Greetings from Institut Komunikasi dan Bisnis (IKB) LSPR Jakarta.

First of all I would like to welcome all participants of the 4th International Conference on Communication Business in 2021 whose theme is “Threading the Post-Pandemic Communication and Business Practices: What’s Next for Growth and Opportunity?” This theme is still relevant today as many aspects of our life have been affected since the beginning of the pandemic last year.

The coming of vaccines promises much better resilience in our efforts to fight the Covid-19. The number of vaccinated people grows everyday so we expect to have much better chance in fighting the virus. As we manage to get through the pandemic, we need to be more optimistic in approaching the post-pandemic era. The theme of the conference resonates with our optimism and helps us prepare the strategies in the era. Therefore, the works that you share in the conference is expected to contribute to our efforts to anticipate all opportunities to grow in the future.

I wish you productive and meaningful discussion in our conference. Thank you.

Dr. Andre Ikhsano, M.S  
Rector of IKB LSPR Jakarta
Chair’s Welcome

Thank you for joining the 4th International Conference on Communication Business (ICCB) in 2021.

On behalf of the Organizing Committee, I would like to welcome you all. We are honored that you chose to participate in our conference despite all the limitation that we all have due to the pandemic. The International Conference on Communication and Business (ICCB) was previously called International Conference on Communication (ICC). The ICC has been conducted three times since 2010 in addition to two other national level conferences organized by LSPR. With the change of LSPR’s status from a sekolah tinggi (college) to an institute, we add the business discipline to the conference; thus the name change for this year’s conference. This conference offers an opportunity for academics and professionals from around the world to share their broad array of perspectives on communication and business conference, shaped by different cultures, languages, geography, and politics. With this year’s theme (“Threading the Post-Pandemic Communication and Business Practices: What’s Next for Growth and Opportunity?”), we expect this conference to be a venue where we can discuss the post-pandemic issues from the communication and business disciplines. This optimistic viewpoint is also driven by the fact that vaccination program is currently underway in many countries as we prepare ourselves for new normalcy in the post-pandemic condition.

I wish you all a productive, enlightening, and inspiring conference. See you all in the next conferences organized by Institut Komunikasi dan Bisnis (IKB) LSPR-Jakarta.

Rudi Sukandar, Ph.D.
Chair of ICCB 2021 Organizing Committee
IKB LSPR-Jakarta
Opening Speech

Prof. Dr. Ainun Na’im
Acting Secretary General of the Ministry of Education and Culture of the Republic of Indonesia

Keynote Speeches

Morning Session

Keynote Speaker #1
Dr. Marianne Dayrit Sison
Honorary University Fellow, Royal Melbourne Institute of Technology/RMIT
Topic: “Beyond Translation: Community Engagement and Inclusive Communication”

Keynote Speaker #2
Prof. Marco M. Polo
Associate Professor at the Communication and Journalism Department and Director for University Advancement at De La Salle University-Dasmarinas/DLSU-D
Topic: “Sustainable Leadership and Governance in the Next Normal”

Moderator: Taufan Teguh Akbari, Ph.D
Keynote Speeches

Afternoon Session

Keynote Speaker #3
Prof. Dr. Parichart Sthapitanonda
Vice President for Academic Affairs and Social Outreach of Chulalongkorn University
Topic: “Communicating with Care: The Challenging Roles of Communicators in the Pandemic”

Keynote Speaker #4
Prof. Dr. Anne Gregory
Professor of Corporate Communications, University of Huddersfield; Former Chair of Global Alliance for Public Relations and Communication Management
Topic: “Strategic Challenges in a Post-Covid, AI world: ‘New Normal’ or ‘Radical Change?’”

