



Language in the Online & Offline World

# Language in the Online and Offline World 6:

## THE FORTITUDE

May 8 & 9, 2018

English Department  
Petra Christian University  
Surabaya - Indonesia

# Program Book

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# Program Book

## Language in the Online & Offline World 6: The Fortitude

Petra Christian University

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English Department

Petra Christian University





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## WELCOME SPEECH

### THE ORGANIZING COMMITTEE CHAIRPERSON

Distinguished guests, honorable scholars and participants,

On behalf of the organizing committee, I am pleased to welcome all of you to the sixth conference on Language in the Online and Offline World. This conference has been conducted by the English Department of Petra Christian University since 2010 and it has become a biennial conference which addresses the issues of the use of online and offline languages in reciprocal relation with individuals, society, and culture.

This LOOW 6 conference adopts the theme: The Fortitude. Just like the word “fortitude” which signifies “mental and emotional strength in facing difficulty, danger, or temptation courageously”, the objective of the conference is to challenge teachers, researchers, and scholars dealing with the use of languages in the field of education, business communication, media, and cultural studies to have mental and emotional strength in confronting the hazards and struggles of the online and offline languages used in those fields.

On this occasion, we are pleased to present our distinguished keynote speakers, Prof. Shameem Rafik-Galea, Ph.D. from UCSI University of Kuala Lumpur, Malaysia, Prof. Jungsun Kim, Ph.D. from Dongseo University, Korea, Manneke Budiman, Ph.D. from University of Indonesia, Indonesia, and Mr. Peter Araman from Singapore National Academy (SNA) International School, Indonesia. There are also our distinguished featured speakers, Dr. Samuel Gunawan, M.A. and Jeffery Todd Bridges, B.S., M.Ed. from Petra Christian University, Indonesia. We are pleased to have 75 selected presenters. They are from the neighboring country, Malaysia, and from various cities in Java, Bali, Nusa Tenggara Timur, Nusa Tenggara Barat, Sumatra, and Kalimantan.

On behalf of the organizing committee, I would like to express my genuine appreciation to all the plenary and featured speakers who are willing to share their invaluable expertise and knowledge in this conference. Also, my profound gratitude is addressed to all the presenters and participants who have contributed to the success of the conference. Through the distinctive topics presented in the parallel and plenary sessions by knowledgeable teachers, researchers, and scholars from various backgrounds, hopefully the LOOW 6 proceedings give enlightenment and new perspective to boldly confront the impact of the online and offline language use.

Eventually, this LOOW 6 conference may end, but I hope it could shed light upon us all forever, just like the proverb which says, “as iron sharpens iron, so a man sharpens the countenance of his friend”.

Thank you.

Surabaya, May 8, 2018  
Dr. Nani Indrajani Tjitrakusuma



## OPENING ADDRESS

VICE RECTOR FOR ACADEMIC AFFAIRS

PETRA CHRISTIAN UNIVERSITY

Distinguished guests, ladies and gentlemen,

Welcome to the 6<sup>th</sup> Language in the Online and Offline World: The Fortitude conference. It is indeed a great pleasure to hear from the organizing committee that this conference has attracted participants from the neighboring country, Malaysia, as well as participants from many cities in Indonesia; all of whom have a common interest in the use of verbal and visual languages in reciprocal relation with individuals, society, and culture.

I believe that language has such an enormous power to influence our society, as Pierre Bourdieu, a French sociologist and anthropologist, writes in his famous book, *Language and Symbolic Power* (1992), that language has invisible power. With various and vast uses of language in both the online and offline world, there is a real benefit for people who are working for the future of these languages. I am also of the opinion that it is important for us to learn about the situation that languages face – transformation in terms of use, functions, and forms – and to learn that we all face the same issues, even when the contexts are different.

Ladies and gentlemen,

In the emerging digital World nowadays, fake news has become a buzzword, and we cannot discount its impact on our lives. We no longer take everything we read, hear or see at face value. We must equip ourselves with the skills to tell fact from fiction. That is why, the objective of this conference, that is, challenging people to have mental and emotional strength in confronting the hazards and struggles of the online and offline languages (verbal and/or visual) used in education, business communication, media, and cultural studies, is relevant. I sincerely hope that this conference will contribute to a lot of important and inspiring thoughts, which could answer tactfully the challenges caused by the power of online and offline languages.

On behalf of Petra Christian University, I would like to express our appreciation to keynote and featured speakers who are willing to share their expertise with us. I would also like to thank other presenters without whom no sessions of this conference could be held. My gratitude also goes to the committee members who have planned and worked hard for this conference. I sincerely hope that what we get from this conference will be inspiring to be pondered, explored and continued for years to come.

Thank you.

Surabaya, May 8, 2018

Dr. Jenny Mochtar

**Conference Program**  
**DAY 1 - May 8, 2018 Tuesday**

Date/Time	Session	Activity / Speaker	Topics	MC / Moderator
May 8,2018				
07.30 - 08.30	Registration			
08.30 -9.00	Opening Ceremony	Head of the Committee , Rector of Petra/Dean of the Faculty of Letters		
09.00 - 10.00	Plenary Speaker 1 RK IV	Prof. Shameem Rafik-Galea, Ph.D.	<i>Creativity, Critical Thinking, and the Language of Thinking in the ELT Classroom</i>	Jon Guffy
10.00 - 10.30	<b>COFFEE BREAK</b>			
10.30 -11.45	RK I	Ayunda Nurvitasi	<i>Criticizing Urban Society's Obsession with Self-Image on Social Media: Analysis of Black Mirror</i>	
		Zulfi Zumala	<i>Racial Tension in Post Apartheid Era in Coetze's Disgrace</i>	
		Nia Nafisah	<i>Conformity in Indonesian Children's Film</i>	
		Siyaswati	<i>Dramatic Love and Class Struggle : A Marxist Stylistics Approach</i>	
		Nita Novianti	<i>Indonesian Horror Films: Women Sexualization and Demonization</i>	
10.30 - 11.30	RK III	Rif'ah Inayati	<i>To ba a Prince or a Princess: A Problem of Gender Roles in Disney's Sofia the First</i>	

		Shuri Mariasih Tambunan	<i>Shaming the Other Woman (Pelakor): Female Catfight as a Spectacle in Social Media</i>
		Vera V Syamsi	<i>Women Creating Spectacles in Social Media: Women Empowered?</i>
		Upi Isabella Rea	<i>A Review on Education News Website in Indonesia</i>
10.30 - 11.30	RK IV	FX Dono Sunardi	<i>A Study on the Birth of the Nationalistic Idea in Pramoedya A. Toer's Buru Tetralogy</i>
		Gabriel Fajar Sasmita Aji	<i>Controversial Text of VS Naipul's The Enigma of Arrival</i>
		Dharma Satrya HD	<i>Kursi Ilusi and Negeri Lancang Merdeka Play: Between Illusion and Realism</i>
		E. Ngestirosa	<i>Capitalism as the World View in Valdez's The Dirty Social Club</i>
11.45 - 12.45	RK I	Rachmanita dan Eva Saptarina	<i>Promoting Students' Reading Persuasive Text Using Porpe Technique</i>
		Mursyidatul Umamah & Ignatius Aditya A.	<i>Intersection of Pleasure, Identity, and Religiosity at Ramadhan Jazz Festival</i>
		Nabillah R.	<i>Best Media Publisher as a Cultural Intermediary: The Selection of Wattpad Popular Stories</i>
		Hendi Pratama	<i>Identifying Sexist Language on Youtube Comment Section</i>

11.45 - 13.00	RK III	Daniel Ginting	<i>The Analysis of the Drop Rate of the Indonesian Massive Open Online Course</i>	
		Putu Chrisma Dewi	<i>Culturral Assimilation in Bali Church</i>	
		Kumaran Rajandran	<i>The Language of environmental Discourse in Malaysian Sustainability Reports</i>	
		Lutfi Virdiansyah	<i>Samrah Theater as the Representation of the Middle Betawi Community</i>	
		Sergius Derick	<i>A Brief Understanding of Indonesian Youtube Culture: Case of Fluxcup and VNGNC</i>	
11.45 - 13.00	RK IV	Muhamad Ersan Pamungkas	<i>Translators as International Journalists</i>	
		Nicholas Jonatan HW	<i>Gudang Garam Signature Mild: Consistency in a Diverse Branding Concept through Symbolism</i>	
		Listia Natadjaja Paulus Benny S.	<i>The Construction of Meaning in Instant Noodle Advertisements</i>	
		Ida Ayu Made Puspani & Ni Luh Ketut Mas I.	<i>Translation Ideology in Translating Balinese Culture Terms into English</i>	
		Theophilus Joko Riyanto	<i>The Representation Perspectives in Warkop DKI Reborn: Jangkrik Boss Part 1</i>	
13.00 - 13.45	LUNCH			
13.45 - 14.45	<b>Featured Speakers RK IV</b>	Dr. Samuel Gunawan, M.A.	<i>Donald Trump's versus Hillary Clinton's Campaign Rhetoric in Their Presidential Nomination Acceptance Speeches</i>	Meilinda



		Jeffery Todd Bridges, B.S., M.Ed.	<i>Developing Character through Curriculum</i>	
14.45 - 15.45	RK I	Widdy Wijanti	<i>Lexical Richness in the Reading Materials of English for Academic Purposes Levels 1-3</i>	
		Novriani R. M	<i>Embarking on Drama Performance for Teacher Training Students</i>	
		Sunu Dwi Antoro	<i>Implementation of Online Teaching and Learning on Distance Language Learning Platform</i>	
		Adesti Komalasari	<i>Spotting Fake News and Hoaxes in Critical Reading Course Using Media Literacy Project</i>	
14.45 - 15.45	RK III	I Gede Yoga P. & Made Hery Santosa	<i>University Students' Perception on Plagiarism</i>	
		I Putu Surya P. & I Gede Yoga P.	<i>Enriching Vocabulary for Young Learners with Computer-Based Game</i>	
		Fauzia	<i>Using Peer Assisted Learning Program to Improve Students's Self-Confidence</i>	
		Maria Cherry R.C.	<i>Political Meme in Instagram: How Online Humour Became a Political Weapon</i>	
14.45 - 15.45	RK IV	Didik Rinan Sumekto	<i>Undergraduate Sophomore's Readability in Comprehending Virtual Reading Texts</i>	
		I Ketut Warta	<i>Exploring the Cultural Values of Literature and Their Contribution to Teaching English in Indonesia Context</i>	
		Dewi Sartika & Ratna Nery	<i>Enhancing Students' Skill to Write Descriptive Text by Using PLEASE Strategy</i>	

		M.B. Rini W	<i>Expatriates' Academic Contributions and Intercultural Relations at Universitas X Indonesia</i>	
15.45-16.00	<b>COFFEE BREAK</b>			
16.00 - 17.00	<b>Plenary Speaker 2 RK IV</b>	Prof. Jungsun Kim, Ph. D	<i>Three Paradigms of Contemporary Korean Revenge Films: Possibility of Getting Even</i>	Theophilus Joko Riyanto
17.00 - 17.30	Photo Session			

### DAY 2 - May 9, 2018 Wednesday

Date	Time / Session	Activity / Speaker	Topics	MC / Moderator
<b>May 9, 2018</b>				
08.00 - 08.30	Registration			
08.30 - 09.30	<b>Plenary Speaker 3 RK IV</b>	Manneke Budiman, Ph.D.	<i>Millennials, Net Culture, and Literacy Crisis</i>	Satya Limanta
09.30 -10.00	<b>COFFEE BREAK</b>			
10.00 - 11.15	RK I	Langgeng Budianto	<i>Best Practices on Bilingual Language Teaching: 21<sup>st</sup> Century Education Perspectives</i>	
		Fransisca Endang L.	<i>The Effect of Code Switching on Students' Motivation</i>	
		Siti Khadijah & Yuni Utami Asih	<i>English Pronunciation by Dayak Benuaq Natives in EFL Class</i>	
		Krishnavanie A/p Shunmugam & Amin Amirdabbaghian	<i>Paratextual Analysis of Persian Translation of Animal Farm by George Orwell</i>	

