basuki Tjahaja Purnama through the news in the mass media. And what factors influence the audiences in the reception to the image of Basuki Tjahaja Purnama through the mass media.

The researchers used the theory of reception analysis to be able to answer the formulation of problems that have been raised. Theory of reception analysis emphasizes the meaning or interpretation of the reader in consuming news in mass media Interpretation is an active condition of a person in the process of thinking and creative activities search meaning (Littlejohn, 1999: 199). The meaning of media messages is not permanent, meaning is constructed by audiences through commitment to media texts that are repeated or continuous. That is, the audience actively interpret and interpret the media text consumed.

Theory of reception analysis in this study is used to explain how the audience do receptions to the image Basuki Tjahaja Purnama through the news

in the mass media. As Rachmah Ida has stated in her book *Studi Media dan Kajian Budaya* (2014 : 161), that the reception analysis is used to see and understand the responses, acceptance, attitudes and meanings produced or molded by the reader or audience. The basic assumption of reception analysis is the concept of an active audience. Active audiences are those who have autonomy to produce and reproduce the meaning that is present in a movie or text in a reading.

This reception theory refers to the decoding process performed by audiences, when audiences interact with media content, audiences do the activities of acceptance through the meaning of the contents of messages conveyed by the media (McQuail, 2004 : 326). Stuart Hall 1972, explains the theory of encoding-decoding as a process of audiences to consume and produce meaning in the process of receiving the content of the mass media consumed (Ida, 2014 : 161-162). According to him, the audience will do the decoding of messages received through three points of view or position, that is :

a. The Dominant - Hegemonic

When audiences interpret the contents of the media with the intended by the message maker or the media. Someone

does meaning in accordance with the predominant meaning (preferred reading) offered by the media text.

b. The Negotiated meaning

When audiences create alternative meaning or self-meaning to different media messages from preferred reading according to their conditions

c. The Oppositional decoding

When audiences make interpretations of media content contrary to the dominant interpretation Basuki Tjahaja Purnama's unique character, loud and explosive when talking certainly has the potential to bring up all three audiences as Stuart Hall has put forward. This is related to how audiences conduct receptions to the image of Basuki Tjahaja Purnama through the mass media they consume.

Image is formed based on knowledge and information received by someone. Communication does not directly cause certain behaviors, but tends to influence the way we organize our image of the environment (Soemirat, Ardianto, 2005: 114). News coverage in the mass media contributed to the formation of the image of political actors in the eyes of the public. News in a mass media is very capable of herding public opinion, regardless of how society interprets it. Because image formation requires a stimulus.



According to Niffenegger, the main product of a political institution is three and interrelated, namely the party platform, notes about things done in the past, and personal traits. The platform contains the concept, identity and ideology of a political institution. In addition, what political parties have done in the past influenced the formation of a political product. Finally, the characteristics or characteristics of a leader or candidate give the image, symbol and credibility of a political product (Firmanzah, 2007 : 205).

Media in politics has full power, which is able to be a tool that connects political players and society. The importance of mass media is also greatly felt when the political stage is held, namely when the community must choose someone to be a leader. Because the media can be a means of providing information about a person or candidate to be selected. No exception about the image of that person.

## **METHOD**

This research is a type of qualitative research. Qualitative research is a study that emphasizes the quality or the most important thing of a good or service. The most important thing of the goods or services in the form of events or social phenomena is the meaning behind the

event that can be a valuable lesson for a development of theoretical concepts (Djaman Satori & Aan Komariah, 2009 : 22).

This qualitative research will reveal how the role of mass media in shaping the image of a Basuki Tjahaja Purnama. Through the existing news will be known how the audience to interpret the existing text. Because of course the news presented in a mass media will be diverse and will bring many interpretations in each audiences. Problems in qualitative research are temporary and will develop or change after the researchers are enter a field of study (Sugiyono, 2008 : 205).

The method that researchers will use is the reception analysis. Researchers want to examine the process of meaning or interpretation of the public on the news about Basuki Tjahaja Purnama. Researchers use Stuart Hall's encoding-decoding method in conducting this audience-based research. Researchers want to know how the media encoded the news Basuki Tjahaja Purnama ago how the audience decoding mass media messages delivered about Basuki Tjahaja Purnama.

The object of this research relates to the role of mass media in shaping the image of a Basuki Tjahaja Purnama or Ahok in the public eye (in this case people

outside Jakarta, who only know the action Ahok through the news in the mass media). The unit of analysis researched in this study is students of Communication Science UPN “Veteran” Yogyakarta which is an active audience and consume the news of Basuki Tjahaja Purnama through mass media.

Researchers choose the type of qualitative research in which the results obtained must be deep, clear and specific. The researcher uses FGD (Focus Group Discussion) because this method will generate meaningful diversity to a discussion in the group and get information from each person related to his opinion and description of his or her interest behavior. Focus Group Discussion (FGD) is a data collection technique that is generally done on qualitative research with the aim of finding the meaning of a theme according to the understanding of a group based on the results of a discussion centered on a particular problem. FGD is also intended to avoid the wrong meaning of a researcher on the focus of the problem under study (Sutopo, 2008 : 73).

Before conducting FGD, the researcher will determine or filter the informant through the criteria of resource that has been made before. Once

considered to have found the informants who meet the criteria and are competent in providing information, then the researcher will contact the informants and make agreement in determining the time and place of FGD implementation.

Data were collected through FGDs conducted along with selected informants to explore how their feelings, actions, and opinions about a given topic. FGD involves a group of people into a group to discuss a problem, in this case the topic raised is the role of mass media on image formation Basuki Tjahaja Purnama. In addition to obtaining data by conducting Focus Group Discussion, researchers also conduct research literature through books, internet and other sources.

According to Bogdan dan Biklen data analysis is an effort done by working with data, organizing data, choose it to be a manageable unit, synthesized, searching and finding patterns, discovering what is important and what is learned and deciding what is told to others (Moeloeng, 2007 : 248).

The steps of the reception analysis are as follows : Identify and consider the purpose of the reception analysis, data collection, data analysis, conclusion. In the decoding step, the researcher focuses on the audience reception on the image of Basuki Tjahaja Purnama in mass media. It

is about how the public interprets media content, giving meaning to its understanding and experience. The analysis at this stage is based on data obtained through Focus Group Discussion (FGD) conducted on informants. In this stage, the researcher will analyze the audience pattern to be grouped into three thinking patterns of the audience, that is dominant - hegemonic, reading, oppositional decoding or negotiated reading. Then, what factors affect the audiences in reception the image of Basuki Tjahaja Purnama.

## DISCUSSION

The image of a person formed through the mass media can not be separated from editorial interference and media owners. Along with the news presented by the mass media, there will be an image attached to someone who is reported. Whether positive or negative depends on how the audience receives messages delivered by the mass media through the news reported.

Attitudes and styles of leadership that are considered different from previous leaders, certainly make people can make an assessment of the figure of Ahok. Through the media, Ahok is not only known by the community he leads, namely Jakarta. But the people throughout Indonesia know it,

both because of its performance is considered able to change Jakarta, and all kinds of controversial.

News about Basuki Tjahaja Purnama in mass media is very diverse. From good to bad news that often presented in mass media. Mass media is very influential on the image of Ahok. The presence of large Indonesian media ownership by some politicians in the government, will affect how the presentation of news in the media. This problematic feels very obvious when the political figures are reported in the media owners of political opponents, so the news tends to negative.

In this reception study, researchers took editorial media to serve as a preferred reading or dominant meaning offered by the media. Preferred reading is the response expected by the media owner to an audience about the media product in production. When the audience's response is what the media owner expects, the media can be declared successful in the process of delivering a message to an audience. The presence of dominant meaning is also closely related to the position of the audience who appear.