Moderator: Ari S. Widodo Poespodihardjo, Ph.D.
Programme Rundown

DAY 1 - Tuesday, March 9, 2021

09.00 – 10.00  Re-registration & Room Assignment
10.00 – 11.00  Indonesia’s National Anthem: “Indonesia Raya”
• **Opening by Dr. Andre Ikhsano, M.Si.**
  Rector of LSPR Communication and Business Institute
• **Speech by Prof. Dr. Ainun Na’im**
  Acting Secretary General of the Ministry of Education and Culture of the Republic of Indonesia
• **Opening Remarks by Rudi Sukandar, Ph.D.**
  Chair of the ICCB 2021 Organizing Committee
11.00 – 11.15  Performance by LSPR Choir
11.15 – 11.45  **Keynote Speech #1**
  Dr. Marianne Dayrit Sison
  Honorary University Fellow, Royal Melbourne Institute of Technology/RMIT
  **Topic:** “Beyond Translation: Community Engagement and Inclusive Communication”
  **Moderator:** Taufan Teguh Akbari, Ph.D.
11.45 – 12.15  **Keynote Speech #2**
  Prof. Marco M. Polo
  Associate Professor at the Communication and Journalism Department
  and Director for University Advancement at De La Salle University- Dasmariñas/DLSU-D
  **Topic:** “Sustainable Leadership and Governance in the Next Normal”
  **Moderator:** Taufan Teguh Akbari, Ph.D.
12.15 – 13.15  Lunch Break & Performance
Programme Rundown

13.15 – 13.45 Keynote Speech #3
Prof. Dr. Parichart Sthapitanonda
Vice President for Academic Affairs and Social Outreach of Chulalongkorn University
Topic: “Communicating with Care: The Challenging Roles of Communicators in the Pandemic”
Moderator: Ari S. Widodo Poespodihardjo, Ph.D.

13.45 – 14.15 Keynote Speech #4
Prof. Dr. Anne Gregory
Professor of Corporate Communications, University of Huddersfield;
Former Chair of Global Alliance for Public Relations and Communication Management
Topic: “Strategic Challenges in a Post-Covid, Al world: ‘New Normal’ or ‘Radical Change?’”
Moderator: Ari S. Widodo Poespodihardjo, Ph.D.

14.15 – 14.30 Break & Room Assignment
14.30 – 17.00 Parallel Session #1*

DAY 2 - Wednesday, March 10, 2021

09.00 – 10.00 Re-registration & Room Assignment
10.00 – 12.00 Parallel Session #2*
12.00 – 13.00 Lunch Break & Performance
13.00 – 15.00 Parallel Session #3*
15.00 – 15.30 Announcement of Best Papers

Closing Remarks by Rudi Sukandar, Ph.D.
Chair of the ICCB 2021 Organizing Committee
DAY 1
Parallel Session #1, Tuesday, 9 March 2021
14:30-17:00 WIB

Room 1

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<td>Rio</td>
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1. ICCB-ABTR-068
Digital-Based Communication Facilities in Increasing Public Participation in Government Policies
Yan Andriariza Ambhita Sukma, Qur’ani Dewi Kusumawardani

2. ICCB-ABTR-042
The Role Of The Village Fund Program In Indonesia’s Regional Economic Growth
I Gede Made Artha Dharmakarja; Monica Vivi Kurniawati

3. ICCB-ABTR-009
Cyber Resilience Revisited Law and International relations
Ika Riswanti Putranti; Marten Hanura; Safrida Alivia Sri Ananda; Gawinda Nura Nabila

4. ICCB-ABTR-011
The Readiness of The Body Shop on the Post- Pandemic Survivability the Role in Society and Environmental Issues
Fildah Rahmiati; Fadillah Anugrah Pertiwi

5. ICCB-ABTR-015
A Netnography Study of the Social Media Influencers on Creating Netizens’ Climate Change Awareness on Instagram
Rismi Juliadi; Endah Murwani; Angga Arestya

Room 2

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1. ICCB-ABTR-001
Online Media as a Strategy in Improving Almate Fundraising: Case Study on PPPA Daarul Qur’an Makassar
Ani Purwantini; Muh. Akbar; M. Iqbal Sultan
2. ICCB-ABTR-025  Balinese Media Habits Transitional from Conventional to New Media in Information Disruption Era  
Richard Togaranta Ginting; Ni Made Ras Amanda Gelgel; Kadek Dwita Apriani

3. ICCB-ABTR-026  Cycling as a Healthy Lifestyle Self-Presentation Strategy in Instagram during Pandemic  
Rizki Saga Putra; Nina Mutmainnah