		Victor Novianto & Venny Eka M.	<i>Building Students' Character by Engaging Social Studies Issues in Language Teaching</i>
10.00 - 11.15	RK IV	Ida Bagus Putra Yadnya	<i>Macro Shifts in Literary Translation</i>
		Yune Andryani P.	<i>Encouraging Healthy Literacy: The Inter-Connection of Reading toward Writing on Social Media</i>
		R. Agus B.& Tjitra Ramadani	<i>A Spectrographic Analysis of Madurese EFL Learners' Intonation</i>
		Imelda Gozali	<i>Local vs Global Errors: Comprehensibility Judgment on the Speech of Indonesian Students by Native Speakers</i>
		Anna Fitriati	<i>Javanese, Indonesian, or English: An Analysis toward Students' Language Attitude</i>
10.00 - 11.00	RK III	Gek Wulan Novi Utami	<i>Spoken Ecometaphor in Balinese as Cognitive Inventory of Balinese Native Speaker</i>
		Dewanto	<i>The Shifting and Extinction Lexicon of Thanksgiving Ceremony in Subdistrict Menganti-Gresik</i>
		Nopita T.	<i>Mormon Feminists' Symbolic Language in Their Online World Campaign</i>
		Adi Suryani	<i>Students' Perceived Emotion Regulation and Self-Construction Facilitated by Language, Experience and Media</i>
11.15 - 12.30	RK I	Arina Isti'anah	<i>Rohingya in Media: Critical Discourse Analysis of Myanmar and Bangladesh Newspaper Headlines</i>

		Asrun Lio	<i>Building Rapport through Language Shifting: An Interethnic Exchange Communication in Rوتا Sub-District</i>
		Clara Herlina & Andreas Ng	<i>Analysing Discourse of Hate Speech in Facebook: A Case Study of Jonru's Posts</i>
		Wawan Eko Yulianto	<i>For Whom does the Writing Talks: Anthropocentrism and Ecocentrism in Jakarta Post Travel Writing</i>
		Diah Kristina	<i>Persuasion in ESP Writing: Reaching Out Audience in Online Promotion of Tourism Destinations</i>
11.15 - 12.30	RK III	Djoko Susanto	<i>Basuki Tjahaya Purnama's Conversational Maxims: A Political Discourse Analysis</i>
		Aylanda Dwi Nugroho	<i>Ideologies behind Singapore's National Day Songs: A Critical Discourse Analysis</i>
		Patrisius Istiarto D	<i>How Line Today and Webtoon Affect Millennials' Reading Habit</i>
		Dina Novita T. & Harun D. Simarmata	<i>Welcome to My World: A Case Study of Children's Expressions in the Social Media</i>
		Diksita Galuh N & Rieta A.	<i>Remembering the Undesired Ghost: A Critical Discourse Analysis of Melancholic Bitch's Bioskop, Pisau Lipat</i>
11.15 - 12.30	RK IV	Qanitah Masykuroh	<i>Girl's Naming In Indonesian Folk Tales</i>
		KM Tri Sutrisna A.	<i>Non-Verbal Communication in Coca Cola Advertisement: Semiotic Analysis</i>
		Nurul Adha Kurniati	<i>Gobal-Local Interaction in Consuming Korean Wave in Indonesia: Text (Re)Production in Twitter Fan Page</i>
		Fransisca Kristanti	<i>ESL Classroom Linguistic Phenomena in Jacob Farmer and Philip Hoover's Comedic Webseries Language A</i>
		Putu Chris Susanto	<i>Visual Elements Analysis and Response of Millennials on Social Experiment Advertising</i>

12.30 - 13.30	<b>LUNCH</b>			
13.30-14.30	<b>Plenary Speaker 4</b> RK IV	Peter Araman	<i>K-12 Education Version 2 – The Future School</i>	Herwindy Maria T
14.30	RK IV	All participants	<i>Closing</i>	



## **k@ta**

### **a biannual publication on the study of language and literature**

k@ta is a refereed journal published twice a year in June and December by the English Department, Faculty of Letters, Petra Christian University, Surabaya, Indonesia. It presents articles on the study of language, literature and culture.

In the field of linguistics, it covers language issues researched in the branches of applied linguistics, such as sociolinguistics, discourse analysis, critical discourse analysis, pragmatics, stylistics, corpus linguistics and others. In the area of literature, it covers literature in English which may include written texts, movies and other media. Its overriding objective is to provide a forum for scholars and practitioners within any of the various subspecialties of the discipline to address a broad cross-section of the profession.

Appropriate subjects include, but not limited to, the dissemination of well-conceived analysis, research reports, studies, and application of theories or approaches (critical theory, cultural studies, rhetorics, and many others). No area is less welcome than any other, as long as the topic is of general interest within the profession.

This journal was first published in 1999 and was nationally accredited in 2002, 2005, 2008, 2011, and 2016. The online version with DOI number for each article is now available at <http://kata.petra.ac.id> and it can also be accessed from ProQuest e-journal (<http://www.proquest.com>); *k@ta* has also been covered by Directory of Open Access Journals (DOAJ), Mendeley, CrossRef, and Google Scholar. *k@ta* is now in its bid to develop into an international journal (to be indexed in Scopus).

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# **List of Abstracts**

## **CREATIVITY, CRITICAL THINKING, AND THE LANGUAGE OF THINKING IN THE ELT CLASSROOM**

Prof. Shameem Rafik-Galea, Ph.D., UCSI University, Malaysia

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### **ABSTRACT**

Learning English as a second (ESL) or foreign language (EFL) is unlike learning that takes place in subject or discipline specific classrooms. In the subject or discipline-based classroom the learners already have a language to talk about and to understand the different subjects that they are pursuing. However, this is not the case in the ESL or EFL classroom. ESL/EFL teachers often grapple with students in order to direct attention to a learning activity in English and to maintain students interest especially when the lessons are not creative or challenging enough. Creative lessons motivate learners and bring out the best in learners who may use a variety of creative and critical thinking language. This means that English language teachers would need to use critical thinking and creative strategies and processes to make English language learning fun. This paper focuses on sharing ideas of how to develop creative, critical thinking and creative thinking lessons. It presents the use of the language of thinking in the ELT classroom in making learning fun. The paper will discuss and present examples of the type of lessons and creative and critical thinking strategies that teachers can use to bring about learning English in the most creative manner while developing ESL students thinking skills which can be transferred to other types of learning.

## **THREE PARADIGMS OF CONTEMPORARY KOREAN REVENGE FILMS: POSSIBILITY OF GETTING EVEN**

Prof. Jungsun Kim, Ph. D., Dongseo University, Korea

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### **ABSTRACT**

It can be said that the idea of revenge is, throughout all time and places, one of the classical themes or subject matters that have been consistently dealt with in storytelling of diverse forms. As one of the categories that have been constantly sought after by people, Korean films of revenge have written an intriguing chapter in the history of Korean film throughout which they fell into stagnation at times: among the major instances of this are included the popular revenge films of the 1920s and 1930s during the Japanese occupation, the action films of the 1960s and 1970s, and the modern-day revenge films, which began to be made in the early 2000s. What is interesting here is that the year 2000 witnessed the shift of ethical stance in terms of revenge in Korean revenge films: in the revenge films made before 2000, the idea of revenge was realized into heroic actions through which justice was embodied; On the other hand, those created since 2000 have shown the representation of revenge through actions of ambivalent revenge. The cruel, revenge films in the early 2000s explored the situations of predicament where an ethical judgment is impossible while gazing directly at the contradictions and limits in the practice of social institutions. From 2015 a different kind of revenge film—with happy endings—emerged to huge popularity. Moreover, another kind of revenge film has also appeared: it is not embraced by the two above-mentioned dominant paradigms, and in films of this kind the subject of revenge is female. This article attempts to look into how these three tendencies are related to the social circumstances of the times and what social implications the differences among them have.



## **MILLENNIALS, NET CULTURE, AND LITERACY CRISIS**

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### **ABSTRACT**

The millenials, or Generation Y, refers to today's young people who grow up in an age when both information and society have been massively digitized. What caused widespread moral panic to their parents on the one hand, offers Generation Y a hybrid reality between the physical and the social that used to be clearly distinct from each other before the advent of digital technology on the other hand. For the millenials, technology is not just a set of tools, but a world of its own which is inseparable from human existence. Living experience no longer needs to be embodied as it used to be, as one can be 'omnipresent' and space ceases to be a separate dimension from time. This is accepted and celebrated as a new kind of freedom that had been unthinkable in the pre-digitized era, especially by the millenials. Yet today, the world is also witnessing how the new technology is used to spread 'false truths', and slowly but surely, the internet is succumbing to the power of hate. A new wave of illiteracy is brought about to our life by the technology that was supposed to affirm the ultimate victory of literacy over the Dark Ages once and for all. What has actually been going on, and why literacy is losing its war, and what will possibly happen to our world ahead are some of the questions that may need addressing if we want to understand our life today.

## **K-12 EDUCATION VERSION 2 – THE FUTURE SCHOOL**

Peter Araman, Singapore National Academy (SNA) International School, Indonesia

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### **ABSTRACT**

This presentation will be looking at the changing world technologically, economically and geopolitically and the desperate need for a new model of education for our youth in preparation for a meaningful and purposeful life in today's world. The Presentation will deal with real life case studies on how schools are changing, the impact on students and the educational community.

## **DEVELOPING CHARACTER THROUGH CURRICULUM**

Jeffery Todd Bridges, B.S., M.Ed., Petra Christian University, Indonesia.

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### **ABSTRACT**

Many educators believe to have a successful society with high morals and values require tools such as curriculums that focus on developing character within the next generation. This presentation will focus on four key parts. The first section is the etymology of the word 'character'. What is the history of this word, and has the meaning always been the same as in the present day? The second area of focus will explore different perspectives from the latest research. Do all cultures hold the same position regarding character, values, virtue, and morals? In the third section, the pros and cons will be the focus point. Are there any downsides to teaching character in the public schools and universities? What are the overwhelming positive outcomes that have been thoroughly documented? The first three sections will have examples to support the views and opinions made. The last part will challenge all educators to incorporate character growth in the classroom. Teachers have an undeniable large impact on the development of their students. Most of the time it is for the better, but if societies are going to be fruitful, positive, and effective, educators must acknowledge this mighty impact and realize what is taught or NOT taught inside the classroom can have a drastic effect on civilizations outside the classroom.

## **DONALD TRUMP'S VERSUS HILLARY CLINTON'S CAMPAIGN RHETORIC IN THEIR PRESIDENTIAL NOMINATION ACCEPTANCE SPEECHES**

Dr. Samuel Gunawan, Petra Christian University, Indonesia.

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### **ABSTRACT**

The research sought to study the rhetoric of Donald Trump and Hillary Clinton in the U.S. 2016 presidential election. It studied how both candidates showcased their roles and political agenda in terms of the four components of campaign rhetoric: agenda-setting, framing, character construction, and emotional resonance in their nomination acceptance speeches. Using qualitative content analysis, access was made to the core meaning of the speeches in terms of Beebe and Beebe's central ideas and main ideas of both speeches through Leanne's rhetorical techniques and de Bruijn's winning frames to be expressed in the forms of new analytical narratives. Subsequently, the study attempted to arrive at some interpretation of the underlying thought of both speeches in the light of the four components of the campaign rhetoric. The analysis showed that Trump asserted the bleak picture of America and underscored his role as hero who had the capacity to rescue; whereas Clinton who depicted more optimistic picture of America asserted her role to keep America moving forward and getting ahead.

## **SPOTTING FAKE NEWS AND HOAXES IN CRITICAL READING COURSE USING MEDIA LITERACY PROJECT**

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### **ABSTRACT**

With the extremely easy access to information through the online platform and the increasing numbers of internet users, people get abundant information both from valid and reliable sources and invalid and unreliable ones. Given the situation, the existence of hoaxes and fake news is inevitable and one of the methods to tackle the spreading of fake news is by increasing students' literacy level, especially in recognizing news validity and reliability. In order to increase one's literacy level, some extensive hours of reading are required so that they are exposed to news and later become quality news literate. Media Literacy Project becomes a strategy to introduce the characteristics of hoaxes and fake news and this strategy is implemented in Critical Reading course, whose objectives are to distinguish facts from opinions, draw conclusions from written material based on knowledge, experience, logic and awareness of the source validity and reliability, and develop and practice critical reading skills necessary for success in content area courses by interpreting, evaluating, and applying the knowledge to understanding the reading content and context. This research tries to examine the significance of readers' literacy level in recognizing information validity and reliability and to analyze how Media Literacy Project could increase students' literacy level and their awareness of fake news and hoaxes written by some news portals.