Analysis of receptions that enter the realm of media can use the editorial to serve as the dominant meaning or choice

of reading. According to Lyle Spencer, the editorial is a statement of facts and opinions in a nutshell, logical, interesting in the case of writing and aiming to influence opinions or to provide a prominent interpretation of the news in such a way that most newspaper readers will pay close attention to the significance of the news being preached (Djuroto, 2002 : 78).

Researchers use five media which in this case is often consumed by resource persons in this study. These media are Metro TV, Kompas, Kedaulatan Rakyat,

Tempo and Viva. Meanwhile, the researchers took six selected people who serve as informants or resource persons who are students UPN “Veteran Yogyakarta. The six informants consisting of five women and one man came from various concentrations and cross-border forces. This aims to get more diverse information and from various points of view.

After the Focus Group Discussion, the results of receptions or interpretations made by informants on the image of Basuki Tjahaja Purnama are as follows :

**Table 1. Reception of Informants Regarding the Image of Basuki Tjahaja Purnama**

| No. | Name                  | Description of Informant  | Reception or Meaning  | Position |
|-----|-----------------------|---|---|----------|
| 1   | Debby H. Situmorang   | Born in Balikpapan, May 16, 1995. Is a student of Communication Science, UPN Veteran Yogyakarta force 2013 and take the concentration of Public Relation. She is a non-Muslim.<br><br>Daily she used to consume news via Metro TV, tempo.co and kompas.com. Common news consumed is lifestyle, politics, science, and technology. Debby is a fanatic fan of Basuki Tjahaja Purnama. | Debby, interpreting the image of Basuki Tjahaja Purnama is as an honest, firm, fair leader. He also considered, although Ahok has a minority background, but he is among the best leaders in Indonesia.<br><br>Claiming as a fanatic fan Basuki Tjahaja Purnama, making Debby always positive rate about Ahok. Background Ahok's life from small until now he knows it. | <b>D</b> |
| 2   | Fairiza Insani Zatika | Fairiza is a student of Communication Science UPN Veteran Yogyakarta force 2013, which take concentration Journalism. Born in Jepara, 22 years ago and is a devout Muslim.<br><br>She consumes news from various media, namely Metro TV, SKH Kompas and kompas.com. The news that   | Fairiza Insani Zatika rate the figure of Ahok as a leader who managed to bring changes to the area he leads. There is an attitude that Ahok needs to be changed, the style of speech, but according to him it is part of karakteristik a Basuki Tjahaja Purnama<br><br>The dominant meaning in the news consumed can be   | <b>N</b> |

|   |                     |   |   |   |
|---|---------------------|---|---|---|
|   |                     | <p>she usually consumes is news that became headnews and related to education. However, politics is one thing that can not be abandoned.</p> <p>She consumes news from various media, namely Metro TV, SKH Kompas and kompas.com. The news that she usually consumes is news that became headnews and related to education. However, politics is one thing that can not be abandoned.</p>   | <p>accepted without any rejection. Although there are alternative meanings that Fariza did about his displeasure with Ahok's speaking style.</p>  |   |
| 3 | Mega Artami         | <p>Mega Artami is recorded as a student of Communication Science UPN Veteran Yogyakarta force 2014, concentration of broadcasting. She is a Muslim. Mega is a woman born in Sleman, 12 September 21 years ago.</p> <p>She consume a lot of news through print media SKH Kompas and online portal Kompas.com. usually she takes news that is being headline.</p> <p>Although not so much to follow the news about Ahok, but little he knows about the case of desecration of religion that dragged Basuki Tjahaja Purnama.</p> | <p>Mega interpreted the image of Basuki Tjahaja Purnama through the news that he consumed as a leader with different leadership styles from other leaders. Although the style of speech Ahok considered hard, according to Mega sometimes the language he used was not polite, but it is directly proportional to his performance in building a better Jakarta.</p> <p>The meaning presented by the media consumed is not necessarily accepted by Mega Artami. Usually he makes news comparison in different media with the same news to get various points of view on a news.</p> <p>Related cases of religious blasphemy that ensnare Ahok, Mega said that it happens because of lack of caution Ahok in speaking. Not to mention, Ahok's background that can not be denied the reason why his figure is quite controversial.</p> | N |
| 4 | Rossalia Dyah N.K.D | <p>She was born in Yogyakarta, August 7, 1996 was recorded as a student of Communication Science UPN Veteran Yogyakarta 2014, concentration Public Relation. Rossa likes to read softnews news, and usually gets news through print media SKH Kedaulatan Rakyat. She is not so fond of reading</p>  | <p>Rossalia Dyah N.K.D interprets Basuki Tjahaja Purnama's image as a controversial figure, but her appearance is true. The dominant meaning offered by the media is consumed, but in the process the meaning that appears different between media and rossa.</p> <p>Rossa said, Basuki Tjahaja</p>   | N |

|   |                          |   |  |   |
|---|--------------------------|---|--|---|
|   |                          | political news, even though the news about Ahok related to religious blasphemy, he knows a little bit. She is a Muslim.   | Purnama as a leader figure suitable for areas such as DKI Jakarta. With a loud and rough voice, Rossa says that Ahok is sometimes creepy.  |   |
| 5 | Farhan Kurniadi Ruliasto | Student Science Communication UPN Veteran Yogyakarta 2015, born in Jakarta, November 13, 1997 is taking the concentration of journalism. It has become a must for Farhan to read more and follow the existing news.<br><br>Farhan used to consume news through tempo.co and kompas.com news portals. He loves social and cultural-related news.   | Some of the meanings offered by the media consumed by Farhan Kurniadi Ruliasto, can be well received though on certain aspects he has his own meaning. Basuki Tjahaja Purnama is a different leader from the others. According to him, there is a uniqueness in Ahok that others do not have.<br><br>He thinks Ahok is a controversial leader. Both of its performance and its actions.  | N |
| 6 | Christine Anastasya      | Christine Anastasya, born in Sumatra precisely in Pematang Siantar, November 10, 1996. She is a student of Communication Science class of 2015 and take the concentration of Public Relation. She has a penchant for reading and writing.<br><br>She is a batak blooded women. She consume news through kompas.com online portal and Metro TV. Christine usually mengonsusmi news that is headnews. Preaching about Ahok he is quite adhering though not intense. | The meaning of the image of Basuki Tjahaja Purnama by Christine in accordance with the dominant meaning offered by the media consumed. He thinks Ahok is a leader whose performance deserves thumbs up. Good performance through Ahok's work program brought many changes to Jakarta.<br><br>Although his style is much criticized. With the same cultural background as Ahok, make Christine rate Ahok's normal speaking style. He says that the Sumatran people are famous for their explicit and explosive style of talk. | D |

(Source: The results of processed researchers)

Position Description :

D : The Dominant - Hegemonic

N : The Negotiated Reading

O : The Oppositional Reading

From the research results obtained two main conclusions, namely the meaning of the audience towards the image Basuki Tjahaja Purnama through mass media and the factors that affect the

reception. In this study, researchers found two informants who are in the position of The Dominant - Hegemonic and four others are in the position of The Negotiated Reading. Researchers did not find the informant who entered the position of The Oppositional Reading. The absence of the position of The Oppositional Reading shows the image of Basuki Tjahaja

Purnama in the eyes of the six informants is positive, although there are some aspects that can not be accepted completely by some informants.

The absence of the position of The Opposition Reading in this study, because the informants more often consume news from the media that memaknai Basuki Tjahaja Purnama image positively. The media that is in the middle between the support and not, but not openly refused. So it can be said that the selection of media in this case influences the meaning or receptions made by audiences towards the image of Basuki Tjahaja Purnama. Audience who often receive positive news about Ahok, will be affected how they see the figure of Ahok.

