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ICCDM 2026

**Virtual Conference:
October 21, 2026**

**2nd International Conference
on Communication and
Digital Multimedia**

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Book of Abstract Conference Proceeding

**2nd International Conference on
Communication and Digital Multimedia
(ICCDM 2026)**

Theme: “Innovations in Communication and Digital Multimedia:
Trends, Challenges, and Applications”

**Virtual Conference
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FOREWORD





The Ministry of Communication and Digital (Komdigi) of the Republic of Indonesia is the government institution responsible for national communication and information affairs. Established under Presidential Decrees No. 140 and 174 of 2024, its primary mandate is to manage public communication and accelerate national digital transformation.

The Ministry's strategic focus includes:

- Digital Transformation & Infrastructure: Developing reliable technological infrastructure, implementing e-government solutions, and fostering an inclusive digital ecosystem.
- Digital Space Supervision & Data Protection: Enforcing regulations, monitoring digital activities, protecting citizens' personal data, and educating the public to create a secure and productive internet environment.
- Through cross-institutional and international collaborations, Komdigi aims to build a digitally connected, safe, and innovative Indonesia that supports sustainable digital economic growth.

VISION of the Ministry of Communication and Digital
Meaningful Digital Transformation Towards Indonesia's Digital Sovereignty and Independence in Realizing the *Asta Cita*

This vision will be realized through 4 Missions, which include:

1. Accelerating the availability of inclusive, high-quality, and affordable digital connectivity, including a secure and sustainable technological ecosystem.
2. Implementing digital governance that is aligned with the interests of the national economy, sovereignty, and in favor of national digital growth.
3. Accelerating the adoption and improving the quality of digital technology utilization across all aspects (government, economy, society) through pentahelix collaboration.
4. Conducting effective public communication to deliver accountable and reliable public information.

www.komdigi.go.id



Sekolah Tinggi Multi Media was inaugurated by President Soeharto on July 31, 1985, originally established as the Multi Media Expert Training or Multi Media Training Centre (MMTC). At its inception, MMTC was dedicated to educating and training employees of TVRI and RRI from across Indonesia. In 2001, MMTC began admitting graduates from senior high schools, vocational schools, and equivalent institutions, as well as local government civil servants. In alignment with technological advancements and to address the challenges of the digital era, MMTC was transformed into Sekolah Tinggi Multi Media (STMM).

To date, STMM offers Bachelor's and Applied Bachelor's degree programs, which are organized into three Departments and six Study Programs focusing on broadcasting, communication science, and digital media. The Department of Broadcasting comprises three Study Programs: Broadcast Production Management (Manaprodsi), News Production Management (Manarita), and Production Studio Engineering Management (Matekstosi). The Department of Animation and Game Technology consists of two Study Programs: Animation and Game Technology. Furthermore, the Department of Public Information Communication (KIP) offers the Communication Information Management (MIK) Study Program. As the sole state higher education institution under the Ministry of Communication and Digital of the Republic of Indonesia, STMM is committed to producing digital talents capable of supporting the realization of Golden Indonesia 2045.

VISION

To realize an excellent, innovative, and impactful multimedia and digital higher education institution that embodies the spirit of Pancasila, featuring independent and flexible governance by 2029.

MISSION

1. To produce nationally and internationally competitive graduates in the fields of Multimedia and Digital Transformation through the enhancement of vocational education quality, founded on the spirit of Pancasila.
2. To produce both national and international research outputs through the improvement of research quality among faculty members and students.
3. To deliver high-quality community service in the fields of Multimedia and Digital Transformation through the continuous enhancement of community service quality.
4. To establish good university governance to support the quality of the *Tri Dharma* of Higher Education (Education, Research, and Community Service) through institutional strengthening and development.

www.mmtc.ac.id



Research Synergy Foundation is a digital social enterprise platform that focuses on developing the Global Research Ecosystem towards outstanding global scholars. We build collaborative networks among researchers, lecturers, scholars, and practitioners globally for the realization of knowledge acceleration and to contribute more to society and humanity. Over 2017–2025, Research Synergy Foundation has achieved measurable outputs and extensive global reach, including: 45,000 members from 87 countries, 244 international conferences organized, 2,240 scientific reviewers globally, 2,200 published articles, publishes 22 reputable indexed international journals, 2,474 research interests, networks spanning 7,190 universities/institutions/affiliations, and broad multidisciplinary engagement.

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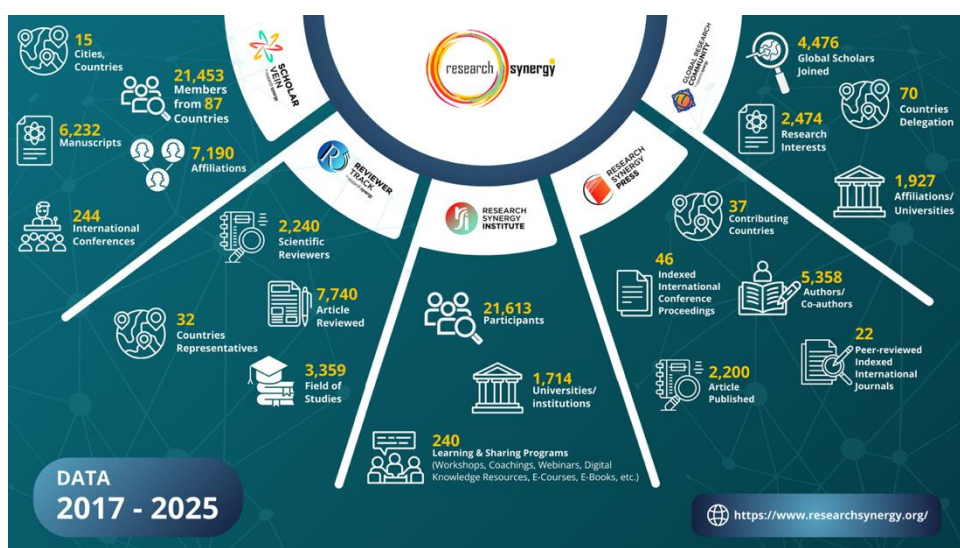
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Rachelle L. Maglalang - National University, Philippines

Dr. Cheah Chew Sze - Multimedia University, Malaysia

CONFERENCE CHAIR MESSAGE

**Distinguished Participants and Guests,
Excellencies, Ladies, and Gentlemen,**

Good morning and a warm welcome to all esteemed speakers, respected presenters, honored guests, and dedicated members of our global academic community.

It is with great appreciation and enthusiasm that I welcome you to the 2nd International Conference on Communication and Digital Multimedia (ICCDM 2026), held virtually on October 21, 2026. This conference carries the timely and meaningful theme: "Innovations in Communication and Digital Multimedia: Trends, Challenges, and Applications". This theme reflects our shared commitment to exchange and share thoughts and findings across various spectrums in the fields of communication, media, and digital technology.

The ICCDM 2026 is designed as an inclusive academic forum for researchers, lecturers, students, practitioners, and academicians to exchange ideas, share research findings, and build meaningful networks in the fields of Communication Science, Digital Media, Broadcasting, Animation, Game Technology, Public Information Communication, and Digital Ecosystems. The conference also responds to current challenges and opportunities in fostering interdisciplinary innovation, sustainable digital development, and digital transformation in an increasingly interconnected world.

We are deeply honored to be supported by our dedicated organizing team, partners, and esteemed keynote speakers who guide the conference sessions and activities throughout the event, including:

- Dr. Edwin Hidayat Abdullah - Director General of Digital Ecosystems, Ministry of Communication and Digital Affairs (Komdigi), Indonesia
- Prof. Michael Prieler - Deputy Head, Research Director in the Department of Media and Communication, Xi'an Jiaotong-Liverpool University, China
- Dr. (Cand.) Ade Wahyudin, M.T. - Management of Studio Production Techniques Department, Sekolah Tinggi Multi Media, Indonesia
- Prof. Alan Liew - Head of the School of Information and Communication Technology, Griffith University, Australia

Through this conference, we hope to provide a vibrant space for intellectual exchange, constructive dialogue, interdisciplinary collaboration, and future research partnerships. Your presence as speakers, presenters, and participants represents the spirit of our global research ecosystem and strengthens our collective effort to contribute to innovation, resilience, and sustainable digital advancement.

On behalf of the organizing committee, I would like to express my sincere gratitude to all keynote speakers, session chairs, scientific reviewers, presenters, supporting partners, and participants for your valuable contributions to the success of ICCDM 2026.