**Keywords:** Fake News, Hoaxes, Critical Reading, Media Literacy Project

# STUDENTS' PERCEIVED EMOTION REGULATION AND SELF-CONSTRUCTION FACILITATED BY LANGUAGE, EXPERIENCE AND MEDIA

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## ABSTRACT

Learning process is not only requiring students' cognitive capacity, but also their emotional strength and management skills. How they are resilient, motivated, committed and conscious during their learning adversity may produce learning values building and renewal. These values can influence students' learning attitudes, behavior and performances. This process of self-construction can be facilitated by affective and social functions of language through inspirational, motivating and resiliencing wise quotes/wordings which is facilitated by diverse media. This implies language may permeate into inner and outer world of its' speakers. This study aims to explore how language (inspirational, motivating and resiliencing wise quotes/wordings) may affect students' emotion regulation and self construction and how the impacts are. The data are collected and extracted through students' written responses. The data show that language operates not only within social context, but also individual domain. It is a means for both social communication/interaction and self-talk/dialogue. The wide range of films, songs, online wise quotes (media) selected and combined with their emotional experience may encourage students' to adopt diverse values of being care and helping, responsibility, commitment, perseverance, diligent and spiritfull. These quotes are becoming meaningful, significant and foundation of values development through the process of reinforcement, experience attribution (meaning making) and mindfulness. This study shows that language and media can be catalyst of self-construction which operate interchangeably between affective and social functioning. Affectively, they can potentially influence students' self-construction through emotion regulation and values building/development. Socially, they can potentially direct students' (individuals') attitudes and behavior in social interaction.

**Keywords:** self construction, emotion regulation, learning values, affective function, social function



# JAVANESE, INDONESIAN, OR ENGLISH: AN ANALYSIS TOWARD STUDENTS' LANGUAGE ATTITUDE

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## ABSTRACT

Law No 24 of 2009 on the National Flag, Language, Emblem and Anthem states that Indonesian language functions as the official national language used in Indonesia. Based on this law, Indonesian language shall be used in state official documents, formal education, governance, national or international forums, mass media, commercials, judiciary, and other forms of communication. As a result, though there are hundreds indigenous local languages, Indonesian language has been widely used in Indonesia and at the same time the use of local languages is becoming more limited. On the other side, the establishment of the ASEAN Economic Community at the end of 2015 increases the use of English since to be able to compete in this global world we need to be able to communicate internationally. The phenomenon on the use of Javanese that is more restricted and the use Indonesian and English that is more augmented is interesting to be investigated. This research is intended to investigate the language attitude of university students toward Javanese, Indonesian, and English. The factors influencing their language attitudes and the relation between language attitude and social identity are analyzed further by applying the sociolinguistic approach. The data of this research is collected through questionnaires given to 50 university students. Guided interviews are also applied to deepen the analysis. It is expected that the students' language attitude and its determining factors can be revealed so that this research can bring positive contributions to the society especially to the Language Development and Fostering Agency in establishing policies related to language maintenance and usage.

**Keywords:** Language Attitude, Sociolinguistics, Identity



# ROHINGYA IN MEDIA: CRITICAL DISCOURSE ANALYSIS OF MYANMAR AND BANGLADESH NEWSPAPER HEADLINES

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## **ABSTRACT**

Rohingya case has attracted world-wide attention as it is regarded as humanity rather than racial issue. The case has become viral throughout the world by means of, one of which, newspaper headlines. Media plays an important role to blow this humanity issue. Critical Discourse Analysis is urgently required to deconstruct the role of media in portraying that issue. Newspaper headlines on Rohingya case published in Myanmar and Bangladesh were analyzed in terms of their textual structures, employing Halliday's Systemic Functional Grammar. The data were taken in a purposive sample technique by observing twenty newspaper headlines from two newspaper companies: *Mmtimes* from Myanmar and *The Nation* from Bangladesh, taken during 2017. Both newspapers used topical Theme in their headlines, yet the participants chosen as the Themes are different. Myanmar headlines involved Actor, Goal, Sayer and Verbiage as their Themes. Bangladesh headlines, on the other hand, employed Actor, Goal, Carrier, Token and Sayer as the Themes. The ideologies concluded from different Theme features in the headlines are different. Myanmar newspaper headlines cover the Rohingya issue by blowing up the good deeds by Myanmar government, while Bangladesh newspaper headlines show the actions done by Rohingyans to save themselves.

**Keywords:** Rohingya, headlines, ideologies

# **BUILDING RAPPORT THROUGH LANGUAGE SHIFTING: AN INTERETHNIC EXCHANGE COMMUNICATION IN ROUTA SUB-DISTRICT**

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## **ABSTRACT**

Routa sub-district is located in a remote area on the border of the three Indonesian provinces of South Sulawesi, Central Sulawesi and Southeast Sulawesi. This paper will focus on rapport as being about mutual intelligibility, mutual understanding, and the smooth flow of information. The remoteness Routa has resulted in language contact over four generations of speakers of the four local languages; most people of Routa are at least bilingual, or even multilingual. Both bilingualism and multilingualism have resulted in linguistic behaviour such as code switching and code mixing in their daily communication. This multilingualism is a particular identity marker to help distinguish between established and new migrants in this area. The data for this paper are part of the field study research data for my PhD thesis which was conducted over a 12-month period, commencing in July 2011 and finishing in June 2012. During that period, I spent most of the time in Routa village, my field site and immersed myself in various local activities there. Part of this immersion required me to work in a number of local languages. The inspiration for this paper was my experience in Routa. In it, I look at examples of how my shifting to the language of my interlocutors impacted on rapport. I argue that different instances of language shifting had different impacts on rapport, especially in the areas of trust, disclosure, and friendship.

**Keywords:** language, identity and rapport

**IDEOLOGIES BEHIND SINGAPORE'S NATIONAL DAY SONGS:  
A CRITICAL DISCOURSE ANALYSIS**

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**ABSTRACT**

This paper investigates the thinking behind the songs prepared for the celebrations of the National Day from 1984 to 2017. This issue is observed within the perspective of critical discourse analysis, which looks at texts not only at the texts but also the discursive and social practices surrounding the texts, in this case, Singapore's historical, social and political contexts. The analysis involves Fairclough's three-dimensional discourse analysis, Martin and White's appraisal system, Halliday's systemic functional grammar, and Fairclough's lexicalization. The analysis is related to van Dijk's ideology and van Leeuwen's social actors. Part of a bigger research, the analysis shows that these songs have shown the government's efforts along the years to encourage its people to unite and work hard, for the prosperity of Singapore, and to love and be proud of the city country. Despite some people's resistance, some of them have become top hit and well-known national pop songs.

**Keywords:** Singapore, National Day songs, critical discourse analysis, ideology behind songs

**CRITICIZING URBAN SOCIETY’S OBSESSION WITH SELF-IMAGE ON SOCIAL MEDIA:  
ANALYSIS OF *BLACK MIRROR***

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**ABSTRACT**

As communication technology becomes an important aspect in today’s world, it is important to look into the shifting of paradigms in terms of interaction in our society. Many works on sci-fi and dystopian genre has been trying to approach the problem, one of which is a futuristic urban dystopian television series *Black Mirror* (2011—present). This research argues that *Black Mirror* acts as a reflection as well as a critique towards a society that has become more and more obsessed towards self-image on social media. This research will analyze one episode from *Black Mirror* anthology series entitled “*Nosedive*” which featured a utopian setting that is clean, organized, sophisticated, but actually very discriminative. *Nosedive* takes today’s phenomenon to the extreme by showing how online self-image can ensure or take away people’s privileges. With its rating system, people inside the world in *Nosedive* become obsessed to build a perfect online persona in order to get the access to good healthcare, houses, and facilities. However, as the title of the episode itself suggests, *Nosedive* brings the idea of rebellion to break free from the gripping demands to construct social media image. This research aims to examine how social media is being understood as a system that validates stratification of social status. The analysis will be done by looking into the textuality of the show to later be contextualized to the urban lifestyle in today’s world.

**Keywords:** television series, social interaction, online self-image, social media, dystopian fiction

## **ANALYZING DISCOURSE OF HATE SPEECH IN FACEBOOK: A CASE STUDY OF JONRU'S POSTS**

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### **ABSTRACT**

Social Media systems such as Facebook, Twitter, Instagram have become indispensable in people's live nowadays as they allow internet users to freely express their opinions and ideas. Despite their abundant advantages such as for sharing information, for commercial purposes, as well as for learning, social media also brought some challenges. One of the most disturbing challenges in the use of social media is the distribution of hate speech online, especially through Facebook. In this paper, we present the systematic description of Facebook posts which are allegedly contain hate speech. The data were 20 Facebook posts written by Jonru Ginting within the period of 2014 until 2017. The data were analyzed using Halliday's and Fairclough's Discourse Theory to find out the topics, the message and the targets of the hate speech. Our results indicated that the posts fulfill the criteria of hate speech and the most likely target of the hate discourse is the present president and the government of Indonesia. As an implication of this research, we would like to offer a broader understanding of the phenomenon and providing directions for the prevention of the improper use of social media.

**Keywords:** social media, Facebook posts, hate speech, discourse analysis

# THE ANALYSIS OF THE DROP RATE OF THE INDONESIAN MASSIVE OPEN ONLINE COURSE

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## **ABSTRACT**

One of the benchmarks for successful online programs is the rate of participants' resistance. In short, the higher the participants' resistance to online programs, the better. The IMOOC (Indonesian Massive Open Online Course) was the first Indonesian MOOC developed by Indonesian English instructors from various universities in Indonesia. This online program was intended to enhance pre-service teachers with new skills that they could integrate technology into their classrooms. With this strategy, teachers not only made their teaching methods interesting and relevant with students' needs but also nurtured students' autonomous learning. The IMOOC was implemented in fifteen cities spread across various regions of Indonesia, starting from Aceh to Ambon. To complete the IMOOC program, participants had to follow this online program for ten weeks. After the IMOOC program came to an end, this study found that the drop rate of the IMOOC participants was quite high. Some factors causing high drop rate included instructional factor, course-related factor, technological factor and individual factor.

**Keywords:** MOOC, Online Learning, information and communication technology, autonomous learning, drop rate

# THE SHIFTING AND EXTINCTION LEXICON THANKS GIVING CEREMONY IN SUBDISTRICT MENGANTI GRESIK

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## **ABSTRACT**

Culture is as part of language. Language is as the symbol of existence of community in an area. The culture is still known because of the using language in community. It troughs discourse or traditional ceremony. This object is not released from society that as its function as referents. The shifting and extinction of thanks giving is in Village, Menganti, especially in *Bongso Wetan* Village. The problem is the transmission and regeneration process to understand and continue the cultures society. The data needed in this study was obtained through observation, interview, documentation study and recording. The shifting and extinction of lexicon thanks giving in Menganti villages Gresik are influenced by some reasons namely, the transmission process original society and the new comers and the other reasons is the less regeneration in understanding from the old person who pay close attention to teenagers about awareness meaning thanks giving.

**Keywords:** socio linguistic, lexicon, thanks giving

## ENHANCING STUDENTS' SKILL TO WRITE DESCRIPTIVE TEXT BY USING PLEASE STRATEGY

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### ABSTRACT

Junior High School students are expected to master writing skill in order to express their ideas in the form of written, however, they still have problems in writing, namely do not have ideas what topic should be written, are lack of vocabulary and grammar, and do not know how to organize the ideas related to the topic. To overcome these problems, this study attempts to improve students' achievement in writing descriptive text by using PLEASE strategy. PLEASE strategy is a mnemonic writing strategy that can be effective to improve the students' achievement in writing. PLEASE strategy will guide the students to generate ideas about a topic for writing other type of text, organizing those ideas, generating text that communicates those ideas and then revising their writing. The acronym of PLEASE strategy stands for Pick, List, Evaluate, Activate, Supply and End. Besides, PLEASE strategy is a writing strategy that is used to generate cohesive organized paragraph (Brownell et al.2012). By applying this strategy, the students are expected to be able to write sentences which are complete and coherent forming a descriptive text.