Image of Basuki Tjahaja Purnama who tend to be positive in this research is because of the influence of something new in Ahok. In this context, the emergence of Basuki Tjahaja Purnama tries to offer something new that has never existed before. For example, his leadership style, his speaking style, even his work programs are judged differently from previous leaders. The image of a controversial leader also attaches itself to Ahok. According to Firmanzah, (2007 : 205), political images are formed based on information received through the media, whether social media or mass media

working to convey a general and actual political message.

There are several things that can affect audiences in interpreting the message. In this study, researchers found five things or factors that affect the meaning process conducted by audiences. These factors are media consumption patterns that include, the intensity or frequency of news consumption and media selection, religious factors, culture and fanaticism. These things were influential in the process of interpreting the image of Basuki Tjahaja Purnama.

Researchers found five factors that affect the audience in the reception of the image Basuki Tjahaja Purnama. The first is the pattern of media consumption in this case include the intensity or frequency of audiences who consume news and media selection. Both of these things affect the meaning made by the audience to the image of Basuki Tjahaja Purnama in the mass media. Audiences plan what medium they choose to get the news and also how much time they spend to consume the news. Frequent audiences consuming news, allowing audiences to get exposed from the news tend to be larger than those who do not often consume news.

In addition to the frequency or intensity of the audience who often consume news, the next factor is the

selection of media that contribute to the meaning or reception made by audiences. Media that openly supports Basuki Tjahaja Purnama will certainly often give a positive assessment of it, and vice versa. Here the role of the media works, from how they pack the figure of Ahok, how the message is delivered and in what way they used.

In this research, religious factors become things that also affect the meaning or reception made by audiences. Basuki Tjahaja Purnama, who is a leader with a minority background, makes him a controversial figure. Especially when the election of DKI Jakarta 2017, many community groups who in the name of religion in droves refused Ahok to become governor.

Although many of the people in the name of Muslims reject Ahok, but not a few Muslims who support it. Including some informants in this study. The average of them admitted that indeed in their beliefs of Islam, it is advisable to choose leaders who are not as few Muslims who support it. However, when there is a non-Muslim leader and his performance is considered good and real, why not make him a leader.

Speaking of culture, it turned out to affect the meaning of audiences towards the image of Basuki Tjahaja Purnama. The

cultural equation makes Ahok's style of speech that many critics have criticized. That is because, Ahok's loud, firm and explosive style of speech is typical of the people of Sumatra.

The fifth factor is fanaticism which also affects the meaning made by the audience towards the image of Basuki Tjahaja Purnama. Ahok fans certainly not only recognize the figure of Ahok as a regional leader, even for the life of Ahok when they were little. It becomes the basis of how their meaning towards Ahok. At the time Ahok considered negative by some people, fans of Basuki Tjahaja Purnama have the weapons of telling to dismiss it. Because the information they have about Ahok is more diverse, such as Ahok's life as a child, how his family, how he became regent of Bangka Belitung, made their judgment on Ahok's figure always positive.

## CONCLUSION

The oppositional reading position does not appear. Researchers found only two informants who were in the position of the dominant - hegemonic, while the other four entered in the position of the negotiated reading. The image of Basuki Tjahaja Purnama tends to be positive. There are some informants who are still considering some aspects of Basuki



Tjahaja Purnama. This is the reason why the oppositional reading positions do not appear in this study.

Not always Stuart Hall's theory of reception analysis can produce three audiences. Due to the dynamic nature of the audience, it is not static. This relates to the background and experience of the audience itself.

Factors influencing informants in interpreting Basuki Tjahaja Purnama's image through mass media are five: intensity factor or frequency of news consuming, media selection factor, religious factor, cultural factor, and fanaticism factor.

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## AUDIENCE RECEPTION ANALYSIS TOWARD POLITICAL MESSAGES IN PRESIDENT JOKO WIDODO YOUTUBE CHANNEL

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### Abstract

*Youtube audience which is considered as active audience are capable to reception and give the direct feedback. The political messages that was delivered through youtube also have very diverse meaning to audienc. There are message that instantly can be understood by the audience , but also there are some audience that the recived the message in different ways. This research aims to understand the audience reception to political messages which is delivered by jokowi in his Youtube channel as well as the factors that affects the audience reception. This research is qualitative research. This research used data collection technique through focuss group discussion (FGD) and interview. The theory used to analyze the audience reception is decoding-encoding Stuart Hall Theory. This research result indicates that this channel is one of the way to get closer to the community and this channel is public information and political message that choosen by Joko Widodo. There are 5 audience in the dominant hegemonic position and 1 audience in the grey oppositional position. Two new positions which are not included in the audience position according to stuart hall was found in this research. First , the grey oppositional position , happen if audience not capable of reception a message and rejected dominant meaning offered by the message maker. Second , the grey dominant position, happen if audience not capable of reception a message , but agrees with dominant meaning offered by the message maker. The factors that affect youtube audience channel president Joko Widodo in doing reception are, ages factors education background factors, frequency of video watching and like and dislike factors.*

**Keywords :** *reception analysis, political message, youtube, Joko Widodo*

### INTRODUCTION

Technological now rapidly development make all access to information indefinitely. The presence of internet with all the powers finally made people turn to online media. Not only to find the information, online media can be an alternative for the user to do socialization. Online media is different from the conventional media, especially their way to define the audience. In conventional

media, audience is considered as a passive or as the only consumer, but now the audience are able to known as active audience or the information prosumer (producer and consumer).

Speaking about audiences, Windahl and Signitzer (1992: 166-167) said that audiences with their awareness choose media and message that they want to accessed. The internet with all the power turns community to choose

internet, this is proven by the survey of Asosiasi Penyelenggara Jaringan Internet Indonesia (APJII) in 2016. The results said that now half of Indonesian already connected to internet. Surveys that conducted along 2016 found that 132,7 million people in Indonesia has been connected to the internet. The total population number of Indonesia was 256,2 million people. This is also indicates 51,8 percent increas compared to the number of internet users in 2014. A survey conducted in 2014 by APJII said that there are only 88 million internet users in Indonesia. (<http://tekno.kompas.com/read/2016/10/24/15064727/2016.pengguna.internet.di.indonesia.capai.132.juta>. Accessed, 24 Maret 2017).

Increasing of the number according to the survey above is quite significant, over a period of two years 51,8% was rise. Now 132,7 million of 256,2 million people in Indonesia are the internet users. That means more than half Indonesians connected to internet. Not only to search information, according to data from APJII, 132,7 million internet users have varying purpose in access the internet. In practice, internet users use the internet to social media, entertainment and news access by the number of each 129,2 million, 128,4 million, and 127,9 million. 14,5 million of

129,2 million users are social media Youtube user.

Youtube is getting popular in Indonesia. Currently Indonesia are the largest Youtube audience in Asia-pacific. The number of users also shows the increas. Not only expand the entertainment side, Youtube also managed to draw President Jokowi become a Youtubers after her son become a Youtubers at first. Jokowi is the first goverment leader in Indonesia which choose Youtube channel as a political communication channel.

Political communication through social media apparently give positive and negative impact. The difference background of audience is causing various intepretation to the message delivered through social media. One example is the case that befell Basuki Tjahaja Purnama, the former governor of Belitung Timur was verdict 2 year prison after his statement in a meeting with Kepulauan Seribu people. At that time the city government of DKI Jakarta upload that video. Some days after the video were uploaded, someone reupload that video with some cutting in some part with a new caption, mention that Basuki insulting moslem. Not long after that incident, the video become viral and making people argue. The interpretation of the community were various. Some people even take a massive action to send Basuki

to the prison.