4. ICCB-ABTR-027  Utilization of Tik Tok Social Media As A Media For Promotion Of Hidden Paradise Tourism In Indonesia  
Mochammad Arkansyah; Dwi Prasetyo; N.W. Ratna Amina

5. ICCB-ABTR-040  Philanthropic Actions Via Facebook During Covid-19 Pandemic: A Study of Digital Ethnography  
Rieka Mustika; Dede Mahmudah

Room 3

MODERATOR  |  STUDENT ADMIN  
Daniari Setiawati  |  Jeremy

1. ICCB-ABTR-010  The interplay of Business Strategies, Social Capitaland Innovation Capability: Studies of SMEs East Java, Indonesia  
Faisol; Sri Aliami; Suhardi; Silvi Asna Prestianawati

2. ICCB-ABTR-022  The Decision of Broiler Chicken Farmers to Sustain Their Business During Pandemic Era  
Mochammad Sugiarto; Yusmi Nur Wakhidati; Dyah Gandasari

3. ICCB-ABTR-034  Women and Pandemic: The Power within Social Entrepreneurship  
Sulih Indra Dewi; Fathul Qorib; Rini Kartini; Muhammad Abdul Ghofur

Silvi Asna Prestianawati; Axellina Muara Setyanti
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<tr>
<th>ICCB-ABTR-041</th>
<th>Strategy to Develop Local E-Marketplace as the Innovation of MSMEs Empowerment</th>
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<td>Ainun Nimatu Rohmah; Kadek Dristiana Dwivayani; Kheyene Molekandella Boer</td>
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**DAY 2**  
Parallel Session #2, Wednesday, 10 March 2021  
10:00-12:00 WIB

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**Room 1**

**MODERATOR**
Sophia Bernadette

**STUDENT ADMIN**
Rio

1. **ICCB-ABTR-035**  
Sara Mills Analysis: Jokowi’s Discourse on Political Communication in Mass Media  
Yoyoh Hereyah; Suntama

2. **ICCB-ABTR-049**  
Asymmetric Vocational Education and Training for Women Empowerment in Rural Areas  
Herie Saksono; Kusmwaty Matara

3. **ICCB-ABTR-005**  
Communication Management of Bugis Ethnicity on Cultural Adaptation in Labuhan Lombok Village  
Asrin Dimas Tri Fathullah; Arianto; Muhammad Farid

4. **ICCB-ABTR-019**  
Utilization of TECTG in Empowering Midwives through The Diffusion of Innovation Approach  
Retor Aquinaldo Wirabuanaputera Kaligis; Faridhian Anshari; Sofia Primaisanti Devi

5. **ICCB-ABTR-020**  
Evaluation of Learning Assessment  
Dyah Gandasari; Diena Dwidienawati; Mochamad Sugiarto; David Tjahjana
Room 2

**MODERATOR**
Rani Chandra Oktaviani

**STUDENT ADMIN**
Tata

1. ICCB-ABTR-050  Finding Love During the Pandemic: Impression Management on Dating Apps  
   Maria Sagita; Irwansyah

2. ICCB-ABTR-052  Persuasive Communication Techniques of Beauty Vlogger about Colorism on Youtube Channel  
   Neno Yurmina Tanjung; Ahmad Toni

3. ICCB-ABTR-064  Is Socialization through Digital Media Effective? A Study on Public Transportation Policy In Jakarta  
   Juan Malik Frederick Turpyn; M. Cessario Alfaraby; Rahma Mahardhika Ananda Puti; Muchammad Nasucha

4. ICCB-ABTR-069  Social Media Usage to Preserve Local Identity of Indigenous People of West Java  
   Riza Darma Putra; Elvina Lathifa; Firsty Sabtasya Octafanny; Putri Septiana Kudri

5. ICCB-ABTR-075  Mother’s Online Activities and Rules Implementation for Children Mobile Phone Use  
   Firdaniyant Pramono; Djuara P. Lubis

Room 3

**MODERATOR**
Sylfia A. Ronnfeld

**STUDENT ADMIN**
Jeremy

1. ICCB-ABTR-065  Business Survivability Using Social Media as a Channel of Essential Oils Company in the Pandemic Era  
   Miftha Pratiwi