**Keywords:** writing, descriptive text, and PLEASE strategy



**KURSI ILUSI AND NEGERI LANCANG MERDEKA PLAY:  
BETWEEN ILLUSION AND REALISM**

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**ABSTRACT**

This article discusses the working of reality in the plays *Kursi Ilusi (Seat of Illusion)* and *Negeri Lancang Merdeka (Bold, Free Country)*. The aim of this article is to explain the levels of reality in both plays using modern theatrical concepts. It shows that the dramatic structure and artistic workings of *Kursi Ilusi* is more realistic compared to *Negeri Lancang Merdeka*. *Kursi Ilusi* can be said to be a play of conventional realism, whereas *Negeri Lancang Merdeka* is impressionist reality. *Kursi Ilusi* makes the concept of reality a tool and also a goal, whereas *Negeri Lancang Merdeka* turns the concept of reality into a tool. *Kursi Ilusi* presents reality as an illusion, whereas *Negeri Lancang Merdeka* presents illusion as reality.

**Keywords:** play, illusion, reality, conventional, impressionist

# **PERSUASION IN ESP WRITING: REACHING OUT AUDIENCE IN ONLINE PROMOTION OF TOURISM DESTINATIONS**

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## **ABSTRACT**

Audience is central to any kinds of writing intended to be published for general readers as audience shapes the way we write and communicate. For promotion purposes, persuasion strategies are crucial including online promotion of tourism destinations. Writing persuasively means writing an audience -oriented piece of message that leads readers to change behavior and triggers favorable actions for the benefit of the text producer. Therefore, tourism destination is ideally described in an interesting and persuasive way to encourage and motivate viewers of the online promotion to visit the destinations offered. This paper aims at looking at most of English online promotions of Indonesian tourism destinations by showing their strengths and weaknesses in terms of verbal and non-verbal realizations of promotional messages delivered to reach out viewers and help them making a favorable decision. 20 multi-modal texts of online promotion of tourism destinations written in English are scrutinized pragmatically. Hopefully, recommendations regarding the most effective way of engaging, energizing, and motivating viewers to visit the destinations offered will be beneficial to web developers especially the content creators.

Keywords: online, promotion, tourism, destination

# UNDERGRADUATE SOPHOMORES' READABILITY IN COMPREHENDING VIRTUAL READING TEXTS

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## ABSTRACT

Sophomores' readability in comprehending reading texts based on the empirically gained online references are irregularly documented. This present study aims at investigating the readability among the undergraduate sophomores of English Education Department who have experienced with the virtual reading texts due to their entry learning processes. Twenty-two respondents purposefully participated in the series of virtual reading activities. Data were collected through the classroom observations and questionnaire distribution. Data analysis used the mixed-methods that possibly provided the concise interpretation upon what happened during the learning processes and mapped the quantitative results upon the non-parametric statistics. The findings showed that the sophomores still performed a moderate enthusiasm for exploring some references since they thought that virtual references for reading activities needed extra perseverance to understand the content and took less excitement to make some annotation. These facts were quantitatively revealed that 73.2 per cent ( $M=4.17$ ) of the participants still used the printed texts to read. Transferring sophomores' reading habits from the printed-based references, so-called by paper-minded culture into the virtual or online ways, such as earning from their android, tablet, iPad, and portable computer dealt with some efforts beyond. Sophomores' beliefs that the classical reading habits still frequently influenced their reading readability to comprehend the contents.

**Keywords:** Readability, reading processes, virtual texts

**REMEMBERING THE UNDESIRED GHOST: A CRITICAL DISCOURSE ANALYSIS OF  
MELANCHOLIC BITCH'S *BIOSKOP, PISAU LIPAT***

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**ABSTRACT**

The 1965 tragedy is a part of Indonesian history whose remembrance is dominated by the dominant discourse portraying the cruel images of PKI as the inhumane actor of the murder of the seven high rank military generals. The dominant discourse has arosed hatred towards communism, while the truth has not been clarified. The alternative discourses to this dominant discourse have emerged through various media, one of which is music. This study investigates a song written by one of Indonesian indie bands, Melancholic Bitch, entitled *Bioskop, Pisau Lipat* which is listed in their album *NKKBS Bagian Pertama*. As the name suggests, the album refers to a jargon in the New Order era. Employing CDA as the approach, this study aims to unfold the hidden ideology as well as how the New Order exerts its power as conveyed through the song lyrics. Through the metafunction analysis, it is revealed that the cruel portrayal of communism as a part of the New Order hegemony which still influences the present Indonesia is the dominant ideology in the song.

**Keywords:** 1965 tragedy, New Order, CDA, ideology

**WELCOME TO MY WORLD:  
A CASE STUDY OF CHILDREN'S EXPRESSIONS IN THE SOCIAL MEDIA**

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**ABSTRACT**

According to Indonesia Internet Service Provider Association data in 2017, from the 143.26 million total of internet users in Indonesia as much as 16,68 percent of whom are children 13-18 years old. In that age range, there is 75,50 percent of children who are actively using the internet. These children, born in the 2000s, can be classified as a digital native generation that has been familiar with the internet and various devices, even since they were born. From the research on grade 4-5 students in a private elementary school in Jakarta, even though still under the age of 13, they have been using social media as a means of communication and expressions. Social media can be considered as any website that allows social interaction among users, including social networking sites, game sites, virtual worlds, video sites and blogs. Not only own an account and being a passive internet user, some of the children also actively creating content to share on their social media platform. This research will examine a variety of children's behavior and expressions in social media, both verbal and visual. Through questionnaire responses from 20 children aged 9-11, there will be an exploration of their motivation and strategy to mingle and survive in the vast online world. Thus it can obtain a picture of the representation of children's identity in digital media that benefit educators, especially parents and teachers.

**Keywords:** children, social media, expressions, character education, visual-verbal

**BASUKI TJAHAYA PURNAMA'S CONVERSATIONAL MAXIMS:  
A POLITICAL DISCOURSE ANALYSIS**

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**ABSTRACT**

This study analyzes the language or phrases used by Basuki Tjahaya Purnama (Ahok), the Jakarta's governor, in addressing some cases, such as flats in Marunda, buses donation, Lebak Bulus Stadium, and a student's complaint. Ahok language as a leader in Jakarta is important to study because he tends to speak using high pitch style and occasionally using coarse expressions, such as *gendeng* (dumb), *bajingan* (bastard), *munafik* (hypocritical), and *gila* (crazy). Politeness Theory, Conversational Maxims, and Implicature are used to explain which maxims violated by Ahok, its reason, and the implicatures as perceived by commentators in regard to Ahok's expressions. This study found that Ahok did not violate maxim of quality and maxim of relevant because he had strong evidence to support his claim. From maxim of manner perspective, his statements such as *bajingan*, *muak*, *munafik*, *gendeng*, *gila* can be regarded as violating this maxim. From politeness theory, these statements were expressions representing bald on record strategy. Ahok's expressions which tend to rise were often followed by an action to dismiss officials who proved to be fraudulent and enrich themselves illegally. Interestingly, such Ahok's statements received positive implicature from the people. They felt happy because they have an official who is brave, honest, and fight for the people's interests. They even hope that Indonesia would have a lot more officers like Ahok. A label of Chinese did not make people feel allergic to his language, expression, and action because they were aware that Ahok said something based on evidence not just emotion.

**Keywords:** political discourse analysis, politeness, conversational maxim.

## CAPITALISM AS THE WORLD VIEW IN VALDEZ'S *THE DIRTY SOCIAL CLUB*

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### ABSTRACT

Capitalism in this study is as the author's world view of the novel. Capitalism considers that the success is very important. Latino society also sees that success of work or career, position and material wealth are the main factors when living in US. This study focuses on finding out the author's world view of the novel by using Goldman's genetic structuralism in *The Dirty Girl Social Club*. The finding shows that *The Dirty Social Club* is as the Latino's view of life in the US. Those six women characters in the novel of *the Dirty Girl Social Club* as ones who have good position, career, wealth and social status in society. The position of this study reinforces previous research that capitalism becomes the world view of Latina novelist in America.

**Keywords:** capitalism, Latina, genetic structuralism, success

## USING PEER ASSISTED LEARNING PROGRAM TO IMPROVE STUDENTS' SELF CONFIDENCE

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### ABSTRACT

Self-confidence for language learner is one of the points to be able to increase motivation in learning English. Peer Assisted Learning Program is one program that aims to boost self-confidence for the students. The program is implemented by involving all students of English Education Department, where each program has the specificity of the material being taught. This study uses a survey by questionnaire and interview method in the form of FGD (Focus Group Discussion) technique against some of the students participating in the program. The process of survey and interview methods such as FGD conducted in the process of evaluation of the program at the end of the study in order to measure the increase in self-confidence in students. All the data was then told descriptively. The results of this research are: 1) Peer Assisted Learning Program is a program that able to help students in learning English, 2) through Peer Assisted Learning Program self confidence possessed of students increased from time to time.

**Keywords:** Self, confidence, learning, PALP



## THE EFFECT OF CODE SWITCHING ON STUDENTS' MOTIVATION

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### ABSTRACT

When speakers share two or more languages in common, they often switch their languages in a conversation. It is true in the classes where both teachers and students must use a certain language as the language of instructions, as happening in the English classes of Computer Science students in Indonesia. Some teachers tend to always use English all the time with some considerations, whereas others often practice code-switching in the instructional process with other reasons, as well. This study is an observation of the effect of the motivation among the students of two English for computer science classes, in which the teacher in one class uses code-switching and the other does not.

**Keywords:** coed swtiching, students' motivation

**ESL CLASSROOM LINGUISTIC PHENOMENA IN JACOB FARMER AND PHILIP HOOVER'S  
COMEDIC WEB-SERIES LANGUAGE ACADEMY**

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**ABSTRACT**

Language Academy is one of a few shows that attempts to bring the phenomena found in ESL classroom to the global viewers. First aired on February 22, 2018, this comedic web-series was finally able to reach the general public after having the community supports through Kickstarter funding. Created by Jacob Farmer and Philip Hoover, this show tells about classroom interactions between the teachers of an English as a Second Language school and their various body of students. This research attempts to explore the linguistic phenomena expressed through the characters, regardless of their roles in the show, in order to identify the language trend found in ESL classrooms as illustrated in the series. Examining the spoken and written texts of the characters, this research construes the show's linguistic phenomena based on the analysis of sounds, structures, and meanings as it unpacks them by analyzing its first ten episodes and its website content.

**Keywords:** linguistic phenomena, ESL, web-series

# FROM COLONIAL EDUCATION TO NATIONALISM: A STUDY ON THE BIRTH OF THE NATIONALISTIC IDEA IN PRAMOEDYA A. TOER'S BURU TETRALOGY

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## ABSTRACT

While there have been hypotheses on the causal relationship between colonial subjects' participation in colonial education and the birth of idea of nationalism among colonial subjects, there is nothing yet that seriously tries to investigate the long process as to how it works that way. This research will not hastily refute nor support those hypotheses of the possible working relationship between colonial education and the rise of nationalism in postcolonial states, particularly in Indonesia after 1945. Instead, what this paper will try to do is filling the gap, or, to be more precise, answering the question raised by Viswanathan (1989), i.e. how colonial education worked toward the conception and subsequently the birth of nationalism or how colonial education and participation in it is so specially constituted to produce the reaction that it did. In so doing, this research will start by reviewing the history of colonial education in the Dutch East Indies, which in 1945 onward constituted today's Indonesia, and argues that the idea of nationalism and modern nation came only much later after the introduction of colonial education. This logically suggests the existence of something significant in-between. And to help finding that something in-between, the gap, this research will, critically and qualitatively turn to Pramoedya A. Toer's *Buru Tetralogy* (1980) as the primary material. The nervous condition that colonial subjects experienced as a consequence of his/her participation in the colonial education and how they responded to it as well as how creative they were in using those nervousness to create their own "third space" of identity, one of them being nationalism, is the filling to the gap this discussion tries to offer.