In early July 2017 and similar incident happened to the youngest son of President Jokowi, Kaesang Pangarep. He reported to the Police after his statement in his youtube channel. On a letter of the report, Kaesang accused hate speech in his video. In one of the videos titled #bapakmintaproyek Kaesang satirically kids were shouting 'Kill Ahok' in a torch parade. In that video Kaesang also satirical people who like to do something to make Indonesian hate each other. "To build a better Indonesia we have to cooperation. Instead of hate each other, shout that the others were infidel, and so on. There are also people who will not pray for the other who have a different political choosing," said Kaesang in the video. The statement was seen differently by his Youtube audience. One of them is reported this as heterd speech to the Police.

According of these activities, political communicator have to more careful in conveying the message. A message transmitted through social media should well-concepted, then packed in such a way so that does not cause bias. There are several ways to avoid biased information , one of them is to make own media or channel to be personal and exclusive.

Having previously been present through official website and three personal

social media such as twitter, facebook, and instagram, President Jokowi launched his Youtube account on Saturday 28 May 2016 at Istana Bogor. Jokowi Youtube channel <http://youtube.com/c/jokowi> was divided into several categories, #JKWVLOG, Blusukan, Sudut Lain, Arah, internasional and #Upacara360.

So far President Jokowi channel have 219,025 numbers of subscribers. The total of video were uploaded in the channel until april 2017 is 244 video. The official channel of 7th President of Indonesia it was a production result between Presidential Communication teams and Bureau Press, Media and Information. Every video were uploaded get many response from the audience, this can be seen from the likes and comments under the video.

The various reaction appear of course diverse, this is because the audience were diverse. It could be any video that has many likers and viewers also received many unlike, it depends on how audience intepretaiion of each message or information on each video. Reception of the audience also be influential to their decision to leave comment, giving like and unlike the decision to subscribe to.

Every video were uploaded to channel Youtube of the President Joko Widodo did not always received positive response. On each video there must be

unlike which is also not it can be said a little. Example, on the video titled Makan Siang Bersama Raja Salman which is get 1,000 unlike, although the number of the viewers reached more than 7,000. A thousand viewers does not like a video of course will bring the impact that cannot be ignored. This shows that there are problems on the encoding process or the decoding process messages.

Youtube allows anybody consume their content. This also happened to youtube channel of the President Joko Widodo which could be accessed by anyone. Thus interesting to see how the audience reception to messages delivered by Joko Widodo in is Youtube channel. In addition researchers also want to know how the audience position in response to political messages delivered by Jokowi and factors what that influence their way in doing reception . To answer the a problem formulation in this study researchers used Analysis Reception. Reception is the audience activity to give meaning or intepretation toward something (can be text, video, audio). In this process, a communicator will do encoding, and the communican will do decoding over a message has been conveyed to communicator through a medium. Started from the concept of Stuart Hall about decoding/encoding emerged various

analysis study audience reception. Analysis reception audience is analysis revenue the text of media to audience. Analysis reception is a method of based people who focus on how various types of a member of people doing intepretation the form of content certain (sometimes called as the analysis of perception) (Baran, 2010: 302) .

Analysis reception referring to study that focuses on meaning, production, and audience experience in at that interaction with the text media. The purpose of analysis reception is to find how people in the context of social and historical they can understand all kinds of text media, is about intepretation, conformity, and allegiance towards they downing, 1990:161). Acceptance or reception someone is also affected by several factors, good internal and external factors. This is also expressed by Melvin Defleur in theory individual differences. Defleur (in effendy, 2003: 275 claim that individuals as a member of target mass media selectively attentive to messages-applied especially if pertaining to their needs- consistent with their behavior. Their response to messages was affected by their psychology order. So, effect of mass media to people is not the same, but various. This is because people have different individually from one to another

in psychological structure. The basic assumption of the theory is that human have varying in personally. The variations started from support the difference biologically, but this is because individually knowledge which is different .

## METHOD

This researchers used the kind of qualitative research and reception audience methodology. Qualitative research aims to explaining phenomena by through indepth data collection (Kriyantono, 2006: 58).

Object in this research was the videos which were uploaded in channel youtube of

President Joko Widodo in June 2016 until June 2017. From the population number of 256 video, researchers took 10 video samples from derived from each category in the channel. Technique of the sampling used in this research was purposive sampling. Criteria selected by researchers in this research was a video with the most seen by the user social media youtube and video most have received many comment from viewer. The following are table of a sample of video with the number of most viewers and commentar until June 2017.

**Table 1. Sample Audio in Channel Youtube of President Joko Widodo Period June 2016-June 2017**

| No. | Title  | Category      | Number of Comennt | Number of Views |
|-----|--|---------------|-------------------|-----------------|
| 1   | Jamuan makan siang bersama Raja Salman   | #JKWVLOG      | 7,872             | 1,992,376       |
| 2   | Kelahiran Dua Ekor Anak Kambing di Istana Bogor                                  | #JKWVLOG      | 4,800             | 1,032,438       |
| 3   | WIMENJAWAB episode 2- Wah, siapakah Hokage ke-8 dalam anime Naruto?              | Arah          | 4,502             | 1,224,235       |
| 4   | #YadianMenjawab untuk #JokowiMenjawab-NARUTO dan HOKAGE                          | Arah          | 1,976             | 311,766         |
| 5   | Presiden Jokowi : Jalan Tol Mangkrak Kita Ambil Alih                             | Blusukan      | 682               | 264,193         |
| 6   | Jalan Tol Menghubungkan Negeri   | Blusukan      | 294               | 92,226          |
| 7   | Cerita dari dapur Presiden   | Sudut Lain    | 1,289             | 515,464         |
| 8   | Presiden Jokowi Blak-blakan di Munaslub Golkar                                   | Sudut Lain    | 113               | 20,550          |
| 9   | Presiden Jokowi di Republik Korea  | Internasional | 107               | 31,396          |
| 10  | Presiden Jokowi : Indonesia Motor Pertumbuhan, Kesejahteraan dan Perdamaian Asia | Internasional | 208               | 28,364          |

Source : (<https://www.youtube.com/channel/UCPeG-JX2dB90P3RgZbVNheg> )

Technique data collection chosen on research this is by using interviews (on July 5, 6 and 7, 2017) and Focus Group Discussion (FGD) (on July 9, 2017). FGD is the method where researchers chosen those who are represent a number of public or a population. These people who will eventually be informants. They will all collected in a discussion room led by a moderator. At the discussion forum this is moderator will probe the opinion of

informants (Kriyantono, 2006: 64 ).

FGD is a limited research, so that the number of participants also little, it is just 6-12 people. Researcher have to determine the informant which is representative toward the population. In this research, there are 6 informant which have very different psychographic and demographic which representative to Jokowi channel audience.

**Table 2. Informant Data**

| No | Name                        | Age | Occupation                              | Background   |
|----|-----------------------------|-----|---|--|
| 1  | Muhammad Rizki              | 22  | Student                                 | Rizki from Palembang, a university student of Universitas Islam Indonesia.                         |
| 2  | Shanti Juita Gultom         | 22  | Student                                 | Shanti from Cirebon, a female university student of Universitas Atmajaya Yogyakarta.               |
| 3  | Gusti Bagus Kastaman        | 24  | Staf Food and Beverage Sahid Rich Hotel | Gusti from Oku Timur, South Sumatera. Staf food and beverage in Sahid Rich Hotel Yogyakarta..      |
| 4  | Hety Supomo                 | 39  | Housewife                               | Hety from Sleman, Yogyakarta. She is housewife.  |
| 5  | Farah Dinar Fitria N.       | 14  | Student                                 | Farah is a 2nd grade junior high school of Muhammadiyah Yogyakarta.                                |
| 6  | Kurnia Angeline Datumassang | 22  | Student                                 | Kurnia from Toraja, South Sulawesi. Kurnia is female university student of UPN Veteran Yogyakarta. |

**(Source : Research data, 2017)**

This research using a qualitative technique data analysis. Qualitative data can be words, or explanation sentences, good obtained from in-depth interviews and observation. The data analysis have a important role in qualitative research, that is as the main factors quality assessments of whereabouts of research. It need the

researchers ability to give meaning to the data, is the key do the data collected to meet element reliability and validity or not (Kriyantono, 2006: 192).