May this conference be enriching, inspiring, and impactful for all of us. I wish you a successful conference experience, fruitful discussions, and meaningful collaborations beyond today's event.

Best regards,

Dr. R.M. Agung Harimurti, M.Kom.
Head of Sekolah Tinggi Multi Media, Indonesia
Conference Chair of ICCDM 2026

CONFERENCE CHAIR



Dr. R.M. Agung Harimurti, M.Kom.

Conference Chair of ICCDM 2026

Head of Sekolah Tinggi Multi Media, Indonesia

Dr. R. M. Agung Harimurti, M.Kom., currently serves as the Head of Sekolah Tinggi Multi Media (STMM) “MMTC” Yogyakarta, under Indonesia’s Ministry of Communication and Digital Affairs. He earned his bachelor’s degree, a master’s degree in Computer Science, and a doctorate in Information Management with a focus on electronic government from Universitas Gadjah Mada. His career spans research, higher education, and human resource development, including serving as Head of the Makassar Center for Human Resource Development and Research in Communication and Informatics, a lecturer at STMM, and a teaching contributor to UGM’s postgraduate programme. His research examines e-government, information management, ICT governance, and government transparency, with publications exploring connected government and the role of Government Chief Information Officers. He has contributed journal articles, books, and research anthologies. His work connects research, digital talent development, and public-sector innovation.

CO-CONFERENCE CHAIR



Assoc. Prof. Dr. Hendrati Dwi Mulyaningsih

Founder & CEO of Research Synergy Foundation

Associate Professor. Dr. Hendrati Dwi Mulyaningsih is the chairperson and founder of Research Synergy Foundation that has shown great commitment on creating Global Network and Research Ecosystem. This GNR ecosystem has been developing since 2017 up to the present and having increasing numbers of the member up to more than 45.000 from all around the globe. Her passion in how to create impact and co creation value among all the stake holder of RSF has made her focus on upholding integrity in the scientific process through enhancement of RSF's support- support system as like Reviewer track, Scholarvein, Research Synergy Institute and Research Synergy Press. Thus, her work in this area has made her as the Nominee of Impactful Leadership Awards from Tallberg Foundation Sweden 2019 and 2024

As lecturer, she has been working in the University since 2008 – at present in Indonesia as Associate Professor and she hold her Doctoral Science of Management graduated from School of Business and Management Institute of Technology Bandung (SBM-ITB) and she has strong interest to her research project as well as her research field in Social Entrepreneurship, Social Innovation and Knowledge Management.

As researcher, her work studies and research on this research field made her be invited as reviewer in many reputable Scopus and WOS indexed journals and as keynote speaker in many International Conferences in Philippines, Thailand, Malaysia, Indonesia, Australia, Japan, and US. She also has shown her great passion on writing her research study into some books chapter, papers and contemporary scientific articles that has already been published in Springer, Emerald, Taylor and Francis and in many reputable international publishers. The terrific association between her professional experiences as researcher, lecturer, the certified Trainer & Coach combined with her wider horizon on networking in the research area made her establish the strong commitment on having global learning platform to accelerate knowledge through many workshops and research coaching in Research Synergy Institute as one of RSF's support system.

KEYNOTE SPEAKERS



Dr. Edwin Hidayat Abdullah

**Ministry of Communication and Digital Affairs (Komdigi),
Indonesia**

Dr. Edwin Hidayat Abdullah currently serves as the Director General (DG) of Digital Ecosystem at Indonesia's Ministry of Communication and Digital Affairs. He holds a bachelor's degree in Economics from Universitas Gadjah Mada, a Master of Public Management from the National University of Singapore through the Lee Kuan Yew Fellowship Programme involving Harvard Kennedy School, and a doctorate in Management from Universitas Pelita Harapan. He also participated in the IDEAS Fellowship at MIT Sloan School of Management. His previous positions include Deputy Minister for State-Owned Enterprises, Deputy President Director of PT Angkasa Pura II, and Deputy President Director of PT Aviassi Pariwisata Indonesia. He has also held commissioner roles at Telkomsel, Pertamina, and Telkom Indonesia. Drawing on his experience in finance, public policy, and corporate leadership, he now focuses on strengthening Indonesia's digital ecosystem and advancing the digital economy through cross-sector collaboration. Through collaboration among government, industry, and other stakeholders, he supports Indonesia's digital transformation and the growth of its technology and creative industries to deliver economic and societal benefits.



Prof. Michael Prieler

**Deputy Head, Research Director in the Department of Media and
Communication, Xi'an Jiaotong-Liverpool University, China**

Prof. Michael Prieler is a Professor, Deputy Head, and Research Director in the Department of Media and Communication at Xi'an Jiaotong-Liverpool University in China, having previously served as a professor and graduate program director at Hallym University in South Korea along with visiting roles at the City University of Hong Kong and the University of Illinois at Urbana-Champaign. Recognized globally as being in the top 0.5% of advertising scholars worldwide by ScholarGPS, his extensive research focuses on advertising, new media, artificial intelligence, health communication, and media diversity and gender representation, earning him notable honors such as the Distinguished Professor Award.



Dr. (Cand.) Ade Wahyudin, M.T.

**Management of Studio Production Techniques Department,
Sekolah Tinggi Multi Media, Indonesia**

Ade Wahyudin, M.T., is a lecturer at Sekolah Tinggi Multi Media (STMM) “MMTC” Yogyakarta, Indonesia, and a doctoral candidate at Universitas Indonesia. He holds a diploma in Electronic Engineering from Politeknik Negeri Bandung, a bachelor’s degree in Telecommunication Engineering, and a master’s degree in Electrical Engineering with a specialisation in Telecommunications from Institut Teknologi Telkom. Before joining STMM in 2019, he worked at Tritech Consult Indonesia and lectured at Institut Teknologi Telkom Purwokerto. His research spans wireless and microwave communications, LTE and 5G network planning, telecommunications policy, broadcasting, and artificial intelligence applications. His publications include studies on deep learning for SMS spam identification, microwave network design, telecommunications infrastructure security, and radio broadcasting strategies, published in outlets such as the Journal of Communications, Buletin Pos dan Telekomunikasi, and Jurnal Komunikasi: Malaysian Journal of Communication. He has also authored books on microwave network planning and computer networks. He received STMM’s Outstanding Lecturer Award in 2022.



Prof. Alan Liew

**Head of the School of Information and Communication
Technology, Griffith University, Australia**

Prof. Alan Wee-Chung Liew is the Head of the School of Information and Communication Technology at Griffith University in Australia and an internationally recognized expert in artificial intelligence (AI), machine learning, medical imaging, computer vision, and bioinformatics. Prior to joining Griffith in 2007, he held academic and research positions at The Chinese University of Hong Kong and City University of Hong Kong. At Griffith, he founded the AI4Health Lab and co-founded the TrustAGI Lab, focusing on translating advanced, trustworthy AI into real-world health and biomedical applications. With an impressive track record, he has secured over \$13.46 million in funding, authored more than 300 publications, and holds three international patents. He has been recognized in Stanford University's list of the World's Top 2% Scientists in AI and Image Processing and is a Fellow of both the Queensland Academy of Arts and Sciences and the Australian Computer Society.

CLOSING SPEECH



Yolanda Presiana Desi, S.I.P., M.A.

**Head of the Center for Research and Community Service,
Sekolah Tinggi Multi Media, Indonesia**

Yolanda Presiana Desi, S.I.P., M.A. is a lecturer in the Information and Communication Management program and Head of the Center for Research and Community Service at Sekolah Tinggi Multi Media (STMM) “MMTC” Yogyakarta, Indonesia. Her academic interests include digital literacy, communication, public relations, and digital media. Her publications address school-based digital literacy, information searching, social media, and user satisfaction with digital public services. Alongside teaching and research, she supports institutional research development and external partnerships.

MODERATOR



Santi Rahmawati, S.T., M.S.M.

**Founder & Chief of Operating Officer
Research Synergy Foundation**

Santi is a Founder and Chief of Operating Officer (COO) of the Research Synergy Foundation (RSF). She actively engaged with scholars around the world for strengthening the Global Research Ecosystem. As the Director of ScholarVein, she creates, maintains, and develops the integrated system for managing international scientific conference and forum since 2017 up to 2025 and already give benefit to more than 21.453 participants coming from >87 countries. With the combination of engineering and management science educational background, she has built the optimum workflow for scholars to contribute more to the society and humanities. Santi holds her bachelor's degree of industrial engineering from Universitas Indonesia (UI). Furthermore, she had received her Master of Science Management (focusing on Entrepreneurship and Technology Management) from Institut Teknologi Bandung (ITB) in 2015. Santi has appointed as a Gateway Advisor in F1000Research (Scopus Q1). She has already been an editor of three published books (both published by Routledge, Taylor & Francis), a reviewer in many reputable international journals, an author and co-authored multiple international research articles and book chapters.