**Keywords:** colonial education, identity, nationalism, nervous condition, subjectivity

## CONTROVERSIAL TEXT OF VS NAIPAUL'S *THE ENIGMA OF ARRIVAL*

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### ABSTRACT

VS Naipaul has a specific way in delivering ideas through his literary works, because almost all his works apply the first person, the I character, point of view. He seems to really realize the bad conditions of the colonized and the highly better ones of the colonizer. In those works VS Naipaul is very skilful in rendering those two contrasted conditions. Due to his "I character" sometimes readers should think and rethink whether the character is real or not, since despite of the fact that the "I character" is part of the ex-colonized, the tone seems to underestimate his own society. Even, people or readers, especially those ignorant to the Caribbean history, would easily judge that the "I character" roughly reject the existence of the ex-colonized society. *The Enigma of Arrival* is one of the models of the phenomenon, which stimulates their controversy against it and the writer himself, VS Naipaul. By the paradigm in understanding that literature is imaginative, as strongly emphasized by Eagleton in conveying the definition of literature, the people and readers would come into the true realization. *The Enigma of Arrival* is one the models of metaphor for VS Naipaul in creating a new world for the ex-colonized society. It means that the controversial text due to *The Enigma of Arrival* is probably due to the different paradigms in perceiving the nature of literary text. On the other hand, this fact emphasizes VS Naipaul's skill in uplifting the genre of autobiographical literature.

**Keywords:** Literature, Caribbean, controversy, text.

# **SPOKEN ECOMETAPHOR IN BALINESE AS COGNITIVE INVENTORY OF BALINESE NATIVE SPEAKER**

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## **ABSTRACT**

The aim of the research is to know the function and meaning of Balinese ecology metaphor (Ecometaphor) and to discuss further about ecometaphor and dimension of social praxis relation which is related to sociological, biological, and ideological aspect in it. This research raises ecometaphor issue and its existence in social environment make it interesting, moreover it also represents interaction between ecology and native speaker, their culture as well through ecometaphor use. The spoken data of Balinese ecometaphor from Balinese's cognitive inventory as the research data. Taking the data and choosing informants were conducted by purposive sampling. In collecting data, the method also used, they were direct observation and depth interview while recording and note-taking were used as techniques. Based on that issue, this research formulated two research problems i.e. 1) function and meaning of Balinese ecometaphor and 2) relation between ecometaphor and dimension of social praxis. Expected that some advantages from this research as gaining more factual info about linguistics and raising public awareness to involve local wisdoms and environment as well can be drawn. The research findings are 1) the number of ecometaphor that have informative and expressive function were found while for meaning, conceptual, connotative, and effective meaning in ecometaphor that were found, 2) close relation between ecology and dimension of social praxis (namely sociological, biological, and ideological aspects) as finding and also be supported by Tri Hita Karana concept that becomes a principle to embrace them.

**Keywords:** Ecometaphor, Balinese, Tri Hita Karana

## IDENTIFYING SEXIST LANGUAGE ON YOUTUBE COMMENT SECTION

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### ABSTRACT

Bad commenting behavior is now rampant especially on social media especially Youtube. Recently, a video of a female patient accusing a male nurse for physically harassing her at one of the famous hospitals in Indonesia has gone viral. Various positive comments supporting the patient are written by most viewers. However, a few sexist comments are also found. This article aims at investigate the use of sexist language on YouTube comment section posted on these viral videos. Two types of sexism: overt and indirect sexism as proposed by Mills (2008), were examined. A number of 420 comments from four different YouTube channels are taken as data sources. Results of the study reveal that 55 sexist comments are identified out of 420 comments. Hence, 13% of the comments are considered sexist. It shows that 6 out of 15 types of overt and indirect sexism were found within the sexist comments with the details: 43.63 % were Jokes, 25.45 % were Presupposition, 18.18 % were Humor, 5.45 % were Reported speech, 5.45 % were Naming, and 1.81 % were Insult terms for women. Other types of sexist language including dictionaries, pronouns, semantic derogation, surnames & titles, transitivity, conflicting messages, script & metaphor, collocation, and androcentric perspective are not found in the data set.

**Keywords:** sexist language, Sara Mills, discourse analysis, overt sexism, indirect sexism

## MACRO SHIFTS IN LITERARY TRANSLATION

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### ABSTRACT

Abstract In the process of translation a shift always occurs simultaneously from a linguistic system to another linguistic system, from one socio-cultural system to another, and from a literary or poetic system to another literary or poetic system. Literary works are imitation, representation and reflection of sociocultural reality. Thus translating literary works will face linguistic and non-linguistic (including cultural) issues. This study tries to indentify and describe the phenomena of macro shifts in the translation of an Indonesian short story into English as a result of the translation ideology and strategy exercised by the translator. This is a descriptive translation study focusing on objective aspect of the product using unidirectional paralel bilingual corpora based on text-based theory and translator-based theory. The findings show that the macro shifts occuring in the process of translation range from textual domain involving all variables that make shifts (other than at the syntactic level) possible to take place such as shifts of semantic, textual, pragmatic, and rhetoric components.

**Keywords:** macro shifts, bilingual corpora, translation

## **EFL STUDENTS' PERCEPTION ON PLAGIARISM**

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### **ABSTRACT**

Plagiarism is currently an essential issue in academic world. Huge available free sources on internet give the probability that sources are abusively used. This study intended to find out the students' perception on plagiarism. EFL students in Singaraja, Bali were purposively selected as the participants of the study. The students were interviewed regarding how they perceive plagiarism. The interview covered questions on students' knowledge on plagiarism, experience in plagiarism and expectation for the university regarding plagiarism issue. In term of knowledge, the students understood plagiarism as to copy-paste. They claimed never caught doing plagiarism even they had done plagiarism. They also expected the teacher and university to have a clear instruction on what to do and what to avoid. Conducting study on larger sample by implementing questionnaire are encouraged.

**Keywords:** Plagiarism, Perception, Students



# EXPLORING THE CULTURAL VALUES OF LITERATURE AND THEIR CONTRIBUTION TO TEACHING ENGLISH IN INDONESIA CONTEXT

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## ABSTRACT

This article focuses on Literature and Language Teaching (LLT). The aims have been to exploring the cultural values that might be there in any forms of literature and to seeing what they might contribute to English Language Teaching (ELT). In order to arrive at the objectives 8 graduate students were interviewed. While there are also evidence needed to support and answer such question as 'why' literature is of highly needed in ELT context, the author gathered some information from references and books of related subjects; and others are abstracted from earlier studies. Observation on an ELT activity was also carried out to see whether there is some practice in LLT. All information were recorded and transcribed. Following data transcription and display is analysis and interpretation of the results. Preliminary data analysis indicates that each form of literature can be developed as material of teaching and used to help students to perform better in English. Therefore, it is not suggested that teachers of ELT put aside literature subject from curriculum.

**Keywords:** cultural value, literature, English teaching

## ENRICHING VOCABULARY FOR YOUNG LEARNERS WITH COMPUTER-BASED GAME

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### ABSTRACT

There were some difficulties experienced by the students in learning English, especially vocabulary. The teacher dominance in the classroom might be the source for causing the problem. Furthermore, the teacher were accustomed to speak in Bahasa in teaching English. Therefore, the students had limited time and low opportunities for enriching their vocabulary. The 21<sup>st</sup> century learning encourages the students to be independent learners. In addition, the use of technology in learning process is expected to be applied in the teaching and learning process. This study intended at developing a computer-based game as a learning media to learn English vocabulary for young learners. This study was conducted in Singaraja by using several steps and instruments. Based on the result, it was found that the students needed an interactive learning environment that leads to vocabulary enrichment, but the teacher cannot provide it due to the teacher's lack of experience and knowledge in developing an interactive learning media. Therefore, developing an interactive learning media was suggested to solve the problem, especially in enriching vocabulary for young learners. Thus, this study was proofed to be important to be conducted until the product was made, and then it can be applied in the classroom.

**Keywords:** Computer game, English vocabulary, learning media, young learners

## TRANSLATION IDEOLOGY IN TRANSLATING BALINESE CULTURE TERMS INTO ENGLISH

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### ABSTRACT

This paper aims at finding the ideology of translation applied in the translation of the Novel *'Sukreni Gadis Bali'* and its translation *'The Rape of Sukreni'*. The source language (SL) novel is bounded with Balinese culture terms as the setting of novel is in Bali Island and the reflection of Balinese Hindu religion and the target text (TL) is English. The study applies descriptive-qualitative approach and the data are in the form of words and phrases. The theory of translation proposed by Newmark (1988) related to SL or TL emphasized which links to semantic or communicative translation is applied in the analysis of the data. The findings show that the translation of cultural terms tends to apply domestication ideology in which the translator apply communicative translation in order to retain the meaning of the SL terms and adjusted them to the target reader terms with modification.

**Keywords:** ideology, culture terms, translation

# LOCAL VS GLOBAL ERRORS: COMPREHENSIBILITY JUDGMENT ON THE SPEECH OF INDONESIAN STUDENTS BY NATIVE SPEAKERS

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## **ABSTRACT**

This study is part of a series of research on Error Analysis conducted with the aim of improving the English speech of students in one of the tertiary institutes in Indonesia. It is well known that Corrective Feedback is an important form of support by the teachers to the students individually (Lyster et. al., 2013), and is viewed positively by teachers and students alike (Schulz, 2001). However, any experienced teachers would know that not all errors need to be corrected, especially during a spontaneous speech in which there is more emphasis on communicability and comprehensibility of the message. Burt (1971) distinguished between global and local error, where the former refers to errors which may cause misunderstanding or incomprehension in the listeners, and the latter as those which do not hamper communication. In this study, recordings of students' speech were given to native and near-native speakers of English, who in turn answered questions to gauge their understanding of the students' message. The result was then studied using a previous research on Error Analysis (Gozali, 2017) to determine the type of errors that can be classified under global or local. This study may have useful pedagogical implication for teachers in order to know when to provide the Corrective Feedback, as well as the linguistic area which need to be emphasized in the lessons.

**Keywords:** Error Analysis, Comprehensibility Judgment, English Speaking

# NON-VERBAL COMMUNICATION IN COCA COLA ADVERTISEMENT: SEMIOTIC ANALYSIS

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## ABSTRACT

This study about semiotics analysis of the non-verbal meaning in Coca Cola Advertisement in television and printed media. This article focuses on non-verbal signs in Coca Cola Advertisement that include kinetics messages which is divided into three parts namely facial, gestural and postural messages. The study method is qualitative descriptive method with data analysis technique using Charles Sander Peirce semiotic analysis. The results of this study indicate that Coca Cola Advertisement consist of non-verbal signs and have their own meanings. The Coca Cola Advertisement try to communicate their messages through the signs of non-verbal communication and also there are social messages for their audiences. In this advertisement, there is a social message meaning which tries to tell the audiences about something special in their products. Body language is used to strengthen and complement the words, replacing secret words, expressing one's feelings and opinions, and as a greeting device. The analysis of this advertisement expected to provide an understanding of the meaning of communication contained in an advertisement so that the audience able to comprehend some non-verbal signs contained in an advertisement and can digest the positive messages that advertisers want to transfer to the audiences.

**Keywords:** semiotic, advertisement, non-verbal, communication

# THE LANGUAGE OF ENVIRONMENTAL DISCLOSURE IN MALAYSIAN SUSTAINABILITY REPORTS

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## ABSTRACT

In Malaysia, corporations have been required to engage in and disclose their sustainability initiatives and results. A common register for disclosure is sustainability reports, where corporations disclose the least about the environment. Environment Sections are not studied often and a linguistic analysis can examine the role of language in these sections. The presentation analyzes how Environment Sections disclose environmental sustainability. The analysis is grounded in Systemic Functional Linguistics (SFL), which helps to examine the macro structure (topics) and micro structure (language features) of Environment Sections. The macro structure consists of 5 topics of Introduction, Initiative, Featured Initiative, Adherence and Finance to enable a comprehensive understanding about environmental sustainability. The micro structure emphasizes language features about corporate actions and descriptions to enable environmental sustainability in a particular time, place and way. Through the macro and micro structures, the disclosure portrays corporate involvement as bringing environmental improvement. It displays the corporate perspective, which promotes corporations as agents of positive social change. The disclosure is seen to be influenced by Malaysia's corporate context.