Researchers choose data sources triangulation analysis to test the validity of its data. Triangulation is a examination technique the validity of the data take

advantage of something that other. Triangulation technique is a technique that is the most used is examination through other sources. Triangulation used in this research was data sources triangulation. According to Patton (in Moleong, 2013: 330). Data source triangulation means comparing and check back the trust degrees of information obtained through time and tools different in the qualitative study (Moleong, 2013: 330-331).

## DISCUSSION

After doing the interview and focus group discussion in produced several things regarding audience reception to political message delivered by President Joko Widodo and known the factors that influence their way in doing reception.

### 1. Audience reception to youtube channel of President Joko Widodo

#### a. Medium to get closer with the community

Jokowi decision to make youtube channel as way to drawing close to the community were considered very unique by the informants. Jokowi is the first government leader in indonesia who have a youtube channel as a medium to get closer to the community. The informants in this research very like that way because now information more interesting with the audiovisual way. New medium to convey

a message through youtube is now popular in indonesia. This channel also actually made to avoid the bias which is usually happens when a message was delivered through mainstream media. The informants assess Jokowi is smart and wise in the used of technology to support his political processes of communication to the community. At the time informants asked about why Jokowi make youtube channel, they agreed to said that jokowi want to get closer to the community. As revealed by shanti ( 22 ), “Because Jokowi want to be able to get closer to the community. In addition maybe he also want to alert people about the goverment program, which is being or will run,” (Shanti, in the FGD July 9th, 2017).

#### b. Medium to communicating information and political messages

On each the video, Jokowi always insert messages to the audience. Messages which is in the channel packed intersting and understandable and not “heavy” so that it can make the population likes this channel. As revealed by Kurnia (22) that message packed in simple and interesting make anyone can understand what is delivered by president jokowi. “Although the majority of the content talk about the ‘heavy’ things, he can understand what is the message. For example in one of the videos Jokowi talk about bilateral



relations, may i am not a political student, i got what intended,” (Rizki , 22 FGD July 9, 2017).

This channel was also considered than informative, educative and persuasive. It can be seen from content in the channel. In any the video Jokowi take the audience to keep Indonesian wealth, good nature, until the multicultural. Not only good relations to others, Jokowi also persuade the audience to dote pet. This message can be understood by one informants in this research, Farah (14) “By the video sir Jokowi commanded we have to love goat, because goats are the creation of God,” (Farah, in the FGD, July 9th, 2017 )

The informative and educational content also possible to accept by audience, one of them, Gusti (in an interview July 5th, 2017). Gusti said from the channel, he received a lot of new knowledge about leaders of the world which many called by Jokowi to make vlog together. Not only that, through this channel he also a understand that relationship between

Indonesia and Saudi Arabia are fine, not like said on television that many once indonesian labor get injustice there and the government just keeping quiet here.

## 2. Audience in the Position of Reception Toward Political Message on Youtube Channel of President Joko Widodo

After conducting data collection and analysis of data it can be seen that there are five audience that is at the hegemonic dominat position and 1 audience are at the grey oppositional position. Researchers also found two new positions that is not previously included in their common type of Stuart Hall, namely the grey oppositional position, if audience were not able to do intepretation and are disagree with the meaning of dominant, as well as the grey dominant, if audience were not able to do intepretation but agreed to the signification dominant meaning.

**Table 3. Audience Position Toward Political Message in President Joko Widodo Channel with the Explanation**

| No | Informant                        | Audience Position      | Explanation   |
|----|----------------------------------|------------------------|---|
| 1  | Shanti Juita Gultom (22)         | The Dominant Hegemonic | Shanti do the intepretation which is same with the preferred reading and implementation the message in her daily life   |
| 2  | Kurnia Angeline Datumassang (22) | The Dominant Hegemonic | Kurnia do the intepretation which is same with the preferred reading and implementation the message in her daily life   |
| 3  | Muhammad Rizki (22)              | The Dominant Hegemonic | Rizki do the intepretation which is same with the preferred reading and implementation the message in his daily life  |
| 4  | Gusti Bagus Kastaman (24)        | The Dominant Hegemonic | Gusti do the intepretation which is same with the preferred reading and implementation the message in his daily life  |
| 5  | Supomo (39)                      | The Dominant Hegemonic | Hety do the intepretation toward 7 video which is same with preferred reading 7. And the 2 others in negotiated reading and 1 in oppositional position. Due to the majority Hety doing intepretation same with the the hegemonic dominant, so that Hety is in The Dominant Hegemonic position   |
| 6  | Farah Dinar Fitria N (14)        | The Grey Oppositional  | Farah do the intepretation toward 3 video which is same with preferred reading 7. And the others is 1 video in oppositional reading, 2 video in <i>The Grey Dominant position</i> and 4 video in <i>The Grey Oppositional position</i> . Due to majority Farah doing intepretation in <i>The Grey Oppositional position</i> , so that she is in the <i>The Grey Oppositional position</i> |

(Sumber : Research data, 2017)

The discovery of a new position in this research occurred because categorisation that has been created by Stuart Hall are no longer relevant to audience in indonesia now days. The cause of the emergence of position it was likely because someone is not can forced to always agree or turn away from a meaning

dominant who want to be transmitted by the message maker.

While audience watch the video they intepret. This of course could open possibilities differences and the diversity of intepretation. are also not in a state of passive or focus watch, but some of them do the other things while they watch, so the

influence of message has not too strong to be admitted. Another possibility that can happen is because reference of a person to something very limited and different. It happened to 2 informants, namely Hety and Farah. Several problems had happened when they cannot do interpretation is because they do not have enough reference to a thing.

Apathy on the political stuff and impressed heavy as well make audience cannot do interpretation maximally. For example those happened to Farah, as a students of second grade Juunior High School, Farah has not been time to make sense of heavy things like political things. After all day full of math and english subject, impossible that she would be willing to watch videos on Jokowi channel which is too heavy. Farah would prefer to watch music video or animation video as entertainment. Not different than Hety, she admitted that in fact she not so follow the political things that happend. For Hety, her family welfare and health is enough, so she will no longer need to plus with a load aware of the details of the political condition of Indonesia.

Lindolf (McQuail, 1997:19) said that analysis of reception emphasis on audience as intepretive communities or community who intepretive. Audience lives and live in the center the community,

will always interact and will always do intepretation to matters there. Interaction with environment really affect audience in doing intepretation toward something.

In this research, a message can be intepretation by audience with various kinds of ways, based on the environment background, community, social and cultural.

Obviously not the truth and are difficult to prove that, mostly media message essentially or spatially multi. Morley (in McQuail, 1997: 19) also said that audience having power or power to resist and felled dominant message offered by the media. Audience regarded as audience active, it is no longer audience that is passive and no resistance to hegemony a message. Audience active in this context it means audience classified as audience active in giving intepretation to a thing. It can be said active when they are trying to figure out and increase reference when they can not do the intepretation. Through some explanation it can be concluded that, media message has the possibility to interpreted differently by any audience, depends background they. As is the case with this research, all informants having their own prespective in what in the end influential in a reception position toward the dominant meaning offered by the

maker message.

## 1. Factors that Influence Informants in Doing Reception

### a. Age factors

After through the observation while interview and FGD the researchers found that age turns influential to in the perspective of the audience for a thing. Age is very influence the way of informants to give reception to any message transmitted by President Joko Widodo through a the video. At FGD July 9th, 2017 the informants asked how they perceive the message that was delivered by Jokowi on the video titled, Presiden Jokowi: Indonesia motor pertumbuhan, kesejahteraan, dan perdamaian Asia. All informants has their own answers. Kurnia (22) said that her intepretation to the video is Jokowi want to inform the audience that Indonesia is one of the state which is qualified.