SESSION CHAIRS



Assoc. Prof. Dr. S. Balaji

**Science and Computer Department,
Al Zahra College for Women, Muscat. Oman**

Dr. S. Balaji is working as an Associate Professor in Al Zahra college for Women, Muscat Sultanate of Oman. He had completed his PhD in Software Engineering at St Peters University Chennai, India. Pursuing his Post Doctoral Fellowship at Srinivas University, Mangalore, India.

He had completed MCA and MPhil. He has over 18years of experience in the teaching profession. He specialized in the field of Software Engineering and Project documentation. His research interest in the areas of Software Engineering, Software Testing and AI.



Dr. Nor Ez-Zatul Hanani

Universiti Tunku Abdul Rahman, Malaysia

Dr. Nor Ez-Zatul Hanani Mohamed Rosli is a public relations academic and lecturer at the Faculty of Arts and Social Science, Universiti Tunku Abdul Rahman (UTAR), Malaysia. With an academic background in communication and a PhD from Universiti Putra Malaysia (UPM), her work explores the fascinating intersection of crisis

communication, public relations, organizational reputation, and public trust. Her research interests include crisis response strategies, halal food-related crises, and the role of communication in shaping public perceptions and behavioural intentions. Passionate about bridging academic knowledge and real-world practice, she is particularly interested in how organizations navigate crises, respond to public concerns, and rebuild trust in an increasingly connected and information-driven society.



Dr. Ronielle B. Antonio

National University, Philippines

Dr. Ronielle B. Antonio is an Associate Professor III and Program Chairperson of the Computer Science and Information Technology programs at National University. He holds a Doctor in Information Technology (with Distinction), a Master in Information Technology, and a Bachelor of Science in Computer Science. With extensive

experience in teaching, research, and academic leadership, his areas of expertise include artificial intelligence, cybersecurity, software development, data science, and educational technology. An active researcher, international presenter, and speaker, Dr. Antonio has published several Scopus-indexed studies and continues to contribute to the advancement of computing education and technology-driven innovation.

SESSION CHAIRS



Rachelle L. Maglalang

National University, Philippines



Dr. Cheah Chew Sze

Multimedia University, Malaysia

Dr. Cheah Chew Sze is a Senior Lecturer at Faculty of Business, Multimedia University, Malacca. She has completed her Bachelor's degree and Master's degree in Business Administration (Hons.), from University of Malaya (UM). She has also completed her PhD in the area of human resource management in Universiti Sains Malaysia (USM).

Her current research areas are in employee engagement, employer branding, human resource practices, AI in HR, Gig worker, psychological well-being, mental health and gender equality.

CONFERENCE PROGRAM

Wednesday | October 21, 2026

https://iccdm-mmtc.com/		  	
CONFERENCE PROGRAM			
The 2nd International Conference on Communication and Digital Multimedia (ICCDM 2026)			
VIRTUAL CONFERENCE: October 21, 2026			
Wednesday, October 21, 2026			
Time (UTC+7)	Dur'	Activity	
Main Room: *Please note that ALL conference TIME is in Jakarta Time/ WIB/ UTC+7. Please check your time zone.		Join Zoom Meeting https://us06web.zoom.us/j/81121178155?pwd=2KgUItkuoMSvvcuKPbKUmcQyskT5YY.1 OR https://bit.ly/iccdm2026 Meeting ID: 811 2117 8155 Passcode: iccdm2026	
	8:50 - 9:00	0:10	Participant Login and Join Virtual Conference by ZOOM
	9:00 - 9:05	0:05	Welcome Address and Conference Publication Announcement by MC
	9:05 - 9:15	0:10	Opening Speech of ICCDM 2026 Dr. R. M. Agung Harimurti, M.Kom. Conference Chair of ICCDM 2026 Head of Sekolah Tinggi Multi Media, Indonesia
	9:15 - 9:20	0:05	Token of Appreciation for Speaker
9:20 - 9:35	0:15	Global Research Ecosystem Introduction Associate Professor Dr. Hendrati Dwi Mulyaningsih, S.E., M.M. Co-Conference Chair of ICCDM 2026 Founder and Chief Executive Officer of Research Synergy Foundation	
9:35 - 9:40	0:05	Token of Appreciation for Co-Conference Chair	
9:40 - 9:45	0:05	E-Group Photo	
9:45 - 9:50	0:05	Introduction of Keynote Speaker Session by Moderator Moderator: Santi Rahmawati, MSM Founder & Chief Operating Officer of Research Synergy Foundation	
9:50 - 10:20	0:30	Keynote Speaker : Dr. Edwin Hidayat Abdullah Director General of Digital Ecosystem, Ministry of Communication and Digital (Komdigi), Indonesia	
10:20 - 10:25	0:05	Token of Appreciation for Keynote Speaker	
10:25 - 10:55	0:30	Keynote Speaker : Prof. Michael Prieler Deputy Head, Research Director in the Department of Media and Communication, Xi'an Jiaotong-Liverpool University, China	
10:55 - 11:00	0:05	Token of Appreciation for Keynote Speaker	
11:00 - 11:30	0:30	Keynote Speaker : Dr. (Cand.) Ade Wahyudin, M.T. Management of Studio Production Techniques Department Sekolah Tinggi Multi Media, Indonesia	
11:30 - 11:35	0:05	Token of Appreciation for Keynote Speaker	
11:35 - 12:05	0:30	Keynote Speaker : Prof. Dr. Alan Liew Head of the School of Information and Communication Technology, Griffith University, Australia	
12:05 - 12:10	0:05	Token of Appreciation for Keynote Speaker	
12:10 - 12:35	0:25	Mini Workshop: Radwa El Khatib Customer Success Strategist & AI Research Solutions Expert, Enago "Utilising Trink AI for the Research Desk" Workshop by Enago	
12:35 - 12:40	0:05	Announcement and preparation of Academic Online Parallel Presentation Session	
12:40 - 13:00	0:20	Lunch Break (Video played: ICCDM 2026 Program, Sekolah Tinggi Multi Media Profile; Research Synergy Foundation Profile)	

Academic Online Presentation DAY 1		
13:00 - 13:10	0:10	Session Chair Introduction Main Room: Associate Professor. Dr. S. Balaji - Al Zahra College for Women, Sultanate of Oman Breakout Room 1: Dr. Nor Ez-Zatul Hanani - Universiti Tunku Abdul Rahman, Malaysia Breakout Room 2: Dr. Ronielle B. Antonio - National University, Philippines Breakout Room 3: Rachelle L. Maglalang - National University, Philippines Breakout Room 4: Dr. Cheah Chew Sze - Multimedia University, Malaysia
13:10 - 15:10	2:00	Online Presentation Session, maximum 8 presenters 15 minutes/presenter
15:10 - 15:20	0:10	Awarding Certificate of Presentation, Testimonial, and Post-conference information announcement
15:20 - 15:35	0:15	Short Break
15:35 - 15:50	0:15	Awarding Ceremony of ICCDM 2026 Best Presentation Best Paper Session Chairs Recognition
15:50 - 16:00	0:10	Closing Speech of ICCDM 2026 Yolanda Presiana Desi, S.IP., M.A. Head of the Center for Research and Community Service, Sekolah Tinggi Multi Media, Indonesia

