The keywords sourced from the article, and represent the concept of the article. This abstract sheets are allowed to copy without permission from the publisher and free to charge.

Laila
Balai Pengkajian dan Pengembangan Komunikasi dan Informatika Banjarmasin

EXISTENCE OF TRADITIONAL MEDIA AS PUBLIK INFORMATION


Abstract

Research of existence of traditional media as publik information media be held in South and Central Kalimantan. The goal is to discover the existence of performance traditional media as publik information media and the suitable model and information for the audience. This research using a qualitative approach with constructivist paradigm. The research method used case study to answer potency of traditional people performance, which suitable for publik information as publik information media and messages according to audience tastes. The result showed that people performance media in South and Central Kalimantan are pretty much could be as publik information media, the existing performance media in South Kalimantan are Madihin, Bapantun, Mamanda dan Wayang. And Central Kalimantan are Keringat and Deder. The suitable information will be presented by many media performances according to character of the audience. If the audience are young people, it will be presented about drug and alcohol prohibition and also if the audience are adult it will be presented about family, politics etc. Meanwhile, the model performances of traditional media loved by audiences is a story theme, such as art combination with some song lyrics and dangdut. So, it has to be suitable to the audiences preference, and also the time dimension since traditional media still exist and can be used as publik information media, it should be as society information group, which institution builder not only by the ministry of tourism or tourism department, but also by the ministry of ICT or ICT department in every regions.

Keywords: Existence, Traditional Media, Publik Information

Atjih Ratnawati
Pusat Penelitian dan Pengembangan Penyelenggaraan Pos dan Informatika

CUSTOMER SATISFACTION TOWARD MAIL AND PACKAGE DELIVERY SERVICE


Abstract

This very moment post organization is regulated in the Law of Post No. 38 at the year of 2009 about post. As the impact of the implementation of Post Law, there are many types of postal service companies including expedition. This study aims to describe quantitatively related to data and information about the quality of mail and package delivery service PT Pos in Bandung reviewed based on customer satisfaction. This research uses survey method with quantitative approach referring to the quality of service theory (Service Quality). Refer to five (5) aspects of service quality, namely reliability, responsiveness, assurance, empathy and tangible, it is found that the quality aspect of reliability gets high score and the quality aspects of the physical evidence (tangible) gets low score. Mail and package delivery services PT Pos Indonesia in providing services to its customers is considered good and reliable by the postal service users.

Keywords: Post, Quality, Services
PEOPLE RESPONSE TOWARD MASS MEDIA NEWS IN CONFLICT AMONG PEOPLE IN SIGI REGENCY

JP2KP, Vol. 19 No.2, October 2015, pp.95-106

Abstract

A research about mass media news toward conflict among people in Sigi regency was done in Sigi regency. This study aims to give description about people response in Sigi regency toward mass media news about conflict among people in Sigi regency from neutrality side, news accuracy, positive and negative impact about the news for Sigi people. Through qualitative approach with purposive informant, the result shows that mass media news both print media and electronic media located in Central Sulawesi which informing about conflict in Sigi regency are considered neutral, objective, and accurate. One of those indicators are the information of mass media about Sigi tragedy mostly in line with the fact. The positive thing from that news is the rising of awareness to introspect each other to keep the security and tranquility. The negative thing is information about conflict in different places could make trauma from the past. It can be concluding that mass media news toward conflict among people in Sigi regency was already in line with the applicable law and ethics. Thus, it is hoped that mass media are still prioritizing consciousness to consider the suitability of the news.

Keywords: Mass Media, Conflict, Among People, News

THE UTILIZATION OF COMMUNITY RADIO AS THE INFORMATION AND COMMUNICATION MEDIA FOR SOCIETY IN SOUTHEAST SULAWESI


Abstract

Community radio is established to fulfill the information and communication needs for the community members. The purpose can be achieved when its existence used by community members. Therefore, the purpose of this research is to analyze the utilization of community radio as the information and communication media for society in Southeast Sulawesi. This study uses qualitative approach, while the research subject is Radio Fajar FM located in Sekolah Tinggi Agama Islam Negeri (STAIN) Kendari. The informants in this study are 7 parties. The data collection technique uses observation method, in-depth interviews, and Focus Group Discussion (FGD). The results show that the utilization of radio community in Southeast Sulawesi is still less. Frequency channel which is provided exclusively for radio community in Southeast Sulawesi hasn’t been used optimally.

Kasiyanto  
Balai Pengkajian dan Pengembangan Komunikasi dan Informatika Surabaya

THE NEED OF INFORMATION FOR THE GRASS ROOTS


Abstract

The aim of the research is (1) to find out what are the information needed by the grass roots, (2) to find out what media used to find the information, and (3) to find out how do they fulfill their information need. This study uses information need theory, while the method is descriptive qualitative approach through choosing purposive method, leader of kertosari village as the informant. From the result it can be conclude that, the information needed by the grass roots in Kertosari village are information about health, education, farming, market, the media which is used to find the information is television and radio. These media are actually used to fulfill their information coincidentally. It means that while they watch television and heard radio, they heard and watch the information which they need, and, the way they fulfill their information need. Besides television and radio, there is special way to fulfill information need that is the utilization of UNDP established by Telecenter institution as the tool to fulfill the information for the grass roots. It is also to answer a problem about information discrepancy/ digital discrepency to the grass roots in Kertosari village.

Keywords: Information Need, The Grass Roots, ICT, Digital Discrepancy.