Unlike Farah (14), she says that she is difficult to catch the intention of the video. When she asked to describe what is in the video Farah just answer that in the video is President Jokowi join an event in japan and do speech. For more she adds that Jokowi seen interact with the other people, last she said that Jokowi has waving hand photographed with that other people. When she asked what message that she catch after watching the video she said

that she understood nothing .

### b. Education factors

From 6 informants, 3 informants (Kurnia, Shanti and Rizki are now studying for bachelor degree their). 1 informants (Gusti) has finished his bachelor of information system, 1 informants (Hety) finished her lastes education in Senior High School, and 1 informants (Farah) are went to a school junior high. Background and the level of education is also influence way audience in doing reception. When FGD informants were asked to point out message they receive from video titled Presiden Jokowi: Jalan Tol Mangkrak Kita Ambil Alih. Informants is quite varied in doing intepretation. 1 informant (Rizki) who has a education background majoring civil engineering understands that to get the infrastructure construction projects is not easy. A lot of that becomes consederation, starting from the time, the cost, until problems land acquisition. Rizki revealed that he totally agree with the Jokowi decisions to take over the project and give it to BUMN (Badan Usaha Milik Negara). He expresses that BUMN having an orientation that same with the government which is to public welfare, different with private which he said are more oriented towards to profit .

Unlike Gusti, as someone who has

educational background in the information systems interpretation the messages on the video in a more general way. As public transportation user, tollroad will be crucial for Gusti. Through the tollroad it will be taken in a shorter time to go somewhere, get a cheap price. Informants (Shanti, Kurnia, Hety and Farah) also means the message more general as Gusti. The same thing occurs when informants asked to interpret message on Jokowi visits to Korea video. In the event Jokowi invited to become keynote speaker in the 7th Asian Leadership Conference. At the end of his speech Jokowi call on countries in Asia to work together, forward with facing any the problems faced by countries in Asia. After the event Jokowi look attend a meeting between the Korean government and state representatives to do some the points of agreement, one of them is cooperation in creative industry. As a university student which ever learn about political 4 informants (Rizki, Gusti, Kurnia and Shanti) very agree with bilateral cooperation done by president Jokowi. In addition to strengthen Indonesian economy this may make the relationship between the two the state of being better. Different from Hety, as a housewife she thought that bilateral cooperation between Indonesia and Korea to get at a disadvantage to Indonesia. She

felt as if the outcome of this collaboration can threaten native Indonesia products. He claims not to agree with the Jokowi decision to do bilateral cooperation with Korea.

### c. Watch frequency factors

All informants in this research is not is subscriber of President Joko Widodo youtube channel, but they had a different frequency in accessing this channel. Farah said she first time access youtube channel of the President Joko Widodo before FGD, but the 5 other informants (Gusti, Hety, Kurnia, Rizki and Shanti), access channel youtube of President Joko Widodo when the video from channel the appear on home and trending features. When asked if they were directly watch the same time when the video appear, their responses diverse.

Kurnia, Gusti, Rizki and Hety said they will immediately watch it if the video pull on home or if the video was trending on youtube. Unlike Shanti, as one of Jokowi fans, she always follows anything in the channel. When she asked when she began to follow the, she admitted that since the first time the account launched she always follow the channel. Shanti also admitted she has seen almost all video is in the channel.

Habits of following the channel make shanty easily doing interpretation. In

almost all video shanti doing interpretation same with the dominant meaning of each video. It in fact caused by the frequency of watch. "I have been following this channel from the beginning and more often rewatch the video so that I can easier to catch what is Jokowi mean. Not only once watch, sometimes i watch of two or three times if i did not know what mean the videp," (Shanti, FGD July 9th 2017 ).

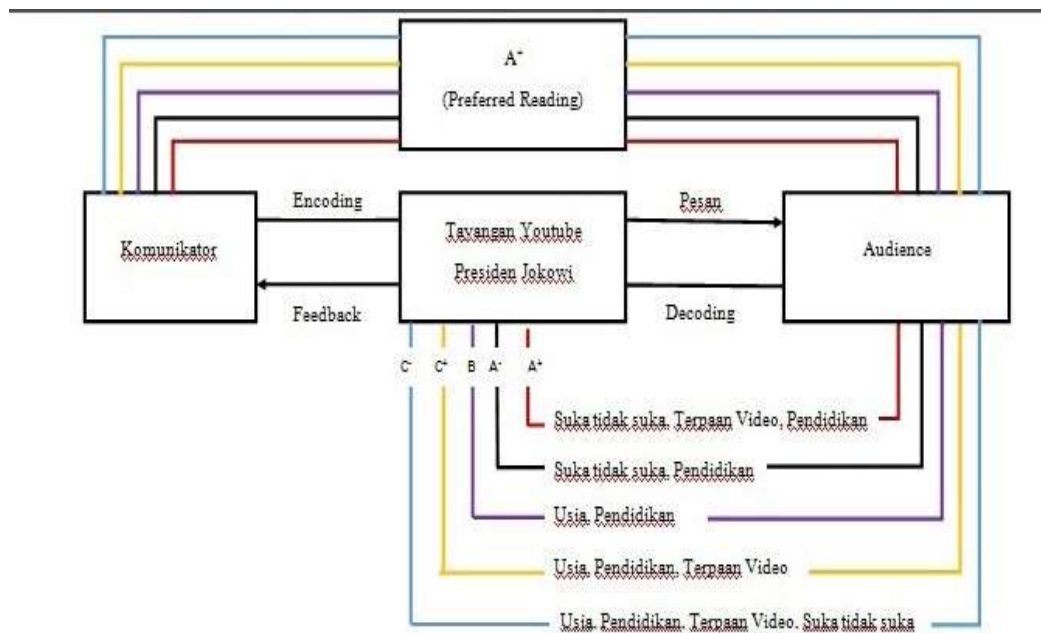
#### d. Like it or not like factors

Channel youtube of President Joko Widodo is a public so anyone can access videos available in channel this, including people who like and dislike Jokowi. Feeling like and not like of audience certainly can influential with the method of audience the handling message transmitted by President Joko Widodo in any the video. The real example found from the study is on informants named Farah.

Since interview Farah has already said that she are not interest with content in Jokowi Youtube channel. It makes Farah not focus on watch the video. Her unfocussed bring impact on how she interpretation video. When video titled Presiden Jokowi blak-blakan di Munaslub Golkar, Farah looks bored and prefer to operate her mobile phone than see video. When she asked her opinion she revealed that the video is bored and not interesting. After she asked what message that she could get from the video Farah replied that she do not know .

The results of audience reception in youtube channel of President Joko Widodo and factors that influence audience in doing reception can be described in the scheme 1 below.

**Scheme 1. Audience Reception and Factor that Influence Toward Political Message in Channel Youtube Presiden Joko Widodo**



(Source : research data, 2017)

Explanation :

A<sup>+</sup> = Hegemonic Dominant

A<sup>-</sup> = Negotiated Reading

B = Oppositional Reading

C<sup>+</sup> = Grey Dominant

C<sup>-</sup> = Grey Oppositional

From the scheme 1 it can be seen that as a political communicator, President Joko Widodo have to find an attractive way to encode the message (preferred reading that will be delivered to the community) well to be able to reach by anyone. A message sent by political communicator through youtube videos are then will be accepted by the audience. After receive messages, audience will do decoding in accordance with their

background. When audience doing interpretation to the message turns out there was the factors that influence the results of audience to a message. This is also affect their responses (feedback) given by audience. Factors that influence each position is different from one another, they are age factors, educational factors, frequency of watch factors, like and dislike factors.