LIST PRESENTER

Wednesday | October 21, 2026

Wednesday, October 21, 2026		
ICCDM 2026: Main Room		
Time: 13:00-15:20 (UTC+7) *Please note that ALL conference TIME is in Jakarta time UTC+7. Please check your time zone.		
Session Chair: Associate Professor. Dr. S. Balaji - Science and Computer Department, Al Zahra College for Women, Sultanate of Oman		
Track Artificial intelligence		
Paper ID	Presenter	Paper Title
ICM26135	Irsanti Hasyim	Driving Employer Of Choice Status Through AI-Centric Employer Branding: A Multilevel Analysis Using Cluster-Robust Structural Equation Modeling
ICM26112	Edit Rusnita	The Transformation and Ethics of Artificial Intelligence Use in Producing Illustrative Images for News Visualization at Tribun Jateng
ICM26125	Penta Eva Tri Buwana	Enhancing Enterprise Public Information Systems Through AI-Driven User Interface Optimization: A Case Study of Perum Jasa Tirta
ICM26134	Juniana Husna	Understanding What Models Learn from Sarcasm: An Explainable AI Analysis of Linguistic Patterns and Classification Failures
ICM26106	RM Joko Priono	Design and User Evaluation of a Visual-Based Educational Game for Indonesian Cultural Heritage on Android: The Case of 'Tebak Gambar Nusantara'
ICM26120	I Wayan Jepriana	SafeVision AI: A Conceptual Framework of an Edge-AI Voice-Guided Navigation System for Visually Impaired Emergency Evacuation
ICM26136	Navnath Mane	Diabetes Foot Ulcer Detection Using Convolutional Neural Networks.
Track Data Analytic		
Paper ID	Presenter	Paper Title
ICM26113	Dwi Setiawan	Driving Employer Of Choice Status Through AI-Centric Employer Branding
Wednesday, October 21, 2026		
ICCDM 2026: Breakout Room 1		
Time: 13:00-15:20 (UTC+7) *Please note that ALL conference TIME is in Jakarta time UTC+7. Please check your time zone.		
Session Chair: Dr. Nor Ez-Zatul Hanani - Universiti Tunku Abdul Rahman, Malaysia		
Track Digital-based public communication		
Paper ID	Presenter	Paper Title
ICM26133	Abiano Al Affan	Adapting to Media Logic: News Presentation Practices of Alternative Local News Media on Instagram

ICM26105	Siti Chotijah	Transforming Tourism Public Communication through Digital Media: Information Dissemination Practices at the Department of Tourism, Youth, and Sports, Magelang Regency, Indonesia
ICM26109	Sintar Nababan	An Integrative Public Relations Communication Model for Enhancing Digital Media Literacy: A Case Study of the Semarang City Communication, Informatics, Statistics and Encryption Office
ICM26114	Eka Desy Asgawanti	From Language Access To Inclusive Communication: A Multimodal Linguistic-Semiotic Approach To Disability-Inclusive Public Services (A Qualitative Multiple-Case Study Of Government and Corporate Public Service Communication In Indonesia)
Track Digital literacy		
Paper ID	Presenter	Paper Title
ICM26119	Fatma Dian Pratiwi	Stigma, Anonymity, and Alter Identities: A Comparison of Online Atheist Communities in Indonesia and Malaysia
ICM26130	Anindya Damayanti	Role-Playing Card Game for Engineering Education: A Review
Wednesday, October 21, 2026		
ICCDM 2026: Breakout Room 2		
Time: 13:00-15:20 (UTC+7) *Please note that ALL conference TIME is in Jakarta time UTC+7. Please check your time zone.		
Session Chair: Dr. Ronielle B. Antonio - National University, Philippines		
Track Animation		
Paper ID	Presenter	Paper Title
ICM26116	Anton Budi Setyawan	Reconfiguring Animation Production Management through AI Assistance: A Case Study of Ray Animate Studio
ICM26115	Charles De Haan	Generative AI-Based Animated Video Development for Early Childhood Education: An Adaptive MDLC Study
ICM26110	Atmaja Septa Miyosa	Evaluating Artificial Intelligence Adoption in Animated Film Production: An Empirical Study of Manimonki Studio Surakarta
ICM26127	Okky Dewantara	The Interference Patterns of AI in Animators' Creative Decision Making During Character Design
ICM26121	Luvia Nisa Mutmainati	Strategy for Adapting Culture into Animation Media: A Study at Dipadira Studio
Track Digital Creative		
Paper ID	Presenter	Paper Title
ICM26131	Krisnawan Hartanto	Model Konseptual Perancangan UX dan Prototipe UI Game Edukatif untuk Literasi Digital Ramah Anak: Studi Literatur Terapan
ICM26122	Juniana Husna	Design and User Evaluation of "The Unseen": A Psychological Horror Game Using Light Management and Point-and-Click Mechanics
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Time: 13:00-15:20 (UTC+7) *Please note that ALL conference TIME is in Jakarta time UTC+7. Please check your time zone.		
Session Chair: Rachelle L. Maglalang - National University, Philippines		

Track Media production		
Paper ID	Presenter	Paper Title
ICM26132	Edi Giantoro	Development of a Locality-Based Multicultural Radio Documentary Production Model for RRI Net Official
ICM26104	Algooth Putranto	Changing Media Framing of Unrest in Indonesia A Comparative Analysis of News Coverage in August 2025 and 2026
ICM26111	Dwi Setiawan	Human Resource Competencies for Television News Production in the Multiplatform Era
ICM26118	Tri Anggraeni	Low-Poly Stylized 3D Characters and Environments for the Wildlife Conservation Simulation Game "Wildguard"
Track Digital broadcasting		
Paper ID	Presenter	Paper Title
ICM26108	Dwi Korina Relawati	From Multiplatform Interaction to Civic Co-Creation: Reconstructing A Participatory-Dialogic Model for Public Service Broadcasting
ICM26124	Daniel Wardhana	Implementation of IP Based Technology in Audio-Video Production Networks at Broadcasting Stations
Track Digital-based public communication		
Paper ID	Presenter	Paper Title
ICM26107	Yolanda Presiana Desi	Public Relations Strategies for Strengthening the Institutional Image of the Special Region of Yogyakarta Police
Wednesday, October 21, 2026		
ICCDM 2026: Breakout Room 4		
Time: 13:00-15:20 (UTC+7) *Please note that ALL conference TIME is in Jakarta time UTC+7. Please check your time zone.		
Session Chair: Dr. Cheah Chew Sze - Multimedia University, Malaysia		
Track Social transformation		
Paper ID	Presenter	Paper Title
ICM26128	Ardian Setio Utomo	The Effectiveness of Poverty Alleviation Campaigns through Social Media: A Systematic Literature Review Using the PRISMA Method
Track Regulation		
Paper ID	Presenter	Paper Title
ICM26103	Yolanda Presiana Desi	Communication Strategies in the Negotiation Between PT Jasa Marga Jogja-Bawen and the Government of the Special Region of Yogyakarta: A Case Study of the Sultanaat Grond Policy
Track Digital service innovation		
Paper ID	Presenter	Paper Title
ICM26101	Okky Dewantara	User Journey-Based Visitor Information Needs Model for Smart Tourism Chatbots
ICM26129	Mila Farahani	Accessibility Evaluation of the Jogja Istimewa Application Based on WCAG 2.1 Standards
ICM26123	Adella Sesiana Putri	Developing an Equipment Loan Website Using the ADDIE Model to Support Digital Communication

Track Internet of Things (IoT)		
Paper ID	Presenter	Paper Title
ICM26117	Upamanyu Bangale	Early Detection of Artificial Ripening in Sapota Using a Low-Cost Multispectral Sensor and Machine Learning
Track Governance related to digital media		
Paper ID	Presenter	Paper Title
ICM26126	Elan Baskara	Exploring the User Experience of Blind Users in Accessing Digital Public Services

Track: Artificial Intelligence



Diabetes Foot Ulcer Detection Using Convolutional Neural Networks.

| Navnath MANE¹, Dr.L M R J Lobo², Dr. Vijay Anant Athavale³

^{1,2}Walchand Institute of Technology Solapur, ³KLS Gogte Institute of Technology, Belagavi, India

Abstract

Background – Diabetic foot ulcers (DFUs) are often found late. Delayed treatment leads to infection and lower-limb amputation. Specialists are scarce in rural and low-resource settings. Locating the wound in a photograph enables automated screening. Many studies report only accuracy, which misleads when ulcers are small. Single-dataset results say little about real clinics.

Purpose – This study segments DFUs in clinical photographs using a standard U-Net. It proposes no new architecture. An imbalance-aware Tversky loss addresses scarce ulcer pixels. Full pixel-level metrics are reported, not accuracy alone. Probability maps are examined to show where the model fails.

Design/methodology/approach – Photographs and masks came from the Medetec-based wound segmentation collection, pre-split into training and test sets. Images were resized to 256×256 and scaled to $[0, 1]$. The U-Net has skip connections and 31 million parameters. Training used a Tversky loss ($\alpha = 0.3$, $\beta = 0.7$), the Adam optimiser and early stopping, without augmentation or a validation set. Pixel-level accuracy, precision, recall, F1, ROC AUC and average precision were computed on the test set.