**Keywords:** corporate discourse, sustainability reports

**PARATEXTUAL ANALYSIS OF PERSIAN TRANSLATION OF ANIMAL FARM BY GEORGE  
ORWELL**

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**ABSTRACT**

The ideology and worldviews of a community may be shifted and modified through social changes brought about by political upheavals. In a country like Iran, the Islamic revolution (1979/80) has played a major role in re-shaping the ideology of the governing body which among many other things involves modifications in the language policy. After the revolution, Persian speakers were encouraged to be more conservative in their use of language. As a result, those who tended to produce discourse which was more conservative and Islam-oriented became more popular and respected among the Iranian people. Ideology is one of the major factors which influence the manipulation of language use in translation. Prefaces and introductions which form the paratexts to a translated product often contain the expression of a translator's ideology, and the translator's set of beliefs and value system manifest themselves in the translation product. This study aims to describe the ideological impact of the social situation both in the post-revolutionary era in Iran on translations of George Orwell's famous political novel, *Animal Farm* (1945) into Persian. This study will, therefore, compare the prefaces in Ukrainian translation of *Animal Farm* by Orwell and the post-revolution Persian translation of *Animal Farm* which was produced after the 1979 Iranian Islamic Revolution. The Persian translation is by Saleh Hosseini and Masoumeh Nabi Zadeh in 2003. The research will apply Farahzad's (2012) second dimension of three-dimensional translation criticism model i.e. paratextual analysis alongside Lefevere's (1992) theory of manipulation to investigate the lexical, semantic and discursual differences that manifest themselves in the post-revolutionary Persian translations of *Animal Farm*.

Keywords: Translation, Ideology, *Animal Farm*

# **BEST PRACTICES ON BILINGUAL LANGUAGE TEACHING: 21<sup>ST</sup> CENTURY EDUCATION PERSPECTIVES**

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## **ABSTRACT**

One of the most prominent methods commonly employed for English Language Teaching (ELT) is bilingual, an outstanding program which has proven its worth in terms of language acquisition and broad applicability in both local and national settings. This paper aims at reviewing on best practices of implementing bilingual program that can successfully promote positive academic outcomes toward the nonnative English-speaking students in the bilingual classroom. A bilingual classroom is one in which both the majority language (Indonesia) and the minority language (English) are spoken in the classroom. The subject matter is usually taught in Indonesia while English is taught as a separate subject. As students' second language abilities develop, more of the subject matter may be discussed and taught in English. Therefore, a large variety and types of materials are required to meet the needs of bilingual teaching in the tertiary classroom. Basic language communication skills and interactive conversation are types of materials that can be applied. Promoting positive bilingual interactions between teachers and students is an important instructional objective. Thus, promoting highly proficient oral language skills necessitates providing both structured and unstructured opportunities for oral production.

**Keywords:** best practices, bilingual, language teaching, communication skills



## THE CONSTRUCTION OF MEANING IN INSTANT NOODLE ADVERTISEMENTS

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### ABSTRACT

Advertising is an activity or profession of producing advertisements for commercial products or services. In advertising, the messenger tries to build a communication with users of products or services. There are a lot of similar products, so the producers must think about how to promote their products in some effective ways. Instant noodles are one of the products that have a lot of variants and produced by different producers. We are interested in analyzing four instant noodle variants that have been advertised in almost similar time. Those instant noodles are Bakmi Mewah, Mie Sedaap White Curry, Indomie kuah and Mie Sedaap Ayam Bawang Telur. Those products have different brand ambassadors that deliver different message in their advertisement. This is a qualitative research using Pierce semiotic analysis that studies meaning from their icon, index and symbol. Bakmi Mewah with Indi Barends accentuates product hygiene. Mie Sedaap White Curry with Syahrini describes luxury. Indomie kuah in Nicholas Saputra edition portrays the adventurer and Mie Sedaap Ayam Bawang Telur advertised by Chicco Jerikho express masculinity. The characteristics of brand ambassador have been selected in line with the message to be conveyed.

**Keywords:** Meaning, Instant Noodle, Advertisement, Brand Ambassador

# **SAMRAH THEATER AS THE REPRESENTATION OF THE MIDDLE BETAWI COMMUNITY**

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## **ABSTRACT**

This paper will show the art of traditional theater that forms the cultural identity of the owner community, in this case is the middle Betawi society. Based on the language and geographical location, ethnic betawi is divided into three, they are middle betawi, edge betawi and coastal betawi. Later on edge betawi and coastal betawi are considered the same. Differences also emerge from the traditions which grow in each region, such as their art of traditional music. The samrah theater that flourished in the middle Betawi region has a distinction that distinguishes it from other musical arts in other region. Schechner (2002) in the performance review notice that everyday behavior can be converted into an art such as theater, dance or music. The author will associate the behavior of middle Betawi who are converted into theater in the theater samrah, which later became the identity of the community. Other concepts such as Dilthey's frame of mind about "Experience" and Simon Firth's concepts of "identity and music" will be used as a reference in seeing how a samrah theater can shape the cultural identity of the middle betawi community.

**Keywords:** Cultural, Identity, Samrah, Middle Betawi

# POLITICAL MEME IN INSTAGRAM: HOW ONLINE HUMOUR BECAME A POLITICAL WEAPON

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## **ABSTRACT**

In 2017 Jakarta gubernatorial election, political fight occurred not only in the real world but also in social media. Instagram – a video and image sharing application that has 45 million users in Indonesia – was used as an online campaign platform by the candidates. Each candidate's campaign team uploaded various content such as their vision, mission, campaign promises, etc. that had been visualized into photos, videos, posters, comics, memes, and caricatures. This strategy was later copied by some new accounts to spread hate speech based on race, religion, addressed to other candidates. Meme production did not stop after the election ended. It became a tool to criticize policies or spread hate speech about certain person instead. This research is going to investigate why meme, which initially was a humour's product, is now used to deliver political discourse, criticism, and hate speech. Furthermore, this research also aims to delve into how the discourse that has been visualized into memes is interpreted by Instagram users. As for the data mining process, this research will look into memes produced by 4 Instagram accounts chosen based on many considerations, namely @aniesbaubadan, @majulah\_indonesiakuu, @sorotanpblik, and @wong.feyhung. It is important to understand meme's position and understand its strategic role in the realm of Indonesian politics. Besides that, humour studies are still not well developed. Even though humour is important to everyday life, and could be a source of political discourse and conflict. Hopefully, this research can offer a new perspective in this field.

**Keywords:** Meme, Instagram, Online Humour, Politics

## TRANSLATORS AS INTERNATIONAL JOURNALISTS

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### ABSTRACT

Online news translation is a common translation activity at almost all ministries and institutions in Indonesia as almost all those institutions and ministry now have their own official websites. Most of those websites are also localized into other languages, particularly English. One of the features in those websites translated into other languages is online news. Translating online news articles from Indonesian into English brings its own challenges, among others the original texts (ST) that are mostly poorly written, not clear, sometimes even incomprehensible, or contain inaccurate data. Consequently, this condition requires translators working on online news translation to do beyond the task of translation itself, and this is also partly due to the demand to produce a proper newsstory in English. For example, they have to modify the translation to comply with standard writing of news article in English or re-write the article and produce a proper English news article based on the ST. They also have to research missing but important information to be presented in the translation. Simply put, in the case of translating online news websites, the notion of 'translation' and 'translator' might have to be re-defined. This is why, translators of online news are also sometimes regarded as 'international journalists'. This paper tries to investigate how the practice of online news translation is carried out for the English version of the official website of Cabinet Secretary [www.setkab.go.id](http://www.setkab.go.id). Source of data for this research is English translation of news articles from the website. (264 words)

**Keywords:** *translation, translator, international journalists, online news, re-writing*

## INTERSECTION OF PLEASURE, IDENTITY, AND RELIGIOSITY AT RAMADHAN JAZZ FESTIVAL

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### ABSTRACT

Eversince its first inception in 2011, the Ramadhan Jazz Festival has hitherto evolved into one of the biggest jazz music festivals in Indonesia. Held annually during Ramadhan season at the yard of Cut Meutia Mosque in Central Jakarta, the festival has become a dynamic arena in which festival agents and participants, including audiences and performers, negotiate their identities with respect to Islam and its culture. On the basis of ethnographic and textual analysis, this article considers how pleasure, identity, and religiosity intersect in the context of a community music festival. Furthermore, this article aims to explore the way this leisure space functions as a site where ideologies are produced and religious identities are constructed.

**Keywords:** Ideology, Identity, Jazz Festival, Religiosity, Popular Music

**BEST MEDIA PUBLISHER AS A CULTURAL INTERMEDIARY:  
THE SELECTION OF WATTPAD POPULAR STORIES**

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**ABSTRACT**

The popularity of the Wattpad as digital writing platform is used by Best Media, one of Indonesia major publisher to finding the potential authors. Though there was many stories that existed in Wattpad, not all the popular stories are contracted for major publishing. This research aims to see the selection process by Best Media editorial using three popular Wattpad novels and five Wattpad novels that have been published by Best Media. The argument of this research is the selection is not only because of the popularity but also based on the theme and quality of language according to Best Media standards.

**Keywords:** Wattpad, digital writing, major publisher, popular novel, literature

## CONFORMITY IN INDONESIAN CHILDREN'S FILM

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### ABSTRACT

This paper aims to examine the ideology inherent in two Indonesian films for children. Set in rural areas, both *Laskar Pelangi* (2008) and *Lima Elang* (2011) are films with education theme, but with different outcome. As children learn to make sense of themselves and the world around them, their interactions do not only show the power relation in the discourse they live in, but also inform the ideology of text as an effect of the discourse. Employing formal system analysis which treats film as a text (Bordwell & Thompson, 2008) and the approach of structuralism, this study analyses how the ideology is constructed in both films. The result shows that ideology is constructed from the aspects of narrative and cinematography, notably: characterization, and cinematic point of view. Read within the framework of Foucault's theory of disciplinary power (1995), the interplay of power in public sphere present in both films finally submits to the normalization of the dominant discourse of conformity. Problematizing the conformity, it is revealed that the textual ideology denies those who are different from the 'normal' social expectations.

**Keywords:** conformity, disciplinary power, discourse, ideology, Indonesian films for children

# **GUDANG GARAM SIGNATURE MILD: CONSISTENCY IN A DIVERSE BRANDING CONCEPT THROUGH SYMBOLISM**

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## **ABSTRACT**

This paper deals with symbolism within a diverse concept in the branding of Gudang Garam Signature Mild to unveil the consistency in the branding. The finding out of consistency within the branding is to highlight that consistency in the branding is essential and affects the projected brand image, however, can be achieved through different method. Being consistent in the branding means all of the branding tools of the brand project similar symbols. This study was conducted using descriptive qualitative approach which focuses on the video advertisements of Gudang Garam Signature Mild as means of brand projection connected to the packaging of the product. The writer analysed the consistency between branding tools; the video advertisements and the packaging of the product. From the analysis, the writer found that the branding of Gudang Garam Signature Mild is consistent as the advertisements used similar symbols to its packaging. However, the consistency of Gudang Garam Signature Mild is implicitly seen in its video advertisements and other branding tools. Unlike other brands which might be focused on the idea of luxury or masculinity, the consistency of Gudang Garam Signature Mild is focused on the idea and symbol of “enjoyment” which could be seen from the tagline in video advertisements; “enjoy your signature moments” and “bigger size bigger fun” which are to the idea. The writer concludes that Gudang Garam Signature Mild consistently sells the idea of “enjoyment” through its branding rather than the idea of luxury or masculinity which usually surrounds cigarette brands.

**Keywords:** Symbolism, Branding Strategy, Cigarette Advertisements



## INDONESIAN HORROR FILMS: WOMEN SEXUALIZATION AND DEMONIZATION

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### ABSTRACT

From the Suzzanna era to the present, Indonesian horror films have almost always had women as the ghosts or demons whom men have to conquer or tame to restore the peace in life. Although not all ghosts or demons in the films are male, it is undeniable that the female ones are dominant. The paper reports an investigation of the female ghost characters of two recent Indonesian films, Pengabdian Setan and Kuntilanak 3. The findings show that women are sexualized and demonized at the same time in both films. While the latter sexualized women more than the former, both films construct the female ghosts as symbolic threats to the patriarchal system that have to be stripped off of their demonic power. Only with the loss of their demonic power will the patriarchal system be restored.

**Keywords:** Indonesian Horror Films, Sexualization, Demon

# MORMON FEMINISTS' SYMBOLIC LANGUAGE IN THEIR ONLINE WORLD CAMPAIGN

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## **ABSTRACT**

As a women movement which encourages a breakthrough within the Latter Day Saints (LDS) church, Ordain Women (OW) promotes their vision of female priesthood within the church through online media. In the era of visual culture, online world has facilitated people to use photographic picture to spread what they believe. This paper aims to examine series of photo illustration used by Mormon feminists as symbolic language in their online world campaign. In this qualitative study, interpretative perspective is applied by utilizing photographic pictures as the primary data. The data are collected by applying purposive sampling and analyzed based on interdisciplinary principle following the tradition in American Studies. Working under the American Studies tradition, this study posits semiotic method which is utilized with historical perspective to analyze, interpret the data and generalize the meanings. The result is presented in the form of essence description.