2. ICCB-ABTR-066  Information and Communication Technology (ICT) in Supporting Entrepreneurship Indonesia: A Systematic Literature Review  
   Tedy Ardiyansyah; Dipa Teruna
3. ICCB-ABTR-080  Business Innovation of Email Service Provider with the Integration of Citizens’ Identities  
Caesitria Melfrida

4. ICCB-ABTR-004  Marketing Communication Analysis PT Unilever Indonesia in Building Brand Loyalty during Covid-19 Pandemic  
Arief Listyo Prabowo; Ahmad Toni

5. ICCB-ABTR-014  Analysis of Changes in Marketing Communication Strategy Due to Impact of Covid-19 Pandemic: Case Study on PT. BRI Asuransi Indonesia  
Eravany Noura Widyanggari

Room 4

MODERATOR  |  STUDENT ADMIN
Elke Alexandrina  |  Irene

1. ICCB-ABTR-063  Semiotic Studies of a Picture of Jakarta Governor Anies Baswedan Reading ‘How Democracies Die’ Book  
Muhammad Fajar; Umaimah Wahid

2. ICCB-ABTR-073  Sexism in Film Tilik: Representation of Film Industry Alignment with Patriarchal Ideology  
Zulfatun Mahmudah

3. ICCB-ABTR-031  Framing Analysis of Indonesia Covid-19 Task Force’s Statements in September-November 2020  
Mutia Ar Nabila

4. ICCB-ABTR-039  Tweeting Disability: Framing Disability Issues during COVID-19 Pandemic in Indonesia  
Hersinta

5. ICCB-ABTR-079  Surviving the Storm: How a Bali Tourism Operator Changed Their Audience and Survive  
Ari S. Widodo Poespodihardjo; Putu Yukti Lesmanah
Parallel Session #3, Wednesday, 10 March 2021
13:00-15:00 WIB

Room 1

MODERATOR
Albert

STUDENT ADMIN
Rio

   Syafiq Basri Assegaff; Sri Dhuny Atas Asri; Enrico Adhitya Rinaldi; Hadi Sutopo; Rendro Dhani

2. ICCB-ABTR-067  E-Church: A Case Study of GKI Taman Cibunut Virtual Communities During COVID-19 Pandemics
   Kartika Singarimbun

3. ICCB-ABTR-076  We Choose What to Fear in Indonesian Horror Cinema
   Achmad Ridwan Noer

4. ICCB-ABTR-012  Darunnajah Kuantan
   Nelly Nailatie Maarif

Room 2

MODERATOR
Sri Tunggul Pannindriya

STUDENT ADMIN
Tata

1. ICCB-ABTR-078  Three Dominant Types of Social Media during Social Distancing Carly Scheffer
   Steven Christian

2. ICCB-ABTR-037  The Public Relations Acceptance Towards Press Release Application with Artificial Intelligence
   Pijar Suciati; Mareta Maulidiyanti; Ngurah Rangga Wiwesa
3. ICCB-ABTR-060 The implementation of Public Relations Activities in Improving the Educational Institutions Reputation
Untung Yuslifar Mustofa; Kurnia

4. ICCB-ABTR-074 Employees as Public Relations Agents: Optimizing the Role of PR in Maintaining Reputation of Mining Industry
Zulfatun Mahmudah

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Room 3

MODERATOR Mary Lema
STUDENT ADMIN Jeremy

1. ICCB-ABTR-032 The Direct and Indirect Influence of User-Generated Content on Impulsive Buying The Importance of Information Quality
Christian Haposan Pangaribuan

2. ICCB-ABTR-044 Consumer Behavior Potential Acceptance of Renewable Energy Source in Indonesia
Fitria Avicenna; Nufian S. Febriani

3. ICCB-ABTR-054 Reimagining F&B Business Post-Pandemic: Study Case of Sate Taichan Goreng Marketing Communications Strategy
Niko Al-Hakim