Findings – Accuracy was 99.08%, precision 69.77%, recall 54.76% and F1 61.36%. ROC AUC was 0.86 and average precision 0.31. Ulcer pixels are only about 1.5% of all pixels, so accuracy is misleading. Precision exceeded recall, as the loss weighting favours precision. Probability maps concentrated around toe, ankle and heel ulcers. They were diffuse, however, and the model missed much of the ulcer area.

Research limitations – Only one dataset was used, without external validation. No validation set was held out, and no augmentation was applied. Patient-level separation between sets was not verified. The qualitative assessment used four images. Inference time and comparisons with other methods were not assessed, so the results are preliminary

Originality/value – The value lies in a transparent, reproducible baseline, not a new architecture. It reports precision, recall, F1, ROC AUC and average precision together. It quantifies how class imbalance inflates accuracy. It links diffuse maps and low recall to the loss weighting. It identifies the Tversky weights and threshold as levers for improving recall. Unsupported clinical claims are stated plainly.

Keywords: Diabetic Foot Ulcer, Convolutional Neural Networks, Deep Learning, Medical Image Processing, Early Diagnosis

SafeVision AI: A Conceptual Framework of an Edge-AI Voice-Guided Navigation System for Visually Impaired Emergency Evacuation

| Penta Eva Tri Buwana¹, I Wayan Jepriana², Ria Ripardi Wahyu Lestari³

^{1, 2, 3}Sekolah Tinggi Multi Media "MMTC" Yogyakarta,

Abstract

Background – Conventional emergency evacuation systems in public buildings predominantly rely on visual signage, leaving blind and low-vision individuals highly vulnerable to delayed navigation and injury during critical disaster scenarios.

Purpose – This study aims to propose and conceptualize SafeVision AI, a hardware-light system architecture designed to provide real-time, adaptive voice-guided evacuation navigation for visually impaired users using a camera-only smartphone approach.

Design/methodology/approach – Adopting a Human-Centered Design (HCD) approach aligned with ISO 9241-210 and Sendai Framework inclusion principles, this conceptual paper models a four-stage system workflow: ambient image acquisition via smartphone camera, on-device Edge AI vision processing for dynamic hazard detection, optimal route recommendation using dynamic building map data, and step-by-step adaptive audio feedback delivery.

Findings – The proposed architectural framework demonstrates how Edge AI computer vision can eliminate dependency on expensive building-side hardware (e.g., BLE beacons or physical sensors) while maintaining operational capability during network outages. The conceptual design outlines a structured voice guidance protocol capable of translating visual indoor obstacles, crowd density, and emergency exit paths into sequential verbal instructions.

Research limitations – This paper presents a conceptual system architecture and proposed validation protocol; empirical performance benchmarks (e.g., detection accuracy, latency) and field usability testing with visually impaired participants are reserved for future implementation phases.

Originality/value – This research bridges the policy-to-practice gap in disability-inclusive disaster management by operationalizing a practical, cost-effective, and highly scalable Edge-AI vision framework tailored specifically for non-visual indoor emergency navigation.

Keywords: digital accessibility, edge AI, emergency evacuation, assistive technology, indoor navigation

Design and User Evaluation of a Visual-Based Educational Game for Indonesian Cultural Heritage on Android: The Case of 'Tebak Gambar Nusantara'

| Senopati¹, Sigit Winarso², RM Joko Priono³
^{1, 2, 3}STMM

Abstract

Background – Digital games can support learning by integrating educational content with interaction, feedback, and meaningful visual representation. In Indonesia, educational games provide opportunities to introduce cultural heritage through engaging digital experiences, particularly for younger users. This study presents “Tebak Gambar Nusantara,” an Android-based visual educational game designed to introduce Indonesian cultural heritage through image-based identification and interactive gameplay.

Purpose – This study aims to design, develop, and evaluate “Tebak Gambar Nusantara” as an educational game for introducing Indonesian cultural heritage. The evaluation focuses on users’ perceptions of visual design, educational value, gameplay and interaction, and overall user experience (UX).

Design/methodology/approach – The game covers three cultural categories—traditional musical instruments, traditional houses, and traditional weapons—with 30 cultural objects. Its design incorporates flat-design illustrations, a controlled bright color palette, culturally themed environments, multiple-choice questions, a 60-second timer, a lives system, and an informational library. Development followed pre-production, production, and post-production stages, followed by functional and user testing. Thirty respondents participated, comprising children aged 6–15 years as the primary target users and adults aged 20–30 years as supporting users. A five-point Likert questionnaire with 13 indicators assessed four evaluation dimensions.

Findings – The results show mean scores of 4.70 for visual design, 4.70 for educational perception, 4.22 for gameplay and interaction, and 4.50 for UX, resulting in an overall mean of approximately 4.54. Additionally, 73.3% of respondents expressed interest in replaying the game, while 73.3% indicated willingness to recommend it. The findings demonstrate strong user acceptance, particularly regarding the game’s visual and informational aspects. However, challenge balance, long-session comfort, audio settings, interface refinement, and content variety require further improvement.

Research limitations – The study involved only 30 respondents and did not employ a pre-test/post-test or control-group design. Therefore, the findings represent perceived educational usefulness and user acceptance rather than causal evidence of measurable learning gains or long-term cultural knowledge retention.

Originality/value – This study demonstrates how visual identification, culturally contextualized game environments, and supporting cultural information can be integrated into a mobile educational game for Indonesian cultural heritage. It also provides user-evaluation evidence that can inform the further development of culturally oriented game-based learning applications.

Keywords: Educational game; cultural heritage; Indonesia; Android; visual learning; game-based learning; user experience

Understanding What Models Learn from Sarcasm: An Explainable AI Analysis of Linguistic Patterns and Classification Failures in Transformer-Based Sarcasm Detection

| Juniana Husna¹, Ahmad Abuzar Al Hamdani², Margareth Dyah AW³
^{1, 2, 3}STMM

Abstract

Background – Sarcasm is difficult to classify because its intended meaning may differ from its literal wording. Performance metrics show how often a model is correct but provide limited insight into the text segments associated with its predictions and errors.

Purpose – This study compares transformer-based sarcasm classifiers and examines whether explainability methods help identify text segments that influence their predictions.

Design/methodology/approach – BERT, BERTweet, and RoBERTa were fine-tuned on the English iSarcasmEval dataset and evaluated on a held-out test set of 1,400 texts, including 200 sarcastic texts. Performance was measured across three training seeds. For the baseline run, 40 examples per prediction outcome were sampled for each model. SHAP explanations, linguistic cue counts, and phrase-removal checks with comparison segments were used to examine correct and incorrect predictions.

Findings – BERTweet achieved the highest mean F1 score for the sarcastic class across three seeds (0.467 ± 0.011), followed by RoBERTa (0.398 ± 0.007) and BERT (0.329 ± 0.002). Among correctly identified sarcastic texts in the SHAP sample, removing the segment with the highest positive attribution reduced predicted sarcasm probability more than removing comparison segments across all three models. The effects of specific linguistic cues varied by model and prediction outcome; several cue categories contained only a few examples.

Research limitations – The study uses one English dataset. Its cue categories rely on predefined rules, while SHAP and phrase removal provide diagnostic evidence rather than proof of how sarcasm is understood. Independent human assessment of the explanations remains pending.

Originality/value – The study combines multi-seed evaluation with outcome-specific explanations and comparison-based phrase removal to examine both classifier performance and the evidence behind individual predictions.

Keywords: Sarcasm detection; Explainable AI; SHAP; BERTweet; transformer models; linguistic cues.

Enhancing Enterprise Public Information Systems Through AI-Driven User Interface Optimization: A Case Study of Perum Jasa Tirta

| Muhammad Faiz Nurrosyadi¹, Rahmat Rian Hidayat², Arum Marwati³, I Wayan Jepriana⁴, Penta Eva Tri Buwana⁵

^{1, 2, 3, 4, 5} Sekolah Tinggi Multi Media

Abstract

Background – State-owned enterprises increasingly digitize services, making User Interface (UI) quality critical for public information access, yet platforms like Perum Jasa Tirta 1 face low engagement compared to other entities.

Purpose – This study evaluates the current website of Perum Jasa Tirta 1 to identify usability weaknesses and proposes an intelligent solution to improve public interaction.

Design/methodology/approach – A qualitative descriptive method was utilized, combining direct website observation with semi-structured, in-depth interviews involving web developers, internal employees, and external public users.

Findings – While the website demonstrates strong visual consistency, it suffers from significant usability flaws, including mobile navigation overlaps (Z-index issues) and high cognitive load due to a lack of data-saving or predictive input features in forms.