## CONCLUSION

Based on the result of this research conclude that: (1) audience reception of President Joko Widodo youtube channel is used to medium to get closer to community and to do communicating information and political message channel. For audience position there are five audience who are at a position the hegemonic dominant and 1 audience in a position the grey oppositional. (2) Two a new position not included in position audience according to Stuart Hall found in this research. Audience in the present is audience active and always interact to give interpretation, for that found two positions latest in the old time has not been found by Stuart Hall. First, The Grey Oppositional, happen if audience not capable to interpret a message and declined to dominant meaning offered by the message maker. Second, The Grey Dominant, happen if audience not capable to interpret a message, but agreed to the dominant meaning offered by the message maker. (3) the factors that influence audience channel youtube of President Joko Widodo in doing reception there were four namely, factors age, background education factors, frequency of watch and like and dislike factors.

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## COMMUNICATION PATTERNS BETWEEN DRUG COURIER WITH CUSTOMERS IN SLEMAN DISTRICT

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### Abstract

*Drug trafficking is still happening today. This activity involves dealer, couriers and users. Communication between couriers and users is increasingly intense when drug dealing transactions are carried out. In a general sense courier is someone who has the responsibility to conduct the exchange of goods between two or more people. The purpose of this research is to find out how they interact with users. Thus, a qualitative research requires observation in the field to obtain enough data to make conclusions. About the results of research, researcher founded that illegal drugs courier used communication symbols that are only understood by them and their communities. The drug courier profile has a staggering illicit in addition to being couriers, they also as a student. Research also found they use direct and indirect communication pattern during transactions.*

**Keywords:** *courier, student college, drug, communication pattern, drugs dealer*

### INTRODUCTION

Drug problem has never been stopped at any city, and with a lot of her existing community in it. Population density will be increasingly add to the problem. As in large cities have some serious trouble in the world night as narcotics and drug. It close to the world is young man lovers world night frequently in care about the men and women. Drugs are also goods continue to find the youth even adults generally. Drugs is something kept sought by the teenager even adult. Did not look of the drug, whether that guy, women, transsexuals, all the same.

Drugs is something kept sought by the teenager even adult. Did not look of

the drug, whether that guy, women, transsexuals, all the same. Drugs a serious problem which to fight. Besides hurt yourself, drugs also have a bad impact on the community. Some campaign against drugs often lead by some institutions, among other agency and police often socialize the negative impact of drugs. The head of Badan Narkotika Nasional Provinsi (BNNP), Commissioner of Police, Soetarmono said the biggest contribution to the drug abuse you are workers in high school graduates and students.

The drug abuse in Yogyakarta in 2015 and recorded 60.182 person. From 60.182 person the drug abuse, 23.028 of

they are young age. However, Soetarmono said, the drug abuse in 2015 is less than 2014 at 62.028 person. In 2011 drug abuse are in 83.952 person and 68.981 person in 2008.

While total drug abuse already rehabilitation was only about 1.300 person. According to Soetarmono take five years to free Yogyakarta of drug abuse (<http://news.okezone.com/amp/2017/01/19>, accessed on 03 January 2017). Therefore, eradication issue drugs continue to be done BNNP (Badan Narkotika Nasional Provinsi ) Yogyakarta. The world courier illicit drug is the world closed, from the pre a survey of program is not easy to be able to get contact from courier illicit drug. A customer who wants to get illicit drugs have to through the intermediary certain, it can be hand first or come to know the courier. The identity of those will remain a secret of the general public. They known only by their communities and among users and the seller there are code of conduct (not written) not to elaborated social identification economic on the general public. The phenomenon of “drug couriers” is interesting to investigate because so far, even though it belongs to deviant behavior, there are still many people who are interested in the profession as a “drug courier”. Another interesting

thing is how to explain how the communication and interaction between “drug couriers” with customers.

Drug couriers do not behave like openly accessible online drugs and are quick to peddle themselves so that the transaction process can go smoothly. Once in a particular places or a paramedic illicit, will not be directly offer services drugs and sales price. Based on the description that has been described in the background above, the researcher formulate a problem as follows, What is the communication pattern of “drug courier” with customers in Sleman District. And the purpose of this research are this study aims to find out the communication pattern of “drug courier” with customers in Sleman District, to provide insight to the public about the form of communication “drug courier” especially students located in Sleman District and know the communication medium used by “drug couriers” to customers. This study discusses drugs that are prohibited by the government for its offenses, whether in terms of manufacture, distribution, sales or use. The distribution of narcotics itself in Sleman District has reached a very alarming level, judging from the narcotics drug courier is no longer the old players but has penetrated into the teenagers. The pattern of communication in the phenomenon of drug courier with

customers in Sleman District often arises when they transact, understanding the communication pattern itself is a simple description of the communication process that shows the relationship between one component of communication with other components (Soejanto, 2001: 27).

This research uses symbolic interaction theory and concept of interpersonal communication. Symbolic interaction is one model of research that seeks to reveal the reality of human behavior (Endraswara, 2006: 64). Meaning should not rely on the “subjective subjective” view of the perpetrators, but rather using an “intersubjective” insight (Endraswara, 2006: 65). That is, researchers try to reconstruct the existing reality through the interaction between drug couriers with customers in Sleman District. At the time the interaction occurs, the researcher can do feedback in the form of questions. These questions will raise meaning in an interaction between perpetrators, namely drug couriers with customers in Sleman District.

Interpersonal relationships have an important role in every life of society, especially when in interpersonal relationships are able to provide encouragement to others in the form of a feeling-driven impulse. Interpersonal communication is a communication that

takes place in face-to-face situations between two or more people, both organized and in crowd (Wiryanto, 2004: 32). Basically the “forbidden oba messenger” is part of a society that also engages in social relations. As a member of the community, they have to interact with other communities. The main requirement of social activity is social interaction. In this study social interaction is used to discuss how “drug couriers” interact with individuals, as well as among other community groups.

## METHOD

This research uses qualitative method approach. The type of research used in this study is descriptive research, where the information obtained is in the form of descriptive information. Descriptive information is a complete description of the object under study. Descriptive research aims to simulate situations or events, because this study is explaining or describing the pattern of communication between drug couriers with customers in Sleman District. Thus, qualitative research requires observation / observation in the field to obtain sufficient data to make conclusions.

Data collection techniques is a very strategic step in doing research, this

is because the main purpose of research is to obtain data that will be processed into conclusions/evaluation. Data collection can be done in various rules, various conditions, various sources, and various ways. Primary sources are data sources that directly provide data to data collectors, and secondary data sources are sources that do not directly provide data to data collectors, such as through others or documents. Data collection techniques can be done by using interview (interview), documentation, or observation (observation) (Sugiyono, 2012: 225).

Researcher conducted research in Sleman District. Selection of the location is because Sleman Regency is a special area. Not only filled with cultural values, but also with the presence of many universities that exist here and various places of entertainment, thus opening the opportunity for the phenomenon of “Courier Drugs”.

## DISCUSSION

This communication is the process of messages by someone to others to tell, change attitude, opinions or behavior, either verbally through direct or indirect media. The process of the communication was occurring between drug dealer traffickers with illicit drug courier especially in Sleman district. Communication between drug dealer interwoven with illicit drug courier at the time they will trans-act, drug dealer with good courier and dealer directly with consumers. In an interaction between dealer with illicit drug courier made a pattern of communication in two directions, in the relationship between both the most important is the response, feedback, as well as a feedback systems of illicit drug courier upon what is delivered by a croupier. Meanwhile to one-way flow of information between drug dealer traffickers with illicit drug courier is communication vertical and horizontal.



**Figure 1. Vertical Pattern Communication**

(Source: Research data)

A : Drug dealer  
 B: Courier drugs

A pattern above show, the communication can be seen how relationships a raid by members of either leader and downward and up-ward, indicated by the direction of the arrows. In this process of illicit drug dealers with

courier drugs, position at the same as courier in mean ing have same rights and obligations the same. “i usually if can customers after deal directly order to bring courier, wanted to meet directly have not dependent they connection what” said drug dealer (interview RA 25 April ) 2017.