Dewi Sad Tanti; Mochamad Taufiq Hidayat; Mochammad Hatta Zakaria

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Room 4

MODERATOR Past Novel Larasati
STUDENT ADMIN Elrica

1. ICCB-ABTR-070 Publicity of Community Resilience? The Use of Crowdfunding by Indonesian Micro-celebrities during pandemic
Mediana Hanifa; Nissa Cita Adinia
2. ICCB-ABTR-077  Determinants of Medical Tourist’s Destination: Loyalty Evidence from Malaysia
   Seow Ai Na; Choong Chee Keong; Choong Yuen Onn; Lam Siew Yong; Chang Jing Jing; Chin Lai Kwan; Ooi Say Keat

3. ICCB-ABTR-057  Group Communication in Supporting the Health of People with Auto-immune (ODAMUN)
   Veronika Trimardhany

4. ICCB-ABTR-082  Public Initial Response to Indonesian Government’s Handling and Communicating of COVID-19 Pandemic
   Rudi Sukandar; Lestari Nurhajati; Rani Chandra Oktaviani; Xenia Angelica Wijayanto
Rules of Conduct
For Presenters & Participants

1. Each participant is required to use an ID with a real name, not a device name or institution name.
2. It is highly expected that Zoom accounts use a photo of each participant.
3. When the webinar begins, participants who have access to Zoom must be modestly dressed and in a seated position.
4. The attendance link will be distributed when the event starts and must be filled in by all participants who attend the discussion.
5. The committee will give/send an e-certificate to the participant who wants it, based on the attendance written in the attendance form.
6. When the presentation program starts, all participants must mute their Zoom device. The admin can mute you when it is required.
7. Each presenter is only given a maximum of 20 minutes to present their paper.
8. The time allocation for each participant to present his/her paper is a maximum of 30 minutes, including preparation of ppt and Q&A session.
9. All participants who are present in a discussion room can ask questions to the presenter while the presentation is running or during the Q&A session via the chat room.
10. Each participant is expected to maintain politeness and ethics during the discussion.
About Institut Komunikasi and Bisnis LSPR

LSPR, formally called Sekolah Tinggi Ilmu Komunikasi (STIKOM) LSPR, is a higher education institution established in 1992 by Yayasan Pesona Pribadi Sejahtera. To accommodate its growth, LSPR was changed from a sekolah tinggi (college) level institution to an institute in 2020. Renamed Institute Komunikasi dan Bisnis (IKB) LSPR, the institute has two schools: School of Communication Studies and School of Business.

The undergraduate programme of the School of Communication Studies has two study programmes: Communication (consisting of concentration on Public Relations & Communication; International Relations Communication; Digital Creative Production; Marketing Communication; Broadcasting & Digital Media Communication; and Performing Arts Communication) and Visual Communication Design (consisting of concentration on Film, Video, & Photography).

The postgraduate programmes of the School of Communication Studies has one study programme: Master of Arts in Communication with concentration on Strategic Public Relations Management; Marketing Communication Management; International Communication Management; Management & Digital Communication; and Business & Communication management.

The School of Business has three study programmes: Management (consisting of concentration on Entrepreneurship & Leadership; Digital Business Management; and Human Resources Development), Tourism (consisting of concentration on Hospitality & MICE; and Hotel & Tourism), and Business Services (consisting of concentration on Event Business Management).
LSPR has been accredited “A” for its Undergraduate and Postgraduate Programmes in Communication Studies by the National Accreditation Agency for Higher Education, Ministry of Education and Culture of the Republic of Indonesia (Badan Akreditasi Nasional Perguruan Tinggi-BAN PT). In 2016, LSPR received recognition as the “Best Graduate School of Communication” from Indonesian Media and has produced 20,000 alumni.
Our Campus Address

- LSPR Communication and Business Institute
  Sudirman Park Jakarta Campus
  Jl. K.H. Mas Mansyur Kav. 35, Jakarta Pusat 10220

- LSPR Communication and Business Institute
  Transpark Juanda Bekasi Campus
  Jl. Ir. H. Juanda No. 220 Duren Jaya, Bekasi Timur Bekasi 17111

- LSPR Communication and Business Institute
  Renon–Bali Campus
  Jl. Raya Puputan No. 140 Renon Denpasar, Bali
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  Marketing: marketinglspr@lspr.edu (Undergraduate Programme)
  masterdegree@lspr.edu (Postgraduate Programme)
The 4th International Conference on Communication & Business