**Keywords:** Mormon Feminist, Symbolic Language

## EMBARKING ON DRAMA PERFORMANCE FOR TEACHER TRAINING STUDENTS

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### ABSTRACT

This qualitative case study was conducted to investigate teacher training students' perception on drama performance. The aims of the research are: 1) to find out the notion of enjoyment in performing drama through English, 2) to investigate the problems in performing drama for teacher training students, and 3) to reveal teacher training students' expectations for improving performing drama class. The data were obtained by using three different data sources namely questionnaires; focus group interview and classroom observations. There were 88 students and alumni from English Study Program of Nusa Cendana University who participated as informants. Based on the findings and analysis, it can be deduced that the majority of participants had positive opinions towards drama performance in that they enjoyed playing drama in English. However, there were also problems in performing drama such as low level of English, inadequate acting ability and lack of resources. This then led to recommendations given by the participants to improve the quality of drama performance for teacher training students.

**Keywords:** acting, dramatic performance, enjoyment, expectations, perception

# GLOBAL-LOCAL INTERACTION IN CONSUMING KOREAN WAVE IN INDONESIA: TEXT (RE)PRODUCTION IN TWITTER FAN PAGE

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## **ABSTRACT**

Social media has played an important role in the spreading of popular culture products, such as Korean Wave products. K-Wave fans in Indonesia are using social media, especially Twitter, to further engage in a wider discussion about this global phenomenon. This study has been motivated by the developing notion of glocalization particularly in Indonesian K-Wave Fans' Twitter account which has become a space for them to become active prosumers (producers and consumers). Fans' twitter accounts, such as (@G7Jabodetabek and @AkunHalu), are selected as the corpus of study due to the intensity and extensive reputation of these accounts reflecting the problematic discourse of glocalization. This research employs a netnography method to investigate the way fans' engage and reproduce K-Wave texts articulating a construction of Indonesian's locality. The main focus of this research is to explore the process of defining and reimagining locality throughout the presentation of the two accounts' Twitter profile. The research shows the attempt to localize K-Wave texts as a way to negotiate and represent Indonesia fans' position in a larger social media network within the K-Wave fandom. Locality articulation marks the complexity of global local circulation which no longer demonstrates homogeneity in the discussion of globalization.

**Keyword:** glocalization, fans, K-Wave, language, Twitter

## HOW LINE TODAY AND WEBTOON AFFECT MILLENNIALS' READING HABIT

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### **ABSTRACT**

In an era where almost everything is available in digital forms, the way today's young people keep themselves informed of current news and entertain themselves is different from that of the earlier generation. It is increasingly common for millennials to read online news and online comics such as LINE Today and Webtoon. Such tendency could have a certain impact on their reading habit, especially the type of reading which in the long run will enable them to comprehend complex issues and shape their language production. This paper presents a brief analyses of LINE Today and Webtoon comics framed within semiotics and discourse principles. After discussing the general characteristics of millennials, the paper argues that the semiotic arrangement of LINE Today is such that it leads to information superglut and excessive cognitive load which offers little value for learning sophisticated words or deeper comprehension. The Webtoon comics, which are predominantly visual with a few words of conversational style, are entertaining but also lack the power to expose the millennials to sophisticated words and scientific style.

**Keywords:** Millennials, LINE Today, Webtoon, semiotics, reading comprehension

# VISUAL ELEMENTS ANALYSIS AND RESPONSE OF MILLENNIALS ON SOCIAL EXPERIMENT ADVERTISING

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## **ABSTRACT**

This study aims to become a start for a series of research on Millennial consumers' response on sincerity in marketing. The paper explores the visual elements found in a recent advertising campaign for Samsung Galaxy A8 series of smartphone that uses social experiment film in its approach. Then, a focus group discussion is conducted to further explore the effectiveness of the visual elements from the perspective of Millennials using the Hierarchy of Effects model of determining advertising effectiveness, paying close attention to the response on the meaningfulness and perceived sincerity of the advertising campaign. The two-step descriptive analysis found that while the advertising effort succeeds in its semantic metafunction of visual elements, yet falls short on the Hierarchy of Effects model. The cognitive and affective stages of advertising are largely considered to be fulfilled, while the conative stages are not. At the end, the social experiment style of advertising is perceived as interesting and meaningful, yet its sincerity is still in question.

**Keywords:** advertising, visual elements, hierarchy of effects, Millennials, consumer behavior

## CULTURAL ASSIMILATION IN BALI CHURCH

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### **ABSTRACT**

Assimilation is the integration of an experience and culture of groups into existing local cultures, so that the experiences and the cultures not only reveal themselves in the cultural elements concerned, but also to be a force which animates, directs, and renews the culture, and thereby creating a unity not only within the culture, but also as an element that enriched the group. This research aims to explore the forms of cultural assimilation that occurred, including exploring how the role of cultural assimilation in maintaining the culture and the language (Gordon, 1968). The results of this study are expected to provide an overview of the forms of cultural assimilation that occurred in Protestant Christian Church in Bali and the relation of cultural assimilation and culture and language maintenance.

**Keywords** : culture, assimilation, church

## GIRLS' NAMING IN INDONESIAN FOLKTALES

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### ABSTRACT

Girls have prevalently played significant roles in Indonesian Folktales as either protagonist or antagonist characters. Besides, many Indonesian folktales are also titled after the girls' names. This paper aims at investigating girls' naming in Indonesian folktales. It focuses on nouns used to denote the young heroines and villain as well as other young female characters, while examining some structures in the use of the terms. Deploying content analysis, girls' names from 50 Indonesian folktales whose main characters are girls are analysed. The results show that girls' names in Indonesian folktales are of three kinds: proper names, names initiated by a term referring to a girl and names indicated the age. In addition to the pattern, the naming of the heroines and villains also illuminates two structures. First, the heroine mostly uses proper name or proper name initiated by a term referring to a girl when the heroine is in one to one opposition to the villain. The second structure shows that when the heroine is not in one to one opposition with the villain, the name of the heroine can be in the form of proper names or name showing the age. Nevertheless, the name of the girl villain mostly refers to the name that shows their age. This paper contributes to the discussion on the girlhood in traditional literature in Indonesia.

**Keywords:** Girls, naming, Indonesian folktales



## A SPECTROGRAPHIC ANALYSIS OF MADURESE EFL LEARNERS' INTONATION

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### ABSTRACT

The intonation constitutes the linguistic use of pitch in discourse which may convey what individuals are feeling through their tone of voice. To analyze the individual's intonation, the spectrographic analysis can be used. This present study tries to analyze both the intonation patterns of Madurese EFL learner's language as their mother tongue (L1) and their differences as well by utilizing the intonation patterns of Standard English. The qualitative method was utilized in this research. The subject of this study was the 7<sup>th</sup> semester English department students of Madura University (UNIRA) who were speaking English in the EFL Classroom. The data of this study were the recorded twenty sentences which were spoken by the students of UNIRA. The result shows that there are the various spectrograph of EFL learners' intonation pattern based on four sentences constructions. This research is expected to be the significance data for the linguistics societies. Furthermore, the results of this study also can be used as a leading point for next researcher to do more research regarding the study of intonation.

**Keywords:** Intonation, Sentence constructions, Spectrogram.

## PROMOTING STUDENTS' READING PERSUASIVE TEXT USING PORPE TECHNIQUE

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### ABSTRACT

Students are required to learn reading text so that they can obtain the information stated in the text after reading it. One of the texts learned by them is persuasive text in which the text persuades the reader to do or not to do something. In fact, students tend to translate the reading texts word by word that waste the time a lot in order to understand the text. Due to the long time to be used to understand the text, some of the students are lazy to read. Therefore, the aimed of this research was to find out whether PORPE (Predict, Organize, Rehearse, Practice, and Evaluate) technique could improve students' reading achievement or not. By using PORPE, the students are hoped to improve their reading achievement because they can place the key ideas, examples, and overall organization of the texts in their long-term memory so that they have confidence in answering the questions. The students who were taught by using PORPE are hoped to be interested in studying reading, consequently, they will have improvement in their reading achievement, especially reading persuasive text.

**Keywords:** reading comprehension, persuasive text, PORPE technique

# **TO BE A PRINCE OR A PRINCESS: A PROBLEM OF GENDER ROLES IN DISNEY'S SOFIA THE FIRST**

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## **ABSTRACT**

The debate upon the roles of men and women always becomes an interesting topic to discuss. How the culture and society construct the discourse on what should or should not be done by men or women becomes the main issue on gender studies. Even in texts made for children, it can be seen some discourses related to gender construction. This paper concerns on discussing gender construction in two series of Disney's Sofia the First. Those are Just One of the Princess and the Lord of the Rink. This paper is aimed to see the gender construction related to femininity, represented by the princesses, and also masculinity, represented by the prince and his friends. A descriptive qualitative method is applied because the data of this paper are in the form of words and picture. Since this paper concern on the gender construction represented on the series of Disney's Sofia the First, Foucault's concept on discursive of power/ knowledge will be used to enrich the analysis. The paper is intended to see the discourse of femininity and masculinity that represented in those two series. It will also analyse the resistance as the result of the existence of the discourse as represented by two figures in these series. Those are Sofia and Hugo.

**Keywords:** Construction, Feminine&Masculine, Resistance

# EXPATRIATES' ACADEMIC CONTRIBUTIONS AND INTERCULTURAL-RELATIONS AT UNIVERSITAS X, INDONESIA

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## **ABSTRACT**

As a global campus, University X has continually recruited expatriates in both academic and managerial fields to take part in developing higher education in Indonesia. Leaving their homelands to pursue their careers abroad must be meaningful to them. Crossing the cultural and state borders to stay in another country has caused them to undergo a cultural adjustment, and their decisions to stay for a couple of years have proven that their stay is fruitful to both parties academically and culturally. This research attempts to find out reasons of expatriates' stay and how they have contributed academically and interculturally. The research uses qualitative method based on open-ended interviews, and the data are analyzed descriptively.

**Keywords:** adjustment, contributions, academic, and inter-cultural.

## **A BRIEF UNDERSTANDING OF INDONESIAN YOUTUBE CULTURE: CASE OF FLUXCUP AND VNGNC**

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### **ABSTRACT**

Since established in 2005, Youtube had already become the most popular video sharing media in internet. In Indonesia, the popularity of Youtube can be tracked back as far to 2006 when the era of fast internet access came to existence. Yet, the participation has just skyrocketed around 2014 till now when thousand of Youtubers—the owner of youtube account—began to uploaded various content and involved in the environment named Youtube Culture. Though most of Indonesian Youtubers just copied content from international Youtubers, there were some Indonesian Youtubers that created different kind of identity but still becoming cult: Fluxcup and VNGNC. Fluxcup with it's unaesthetic and humorous video, VNGNC with it's ultrasatiric, sasrcastic and postmodern approach to it's content. This research will breakdown and identify how both Youtubers construct their identity through various videos and their implication to Indonesian Youtube Culture till each Youtubers became cult on it's own.

**Keywords:** youtube, culture, youth, visual gag, criticism

**SHAMING THE OTHER WOMAN (*PELAKOR*):  
FEMALE CATFIGHT AS A SPECTACLE IN SOCIAL MEDIA**

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**ABSTRACT**

Trending social media phenomena in Indonesia involving the other woman or “*pelakor*,” which is an Indonesian word associated with a woman who “steals” (*mencuri*) other women’s husbands, are fundamentally public persecutions. The process of naming (and shaming) by popularizing the term “*pelakor*” has been argued by scholars or Indonesian feminist activists to be simplifying the complexity of infidelity in which the woman, and not the man, is persecuted by the society as the guilty party. In other words, within the dominant patriarchal ideology, the catfigthing image of the legal wife blaming and shaming the woman who “steals” her husband prevails female inferiority and oppression. This research aims to challenge the normalization of the wife and the other woman’s imagery of catfight in social media by examining its cultural workings. The chosen case studies are the aforementioned viral video and several Instagram accounts which were specifically made to shame the other woman (*pelakor*). By conducting a textual analysis, I would argue that language is used haphazardly by initiating the word *pelakor* and how this recent social media phenomena is a distortion of female empowerment.