Research limitations – The evaluation is constrained to a specific state-owned enterprise website and relies on a preliminary user perception survey of 23 respondents.

Originality/value – The paper introduces a novel strategic framework proposing an AI-Enhanced Adaptive Interface Layer, which incorporates Natural Language Processing (NLP) for intent-based navigation and client-side machine learning for intelligent form completion.

Keywords: User Interface, Theo Mandel, Enterprise Systems, AI Optimization, Perum Jasa Tirta 1

The Transformation and Ethics of Artificial Intelligence Use in Producing Illustrative Images for News Visualization at Tribun Jateng

| Diyah Ayu Karunianingsih¹, Edit Rusnita², Ria Ripardi Wahyu Lestari³, Djenar Cheysha Tafana⁴

^{1, 2, 3, 4}Sekolah Tinggi Multi Media

Abstract

Background – The use of generative Artificial Intelligence (AI) is emerging in news illustration production as part of digital journalistic transformation. At Tribun Jateng, AI-based illustration images remain limited to Instagram and TikTok without clear AI disclosure, despite Press Council Regulation No. 1/PERATURAN-DP/I/2025 requiring transparency when AI significantly contributes to journalistic works, revealing a gap between AI-based visualization practices and journalistic transparency.

Purpose – This study aims to analyze the transformation and workflow in the use of AI for news illustration visualization, formulate ethical guidelines, and Standard Operating Procedures (SOPs) for the use of AI in illustrating images for news visualization at Tribun Jateng.

Design/methodology/approach – This study employs a qualitative approach with a case study design to examine the transformation and ethical use of AI in news illustration visualization at Tribun Jateng. The study focuses on AI-based illustrations published through Tribun Jateng's Instagram and TikTok platforms. Data were collected through in-depth interviews with the editor in chief and digital manager, as well as observations of AI-based news illustrations, production workflows, policies, ethical guidelines, and SOPs related to AI use. The data were subsequently analyzed using thematic analysis.

Findings – Findings indicate that Tribun Jateng has utilized generative AI in news production since 2025, covering editing, illustration creation, and voice overs. AI generated illustrations are used exclusively on Instagram and TikTok, yet there is no clear disclosure stating that images were created using AI in every post, as required by Press Council guidelines. Tribun Jateng lacks official guidelines or SOPs regarding AI usage in news; this has led to inconsistencies in application and visual inaccuracies that could distort news representation and raise ethical concerns.

Research limitations – This study is limited to Tribun Jateng as the research object, specifically its online news portal, Instagram, and TikTok with a focus on the use of AI in producing illustrative images for news visualization.

Originality/value – This study examines AI-generated news illustrations as a transformation of journalism, linking visual production with ethical and procedural considerations. It identifies gaps in ethical transparency, procedural standardization, and human resource competencies, translating these gaps into practical recommendations for ethical guidelines and SOPs for responsible AI use in news visualization.

Keywords: Artificial Intelligence, Ethics, Illustrative Images, News, SOP

Driving Employer of Choice Status Through AI-Centric Employer Branding: A Multilevel Analysis Using Cluster-Robust Structural Equation Modeling

| Irsanti Hasyim¹, Arne Vanderstucken², Agus Gunawan³, Jol Stoffers⁴

^{1, 2, 4}Faculty of Management, Open Universiteit of the Netherlands, ³Universitas Katolik Parahyangan

Abstract

Background – To signal innovation and attract top talent, organizations increasingly publicize Artificial Intelligence (AI) implementation in recruitment. However, how prospective applicants evaluate these technological claims in live labor markets remains empirically ambiguous due to single-source common method bias and limited cross-level research.

Purpose – This study investigates whether objective firm-level AI signaling directly influences individual candidate Employer of Choice (EOC) status through Perceived Employer Brand (PEB), while examining the moderating boundary condition of Person–Organization (P–O) Value Fit.

Design/methodology/approach – We conducted an observational cross-level field study combining objective firm-level AI metrics from $K = 6$ corporate clusters (representing distinct market adoption profiles) with survey data from prospective job seekers ($N = 1,431$). AI implementation was operationalized via an objective formative composite index (keyword density, signal prominence, framing sophistication). Hypotheses were tested using Cluster-Robust Structural Equation Modeling (CR-SEM) with Huber-White standard error adjustments to account for within-cluster error correlations. A supplementary Fixed-Effects OLS regression was specified to verify whether individual-level paths remain invariant when firm-level main effects are absorbed by cluster fixed effects.

Findings – The CR-SEM exhibited satisfactory model fit ($X^2/df = 2.41=2.41$, CFI=.968, TLI=.959, RMSEA=.031, SRMR=.028). Cross-level empirical tests failed to support all hypothesized effects: objective AI adoption showed no direct effect on PEB (H1: $\beta = -0.173$, $SE = 0.319$, $p = .588$) or EOC status (H2: $\beta = -0.031$, $SE = 0.179$, $p = .861$). Consequently, PEB did not mediate the cross-level relationship (H3: $\beta = -0.186$, $p = .581$), and P–O Fit did not moderate the indirect path (H4: $\beta = -0.002$, $p = .843$). Conversely, individual-level PEB ($\beta = 0.496$, $p = .029$) and P–O Fit ($\beta = 0.561$, $p < .001$) operated as potent direct antecedents, jointly explaining 56.8% of total EOC variance ($R^2 = .568$), a pattern that remained invariant under fixed-effects controls.

Research limitations – The findings temper optimistic signaling assumptions by demonstrating that surface-level AI technological claims cannot substitute for established brand equity or value fit in real-world recruitment settings.

Originality/value – Observational field data across $K = 6$ clusters cannot fully isolate corporate confounders such as prior brand reputation. Future research should employ controlled randomized vignette experiments to manipulate specific signal attributes while holding firm backgrounds constant.

Keywords: Artificial Intelligence (AI), Employer Branding, Employer of Choice (EOC), Person-Organization Fit, Sequential Multi-Method Design

Track: Data Analytic



Identifying Surface and Deep Learning Approach Characteristics for Representing Interaction Behavior in Educational Games

| Dwi Setiawan¹, Siti Asiatun²
^{1,2}Sekolah Tinggi Multimedia Yogyakarta

Abstract

Background – Digital learning environments and educational games generate interaction traces that inform how learners engage with learning tasks. However, interaction data alone do not directly explain the underlying learning approach. Student Approaches to Learning (SAL) distinguishes surface and deep approaches based on differences in learners' motives, strategies, and ways of processing information. A conceptual link between these characteristics and observable interaction behavior is therefore needed before interaction data can be analyzed computationally.

Purpose – The study contributes a theory-driven conceptual bridge between Student Approaches to Learning and Game Learning Analytics by mapping learning approach characteristics to observable interaction behavior and potential computational representations. This provides a foundation for empirical feature validation, behavioral profiling, and computational modeling of learning-oriented interaction in educational games.

Design/methodology/approach – A scoping review with a theory-driven conceptual synthesis approach is used. Relevant literature on Student Approaches to Learning, surface and deep approaches, digital learning interaction, learning analytics, and game learning analytics is identified and analyzed following PRISMA-ScR principles. Of 592 unique records identified, 58 met the inclusion criteria and were carried into the synthesis. Reported characteristics are extracted, compared, and synthesized, then conceptually mapped to observable behaviors and potential interaction representations in educational games.

Findings – The synthesis identifies recurring characteristics associated with surface approaches, including reproduction, memorization, minimum-effort orientation, and limited integration of ideas, while deep approaches are associated with meaning seeking, relating ideas, integration, critical evaluation, and reflection. These characteristics support identifying observable interaction behaviors such as repeated action patterns, exploration, information access, response to feedback, and strategy changes. However, individual features cannot be treated as direct or deterministic indicators of either approach.

Research limitations – The interaction representations proposed here are drawn conceptually from the literature and have not yet been empirically validated against player telemetry. Testing with real interaction data from educational games is still required to confirm their validity and predictive capability.

Originality/value – The study contributes a theory-driven conceptual bridge between Student Approaches to Learning and Game Learning Analytics by mapping learning approach characteristics to observable interaction behavior and potential computational representations. This provides a foundation for empirical feature validation, behavioral profiling, and computational modeling of learning-oriented interaction in educational games.