**Figure 2. Horizontal Communication Pattern**

(Source: Research data)

A : Drug dealer  
 B : Courier drugs

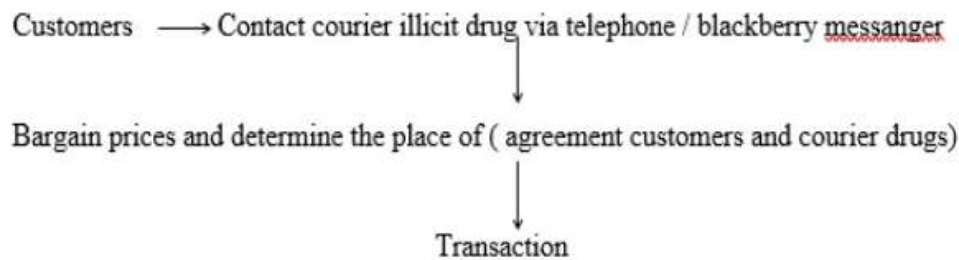
Besides that there are also two types of the communication between courier illicit drug with customers namely the direct commu- nication and the communication indirect.

1. The direct communication

Direct communication meant here is custom- ers can be directly related to courier drugs, through some media such as the phone or messaging without have to go through direct intermediaries or airport .Customers and cou- rier illicit drug can

instantly determine the and place to do. There are conditions a customer to be directly related to courier these drugs, namely met or transact earlier. The courier il- licit drug covered make it refused to open up to a wide audience. Customers would never done transactions with courier drug be able to deal directly without any intermediaries.

2. The communication of customers with courier drugs



**Figure 3. Communication of customers with courier drugs**

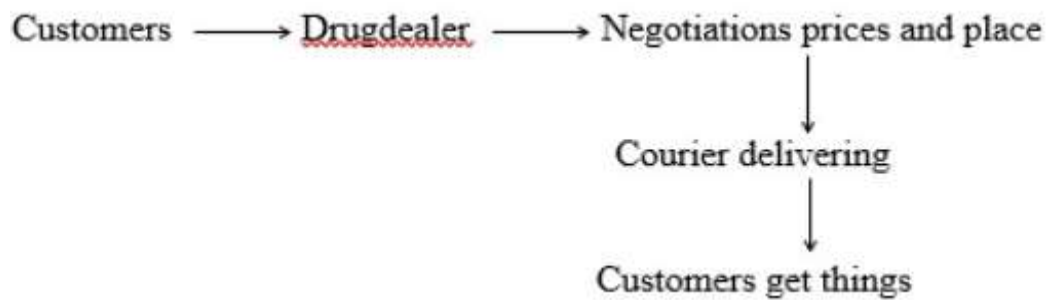
(Source: Research data)

Direct communication with courier illicit drug could turn a profit for the courier itself and potential customers. This is not the additional costs that compulsory to be given to link in this case is drug dealer. Because when consumers want drugs illicit without going through drug dealer, a courier usually buy directly from drug dealer for a paltry. From of observation researchers, why customers choose the direct communication, because with a pattern direct communication customers can easily get drugs, usually customers who chose the communication like this is the old customer, they are too long been in a network of dusky like this. Customers well acquainted with drugs the drug dealer, and customers choose purchase goods directly from drug dealer already beliefs, but as transact customers indirect drugs dealer do with but through courier drugs. The communication like this makes it difficult to customers out of a

circle black customers, the seller and courier illicit drug itself. But believed when consumers want illicit drug will simply they got it. In contrast to the communication indirect.

### Communication Pattern

The definition of communication not immediately here is a process communicate with courier illicit drug use intermediaries. Intermediaries are drug dealers linking courier illicit drug with customers, usually they called boss large. Communication with drug dealer can be conducted by telephone and face to face directly.



**Figure 3. Indirect Communication Pattern**

(Source: Research data)

From observation researchers, when drug dealer show illicit drugs to the buyer or customer, they will tell them how much for each the drug. Drug dealer also will explain how rules transaction, among other place meet courier illicit drug with customers, and a determined.

Occurred when an agreement between prospective customers, and then the drug dealer will contact courier illicit drug have been prepared lead order. After that customers will be number cell phone or traits than courier drug banned. Usually couriers and subscribers will directly meet, or they will not directly meet depends agreement been prepared by drug dealer with customers. If courier illicit drug not directly meet with customers, usually they are drug dealer and customers have previously agreed where illegal drugs this will be placed. This trick, often done to avoid undesirable things. From our observation researchers, why customers

choose the communication not directly because with a pattern communication indirectly customers do not need any effort to be able to get drugs.

Quite by courier illicit drug course customers can be easily get goods desirable. In addition to the transaction customers can also be more secure as after customers get illicit drug they can go directly remove him. Deprive here intended trail after them, customers and courier illicit drug transactions customers do not need to contribute in the world as black as the world illicit drug. Customers will be very easy to disappear and not have scoops out of tissue between drug dealer, courier, nor the other. But in communication patterns like this there are unprofitableness, which is when a customer wanted drug traffickers and so they must work extra to get goods can be desirable. The symbolic interaction not only occurs when the interaction between

courier illicit drug with customers course, but symbolic interaction also appeared when consumers do interaction with drugs dealer, and after drug dealer interact with courier drugs. Any of a deal with customers, who made a decision is not the only courier drugs and drug dealers also played an important role whether a deal is not approved.

The decision making process done after illicit drug courier and drug dealer received orders from customers and it has been decided how the price also of illegal drugs that were ordered. They the drug dealer, courier drug possession and customers also have social life, inside their social lives interaction more important than structure the structure because there are only on illicit drug courier with drug dealer. The researcher also see the patterns of communication the direct and indirect. A pattern of direct communication when a customer chose to buy illegal drugs directly from a courier not passing drug dealer. And no direct communication comes when customers purchase goods passing through drug dealer, after that new through illicit drug courier goods is conducted. Sleman district is one of the areas have much practice a drug deal and drugs. Ranging from entertainment centers as cafe, discotheques, karaoke and the rent house,

encountered transactions and consume drugs.

Indeed city students have many once place strategic for drugs distribution. Illicit drug courier work was where people work only ushers illicit drug into customers, they are not providing illicit drug. Different to drug dealer illicit drug, drug dealer here is a person who facilitate illicit drug courier and give wages when courier managed to make transactions, drug dealer illicit drug also provides various types of illegal drugs ranging from tens of thousands to the hundreds of thousands per pcs. On the basis of various referral interactionist symbolic, researchers must be careful in paying attention to human interaction in this case courier illicit drug with customers.

The interaction generally have planning and orderly. Communication courier illicit drug with customers are also filled by with symbols only perceptible by them and their community. The characteristics of the theory of the interaction symbolic occurs in interactionist between courier illicit drug with customers, can be seen when they transact. Policy makers here is not the courier illicit drug and customers, but the decision making here is a drug dealer, courier illicit drug and customer just act when the transaction approved by drug dealer. If a drug dealer



approved the transaction, so drug dealer illicit drug will send courier to implement transaction with customers in places that have been approved before.

## CONCLUSION

Based on the data above has been discussed and presented by the writer, hence conclusions maybe drawn as follows :

1. Many symbol that occurs when a courier illicit drug was doing transactions with customers. A symbol that appears itself only understood by those who are accustomed to do it.
2. Different regulation to the existing rules in general. Rules are made not only to courier illicit drug course, but for everyone who dabbles in the world black like the

world drugs.

3. There are more than one communication pattern undertaken by an courier drugs. The communication researchers found the research is the communication direct and indirect.

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