**Keywords:** social media, shaming, female catfights, infidelity

## ENGLISH PRONUNCIATION BY DAYAK BENUAQ NATIVES IN EFL CLASS

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### ABSTRACT

This study describes how English is pronounced by native speakers of Dayak Benuaq. Focus of this study is the pronunciation of segmental aspects of English, i.e consonants and vowel, by 60 high school students from Benuaq community. This description is expected to provide preliminary data to identify the difficulties in pronouncing English by the natives of Benuaq.

**Keywords:** pronunciation, English, consonants, vowel

## DRAMATIC LOVE AND CLASS STRUGGLE: A MARXIST STYLISTICS APPROACH

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### ABSTRACT

Discussion of Marxist is not far from ideology, but when it is juxtaposed and even blended with the issue of gender, sexist, and feminism, it becomes a bias which is inevitable to take to analyze further. As an initial, somehow, some familiar American Marxist novels parade the class struggle ideologically combined with love. With regardless of saying that it is too cute to struggle or overly emotional, but the facts say so. Collins' *The Hunger Games* and Roth's *Divergent*, those all post the protagonists who struggle by stimulating of class consciousness to struggle against the dominance, but still, they are always in love with a partner. Katniss in *The Hunger Games* traps in the clover of Peeta's love and Tris in *Divergent* sinks in the river of Tobias' love. The question of why those protagonists need the opposite-gender partner to struggle becomes an addicted crucial point to answer. With no hesitation to say, there is such stylistics view in puzzling the plots, conflicts, and characters. Therefore, it is important to explore more about the relation among those; Marxist, gender, and the style of it.

**Keywords:** Marxist, gender, stylistics



# IMPLEMENTATION OF ONLINE TEACHING AND LEARNING ON DISTANCE LANGUAGE LEARNING PLATFORM

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## ABSTRACT

Online learning support has been integrated into the language teaching and learning at a distance context in the Faculty of Teacher Training and Education Science in Universitas Terbuka. It is designed using open source moodle to provide e-learning tools for the students to reinforce distance language learning process. This paper would like to share ideas and experiences in conducting the online learning integrated with the distance language learning system. It employs a combination of text-based learning system with the online synchronous and asynchronous learning mode mixed in the distance learning platform to facilitate learning interaction with teachers, peer students, learning materials, and assessments. The online teaching and learning management covers the online learning kits include syllabus, plan of online learning activities (Assignment, Chat, Choice, Forum, Lesson, Quiz, Open Meetings), and learning materials (learning initiation, links to Book, File, Folder, Label, and URL ). The combination of online learning and text-based learning mode facilitates distance language learning process that assist and enhance students' learning process.

**Keywords:** distance language learning, online teaching and learning

# THE REPRESENTATION PERSPECTIVES IN WARKOP DKI REBORN: JANGKRIK BOSS PART 1

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## ABSTRACT

The film entitled Warkop DKI Reborn: Jangkrik Boss Part 1 became one of the best and well-liked Indonesia films in 2016. This film is categorized as a low-comedy film and also considered as a pop-culture product. It is also a remake film, that is, the film was inspired by the successful Warkop DKI series films in 1980s. The film was produced to entertain people using humorous actions and settings. These facts of the film lead to the importance of doing analysis on this film. Based on the theory of representation and the concepts of low comedy, this paper will describe the representation of the film Warkop DKI Reborn: Jangkrik Boss Part 1 through the use of the coarse language, slapstick actions, and farcial scenes, based on the performances of three main characters (Dono, Kasino, and Indro). These kinds of language, actions, scenes can represent the ordinary people's everyday-life activities and their meanings.

**Keywords:** low-comedy film, pop-culture product, representation, coarse language, slapstick actions, farcial scenes

## A REVIEW ON EDUCATION NEWS WEBSITE IN INDONESIA

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### **ABSTRACT**

This paper aims to inform criteria of education news website for educational reference. This study focuses on [www.beritaedukasi.com](http://www.beritaedukasi.com) that is usually used for educational reference for the internet user. The study investigates the design used by the website. It is to determine whether the design is useful for giving information for the internet user. The study applied qualitative approach by having document, questionnaire and interviews. The study investigates from technological aspect, journalism aspect, and educational content aspect. Data were collected from *Alexa.com* and *Google Analytics*; measured the site performance using *WebQual 4.0*. The technological aspect results that the site has met the criteria of *WebQual 4.0*. According to *Alexa.com* and *Google Analytics report*, site needs a significant improvement. The journalism aspect, [www.beritaedukasi.com](http://www.beritaedukasi.com) design has met the criterion that offers innovative, unique and relevant news. [www.beritaedukasi.com](http://www.beritaedukasi.com) has filled niche market of online educational news. The educational content aspect shows that this design has the educational features but has not been able to facilitate knowledge sharing of a community of practice and has not been able to be as a reference of decision making.

**Keywords:** education news website, knowledge sharing, community of practice, and decision making.

## **WOMEN CREATING SPECTACLES IN SOCIAL MEDIA: WOMEN EMPOWERED?**

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### **ABSTRACT**

In the past, before the come about of the digital era, only famous people could afford some publication in the public domain and thus got under the spotlight. Currently, with the enhanced information and communication technology, causing the world that is now more closely and seamlessly connected, called a Network Society (Castells, 1999), things have drastically changed. This digital realm offers a new platform for common people, especially women who oftentimes considered as second-class citizens, to step forward and show their feelings that was previously hidden deep down. This essay will analyze the phenomenon where women express their feelings openly through home- recording videos that they share through social media (Facebook), and became viral using Debord's Society of Spectacle theory. In the videos, some women complain to their husbands for the lack of attention and affection they experience in public. At a glance, it gives the impression that network society enables those women to stand tall and have their voice heard loud and clear, however it is a pseudo empowerment that is made possible by the latest capitalist regime.

**Keywords:** network society, the society of spectacle, social media, women empowerment.

## BUILDING STUDENTS' CHARACTER BY ENGAGING SOCIAL STUDIES ISSUES IN LANGUAGE TEACHING

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### ABSTRACT

This paper focuses on analyzing the importance of character building in language teaching, and finding ways how to take advantages from engaging social studies issues within a pedagogical framework. Using social studies issues as topics in teaching English not only enable students to effectively acquire a foreign language with the knowledge and skills but also raise their awareness and critical thinking of our society problems. The globalisation with its positive and negative affects has made our generation carried away by the currents of change of being a stranger in their own backyard and forget our own cultural identities. Many of the scenes and themes shown on the television, Internet and other media channels often run down the values and ideas of our national positive characters traits. In this point of view, teaching language by engaging social studies issues to build students' character and national identity can enhance students understanding toward the importance of its moral values as their inspiration to be a better person, and improve their English as well. This paper will describe how an engagement of social studies issues can be an alternative learning tool utilized in language teaching to develop students' character and national identity. Also, to provide the benefit from this approach students can get in learning English.

**Keywords:** character building, social studies, language teaching.

# FOR WHOM DOES THE WRITING TALKS: ANTHROPOCENTRISM AND ECOCENTRISM IN JAKARTA POST TRAVE WRITING

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## ABSTRACT

It is not easy to separate between travel, travel writing, and tourism industry although travelers are noted to try to distance themselves from tourists. By extension, the harms caused by tourism are probably inseparable from the activity of travel writing--especially those published in relatively accessible mass media. Therefore, it is possible to study the content of travel writing in the hope to see discern the harmful rhetoric that might be transferred to potential tourists. While natural preservation is almost a worldwide norm today, rhetoric that is environmentally unfriendly is abound in popular writings. In this study, I apply the concepts of "anthropocentrism (human centeredness), biocentrism (living environmental centeredness), and ecocentrism (nature-centeredness)" from the field of Deep Ecology to read contemporary travel writing. This paper selects travel articles from the "Destinations" section of The Jakarta Post between September to December 2017. The purpose of this study is to explain how far contemporary travel writing is human-centered or nature-centered. The articles are analyzed for its rhetoric in describing tourist destinations and how they are managed. The research is still on going, but so far it has been discovered that at least half of the articles espouse anthropocentrism. Nature is treated more as elements to fulfill human's basic needs and entertainment. None of them talk about nature as an independent entity that needs no human's presence and needs to be preserved for its own sake.

**Keywords:** travel writing, anthropocentrism, ecocentrism

## LEXICAL RICHNESS IN THE READING MATERIALS OF ENGLISH FOR ACADEMIC PURPOSES LEVELS 1-3

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### **ABSTRACT**

In Indonesia, English is still considered as a foreign language and has become a crucial study subject, especially in the university level. Unfortunately, although many universities in Asia have run the EAP course, the output is that there are still many Indonesian students who do not meet the vocabulary size that is expected while their learning process in the university. This results lower grades that they have in their assignments. Therefore, the recent study is aimed at evaluating the reading materials of EAP, especially in measuring the lexical richness containing in the texts as it is strongly believed in English learning that a good language output comes from a good language input. The data is taken from the collections of reading materials taken from EAP courses of Level 1, Level 2, and Level 3 which are compulsory subjects for students at Sampoerna University in their first 2 years of study in 2015. The data then is processed using the Lexical Frequency Profile (Laufer & Nation, 1995). The findings showed that the reading materials of EAP course Level 3 text is mainly suggested to be reviewed and revised in order to fulfill the criteria of a good academic text according to Nation (2001, p.17) that the whole text should contain of not more than 80% of general words, at least 10% academic words, and not more than 10% of technical or semi-technical words.

**Keywords:** English for academic purposes, lexical frequency profile, lexical richness, reading materials, vocabulary size

**ENCOURAGING HEALTHY LITERACY:  
THE INTERCONNECTION OF READING TOWARD WRITING ON SOCIAL MEDIA**

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**ABSTRACT**

Comprehensive reading interest in our country is apprehensive. On the contrary, the tendency of reading sensational news on media lead by a clickbait is high. Predicting skills in Reading seems to be misused by media for rating. As result, victims are falling and sorry is not enough to bring back good reputation of a good person once it has been broken. With this immense concern on how our community has turned into public judge on social media, this research is conducted. This study is to look at the influence of comprehensive reading toward writing opinion on sensational news in social media. Toward two groups of students, an experimental research is conducted using the chained-letter writing technique. The first group (FG) is fed with partial reading source continued by comment added gradually by their peer (non-expertise). Meanwhile the second group (SG) is fed with factual gradually-added eligible reading. It can be seen that more opinions on writing is being pictured in paralel with more source of reading. However, there is different objectivity in opinions sensed from both groups and it depends on the reading source. FG tends to go along with first predicted situation lead by sensational title and encouraged by peer opinion. SG delivers their opinion wisely along with more reading from reliable source. Numbers of expression found in first group are greater than in secnd group showing anxiety toward the topic. Encouraging reading comprehensively from trust worthy sources has been proven as an effective way to develop peacefulness.

**Keywords:** Interconnection, Reading, Writing, Literacy



## RACIAL TENSION IN POST APARTHEID ERA IN COETZE'S *DISGRACE*

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### ABSTRACT

Apartheid political system has totally affected South African social life, especially toward white Africans who have experienced many benefits from apartheid political system for so long. The abolition of apartheid political system in 1994 by the mark of having multiracial election have also affected to freedom of expression especially in literary work. In the apartheid era the expression in literature was limited, in addition literature becomes public in expression the idea in post apartheid era. Coetze's *Disgrace* is one of literary work written in post apartheid era. This work was released four years after the end of apartheid political system in South Africa. Coetze's *Disgrace*, winner of the 1999 Booker Prize was totally set in post apartheid South Africa. Coetze's *Disgrace* reveals the theme of social politic of South Africa in post apartheid era such as racist, gender, and sexual issues. It also represents a life of white African which is still rarely discussed, how white African also experiences misfortune events because of the effect of racial tension in Africa. White who was superior race in apartheid era must confront the condition of being disgrace. From the reading of Coetze's *Disgrace*, It can be concluded that literary work depicts the racial relationship especially between white and black in post apartheid era. As the end of apartheid era in South Africa, the racial law has been ended, and South Africa in the transition toward democracy country. The process of transition brings important change of life both for Black and white people. That, from the representation of Coetze's *Disgrace*, white is not merely superior over black, but they also should experience some misfortune events which they have to pay in term of racial relationship.

**Keywords:** Racial Tension, Apartheid, Coetze's *Disgrace*

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