Keywords: Student Approaches to Learning, Surface Approach, Deep Approach, Game Learning Analytics, Interaction Behavior

Track: Digital-based Public Communication



From Language Access To Inclusive Communication: A Multimodal Linguistic-Semiotic Approach To Disability-Inclusive Public Services (A Qualitative Multiple-Case Study Of Government and Corporate Public Service Communication In Indonesia)

| Ardian Utomo¹, Eka Desy Asgawanti²

¹Sekolah Tinggi Multi Media 'MMTC' Yogyakarta, ²Politeknik Negeri Media Kreatif

Abstract

Background – Access to public services requires not only physical facilities but also accessible communication. Persons with disabilities may face barriers when services rely on conventional verbal, written, or digital modes that do not accommodate diverse communication needs. However, research integrating linguistic, semiotic, and multimodal perspectives remains limited, particularly in Indonesia only

Purpose – his study examines how linguistic and semiotic resources are used to promote disability-inclusive communication across government and corporate public services in Indonesia, focusing on how communication practices respond to diverse needs and enable equitable access and participation

Design/methodology/approach – The study employed a qualitative multiple-case study design involving four public service institutions. Data were collected through multimodal linguistic-semiotic analysis, observations of service interactions, and semi-structured interviews with 12 persons with disabilities and 8 public service providers. The analysis examined service interactions, informational materials, signage, digital communication, and other relevant multimodal resources. Data were analyzed thematically using NVivo to facilitate data organization, coding, categorization, and theme development, drawing on communication access, multimodality, and disability-inclusive communication, complemented by Communication Accommodation Theory

Findings – The findings show that communication accessibility is shaped by the integration of linguistic, semiotic, and multimodal resources. Accessible communication depends on complementary verbal, written, visual, symbolic, and digital modes, while barriers emerge when providers fail to adapt communication to diverse needs. For example, a service interaction became more accessible when spoken instructions were supplemented with written guidance and visual cues for a user with hearing-related communication needs. Accessibility is therefore constructed through interaction, negotiation, and adaptation rather than through facilities alone. Based on these findings, the study develops a Multimodal Linguistic-Semiotic Framework for Disability-Inclusive Public Service Communication

Research limitations – As a qualitative multiple-case study, the findings are context-specific and not statistically generalizable. Further research should test the framework across different sectors, disability groups, and digital platforms

Originality/value – This study integrates linguistic, semiotic, multimodal, interactional, and organizational perspectives, framing accessibility as an inclusive process of meaning-making and participation rather than merely providing communication facilities

Keywords: Disability-Inclusive Communication, Language Access, Linguistic Accessibility, Multimodality, Public Service Communication

An Integrative Public Relations Communication Model for Enhancing Digital Media Literacy: A Case Study of the Semarang City Communication, Informatics, Statistics and Encryption Office

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^{1, 2, 3, 4} Sekolah Tinggi Multi Media Yogyakarta

Abstract

Background – The increasing significance of digital media literacy calls for government communication to shift from one-way information delivery toward more dialogic, participatory, and empowering public relations practices

Purpose – This study explores the public relations communication practices of the Semarang City Communication, Informatics, Statistics and Encryption Office in strengthening community digital media literacy, particularly through two-way symmetrical communication, participation, and empowerment

Design/methodology/approach – This study adopted an exploratory qualitative case study approach involving six purposively selected informants: three representing the public relations and communication functions of the Semarang City Communication, Informatics, Statistics and Encryption Office and three community members. Data were gathered through in-depth interviews, observation, and documentation, followed by thematic analysis involving data reduction, data display, and conclusion drawing. Triangulation was used to examine and compare institutional and community perspectives

Findings – The communication practices of the Semarang City Communication, Informatics, Statistics and Encryption Office reflect a combination of communication approaches rather than a single model. One-way communication is used for broad information dissemination, while interactive and transactional forms facilitate questions, feedback, and complaints. Participatory communication is reflected in community engagement through Semarang Digital Kreatif, workshops, and focus group discussions. Community informants also highlighted the importance of practice-oriented face-to-face training for developing digital skills. These findings indicate the need for an integrative model encompassing dissemination, dialogue, feedback, participation, and empowerment. The proposed Integrative Public Relations Communication Model places two-way symmetrical communication as its relational foundation, participatory communication as the basis for community engagement, and empowerment as a pathway to strengthening digital media literacy

Research limitations – The study is constrained by its qualitative case study design, limited number of purposively selected informants, and focus on a single local government institution in Semarang City

Originality/value – This study proposes an Integrative Public Relations Communication Model that shifts government communication from information dissemination toward citizen participation. It integrates two-way symmetrical communication, participatory communication, and empowerment to strengthen community digital media literacy

Keywords: Public Relations Communication, Digital Media Literacy, Two-Way Symmetrical Communication, Participatory Communication, Community Empowerment

Transforming Tourism Public Communication through Digital Media: Information Dissemination Practices at the Department of Tourism, Youth, and Sports, Magelang Regency, Indonesia

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^{1, 2, 3}Sekolah Tinggi Multi Media

Abstract

Background – Digital transformation has changed how tourism authorities disseminate public information and engage audiences through digital platforms. In Magelang Regency, public communication has shifted from conventional dissemination toward networked communication involving multiple actors. However, empirical evidence remains limited on how this shift shapes information dissemination and collaboration within local government tourism communication.

Purpose – This study examines how digital media shape tourism public communication and information dissemination at the Department of Tourism, Youth, and Sports, Magelang Regency, Indonesia.

Design/methodology/approach – This study employed a qualitative case study approach. Data were collected through in-depth interviews with five informants, including tourism communication officers and relevant stakeholders, supported by observations of official social media, websites, and institutional documents. The data were thematically analysed to identify patterns of digital media use, information dissemination, and collaborative communication.

Findings – The findings reveal that digital media has become integral to public communication at the Department of Tourism, Youth, and Sports, Magelang Regency, particularly in disseminating information on tourism programs, services, activities, and events. Communication is managed across multiple digital platforms through structured planning, publication, monitoring, and evaluation supported by social media analytics. Information dissemination relies on internal coordination and external collaboration with community groups, influencers, and media to ensure accuracy, responsiveness, and broader reach. The “Borobudur Moon” event illustrates this approach through data-driven planning, multichannel dissemination via Instagram and the official website, and collaboration with media and community-based digital channels. Overall, the Department’s digital public communication is planned, multichannel, responsive, collaborative, and increasingly data-driven.

Research limitations – This study is limited to tourism public communication and information dissemination through digital media. Future research could employ comparative or mixed-method approaches to assess communication effectiveness, audience engagement, and impacts on tourist decision-making.

Originality/value – The originality lies in revealing the shift from conventional to participatory and collaborative digital tourism communication at the local government level. The study is distinctive because the Department must orchestrate communication with provincial and cross-ministerial government institutions due to Borobudur’s status as a Super Priority Tourism Destination.

Keywords: Communication, Digital Media, Information Dissemination, Tourism, Magelang Regency

Adapting to Media Logic: News Presentation Practices of Alternative Local News Media on Instagram

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^{1, 2, 3}Sekolah Tinggi Multi Media

Abstract

Background – The emergence of social media has transformed the way news is produced, packaged, and distributed. Instagram, in particular, has developed beyond a platform for personal expression and visual content into an important channel for disseminating news and local information. This development has also encouraged the growth of alternative local news media that operate outside conventional newsroom structures. However, the ways in which these media adapt journalistic content to the characteristics of social media platforms remain insufficiently explored, particularly in the context of local news in Indonesia.

Purpose – This study aims to examine how media logic is reflected in the presentation of news by alternative local news media on Instagram.

Design/methodology/approach – This study employs a qualitative approach using content analysis. Data consist of Instagram posts published by four alternative local news media accounts @merapi_uncover, @jogjaku, @magelang, and @aslisemarang. Contents are selected purposively based on their relevance to the study objectives. Analysis focuses on textual and visual elements of the posts, including headlines, captions, images or videos, information organization, emphasis, and platform-specific presentation formats. Findings are interpreted through the perspective of media logic concept.

Findings – Preliminary observations are expected to reveal how alternative local news media adapt the organization and presentation of news to Instagram's visual and platform specific environment, including the use of concise textual narratives, prominent visual elements, immediacy oriented presentation, and distinctive platform formats. Analysis will further examine how these adaptations shape the presentation of local events as news.

Research limitations – This study is limited to publicly accessible Instagram content from four selected alternative local news media accounts and does not examine the internal editorial processes of the media organizations or audience engagement. Data were selected purposively based on their relevance to the study objectives; therefore, the findings cannot be generalized to all alternative local news media.

Originality/value – This study contributes to the growing discussion of alternative and digital journalism by applying the perspective of media logic to local news practices on Instagram. Rather than treating social media merely as a distribution channel, the study examines how the characteristics and formats of the platform become incorporated into the presentation of journalistic content.

Keywords: media logic, alternative media, local news, content analysis, digital journalism

Public Relations Strategies for Strengthening the Institutional Image of the Special Region of Yogyakarta Police

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^{1, 2, 3}Sekolah Tinggi Multi Media

Abstract

Background – Public trust is critical for police institutions facing growing demands for transparent, responsive, and accessible communication. Although police public relations and social media have been studied, limited attention has addressed how digital communication is integrated with broader public relations strategies at the regional police level. The Special Region of Yogyakarta Police incorporates digital platforms into public communication through social media, online media, its website, live streaming, and podcasts.

Purpose – This study analyzes the public relations strategies of the Special Region of Yogyakarta Police in strengthening institutional image, with particular attention to digital-based public communication.

Design/methodology/approach – This descriptive qualitative study used in-depth interviews with three purposively selected informants from the Special Region of Yogyakarta Police Public Relations, supported by non-participant observation and documentation. The informants represented public information, multimedia and digital communication, and administrative functions. Data were analyzed through reduction, presentation, and conclusion drawing, with source and technique triangulation. The analytical framework examined six public relations strategies: social media use, event sponsorship, media relations, advocacy campaigns, briefing activities, and strategic partnerships.

Findings – The findings identify six interrelated public relations strategies: social media management, event sponsorship, media relations, advocacy campaigns, briefing activities, and strategic partnerships. Digital communication occupies a central operational role by connecting several of these strategies. The Special Region of Yogyakarta Police uses Instagram, X, Facebook, TikTok, YouTube, and its official website to disseminate information rapidly, monitor emerging issues, clarify misinformation, publish humanistic and service-oriented content, and facilitate two-way interaction with the public. Digital communication is further supported by online news dissemination, live streaming, Police Podcast, digital educational campaigns, and coordinated information distribution with media and government partners. These practices strengthen transparency, responsiveness, information reach, and consistency, contributing to an institutional image characterized by professionalism, openness, humanism, and responsiveness.

Research limitations – The study reflects the institutional perspective of the Special Region of Yogyakarta Police Public Relations and does not quantitatively measure public perceptions or digital engagement outcomes.

Originality/value – This study shows how digital-based public communication functions as an integrating mechanism across multiple public relations strategies, providing empirical insight into digital communication for police institutional image management in Indonesia.

Keywords: Digital-based Public Communication, Public Relations Strategy, Institutional Image; The Special Region of Yogyakarta Police

Track: Digital Literacy



Role-Playing Card Game for Engineering Education: A Review

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^{1, 2, 3}Sekolah Tinggi Multi Media

Abstract

Background – Engineering and science concepts are frequently complex for novices to comprehend. An analog game-based learning approach offers a solution to facilitate understanding through gadget-free physical interaction, while simultaneously simulating real-world roles.

Purpose – This systematic literature review aims to investigate the application of role-playing card games for science and engineering education.

Design/methodology/approach – Utilizing the PRISMA 2020 protocol, a search was conducted within the Scopus database. Following abstract screening and full-text eligibility assessment, six peer-reviewed papers were retained for synthesis. Data extraction focused on three primary aspects: game mechanics, role-play elements, and effectiveness evaluation methods.

Findings – The six reviewed games span domains such as energy literacy, artificial intelligence, software engineering, and cybersecurity. Game mechanics cluster into three categories: social deduction with hidden-identity roles, adversarial gameplay with opposing attacker–defender roles, and professional-persona role rotation simulating industry workflows. Effectiveness was evaluated through both quantitative measures, including pre-test/post-test comparisons showing improved knowledge retention, and qualitative methods such as focus group discussions and interviews, which revealed that role-play fosters peer learning and constructivist reasoning. These patterns indicate that role-play mechanics translate abstract technical concepts into applied, socially negotiated problem-solving.

Research limitations – However, this review has limitations due to the small number of reviewed papers retrieved from a single database (Scopus), which may constrain the generalizability of the findings.

Originality/value – While prior reviews have examined digital game-based learning broadly in engineering and science education, none has specifically synthesized role-play mechanics in card games for engineering and science education. This review fills that gap by offering educators and game designers a mechanics-based framework: social deduction, adversarial, and professional-persona, for developing role-play card games.

Keywords: Game-based learning, Card Game, Serious Game

Stigma, Anonymity, and Alter Identities: A Comparison of Online Atheist Communities in Indonesia and Malaysia

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Abstract

Background – Atheism remains a highly stigmatized identity across Southeast Asia's two largest Muslim-majority nations, yet the digital strategies through which nonbelievers navigate this stigma have received limited comparative attentions.

Purpose – This study examines how members of online atheist communities in Indonesia and Malaysia employ anonymity and alter-identity practices on Facebook to manage stigma, and identifies the socio-legal and digital-cultural factors that shape divergences between the two context.

Design/methodology/approach – Adopting a qualitative, netnographic approach, the study analysed publicly accessible posts, comments, and visual content from prominent Indonesian and Malaysian Facebook atheist communities, interpreting patterns of self-presentation, pseudonymity, and identity concealment through concealable-stigmatized-identity and social identity theoretical lense..

Findings – Findings reveal that Malaysian communities favour institutionalized, brand-like pseudonymous personas and vetted closed-group access, reflecting anticipatory adaptation to a dual civil–Sharia legal system in which apostasy from Islam carries direct judicial consequence. Indonesian communities, by contrast, rely on administrator-mediated anonymous posting and playful, informally pseudonymous handles, reflecting a diffuse rather than codified stigma regime rooted in social ridicule and an ambiguous blasphemy framework. Both communities nonetheless share a reliance on collective, semi-anonymous participation as a mechanism of in-group identity affirmation rather than purely defensive concealment. These findings extend stigma-management and social identity theory by demonstrating that anonymity serves dual protective and identity-constitutive functions calibrated to jurisdiction-specific risk. The study contributes a nuanced, comparative account that resists treating Muslim-majority Southeast Asia as a uniform digital-religious risk landscape, with implications for platform design, content moderation policy, and future comparative research on religious minority communities online.,

Research limitations – Because the study relied on publicly accessible Facebook content, the analysis cannot fully capture participants' private motivations, subjective experiences, or offline consequences associated with anonymity and identity concealment..

Originality/value – This article makes an original contribution to communication, media, and cultural studies by comparatively examining online atheist communities in Indonesia and Malaysia, challenging the tendency to treat Muslim-majority Southeast Asia as a uniform digital-religious risk environment. By showing that similar religious-majority contexts produce distinct anonymity practices, the study highlights how intra-regional socio-legal differences shape digital identity management.

Keywords: atheism, stigma, anonymity, alter identity, Facebook

Track: Animation



Strategy for Adapting Culture into Animation Media: A Study at Dipadira Studio

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Abstract

Background – The growing Indonesian animation industry requires strong visual and narrative identities to compete globally. While local culture offers rich potential for inspiration, the processes of adapting it into animation remain under-documented in academic literature. This research addresses that gap by analyzing how cultural elements are selected, processed, and translated through creative production workflows.

Purpose – This study aims to analyze strategies for adapting culture to the medium, and examine the creative and technical considerations involved in the process. Furthermore, it seeks to document cultural adaptation practices to serve as a reference for the development of both animation education and the industry itself.

Design/methodology/approach – The research employs a qualitative approach using a case study method at Dipadira Studio, Yogyakarta. Data collection was conducted through observation of the production process, interviews with the creative and production teams, and a review of documentation regarding visual materials and relevant work processes.

Findings – The process of adapting local culture for animation media at Dipadira Studio was carried out through approaches involving contextual transformation and visual storytelling. Research findings indicate that the adaptation strategy did not simply adopt existing folklore wholesale; instead, it repackaged local cultural elements into new components within the adventure narrative, symbol system, and character visual designs. Cultural integration focused on three key areas Narrative and Script Development, Visual Transformation and Character Design, Industry Work Practices.

Research limitations – This study is limited to a single case study at Dipadira Studio Yogyakarta, focusing on pre-production and production materials for the trailer KWARTET: Gupala the Guardian of Senjokolo. It examines studio-level adaptation strategies rather than aesthetic depth, audience response, marketing, or distribution. Future research could expand to cross-studio comparisons, audience reception, and tech-driven production workflows.

Originality/value – This study offers originality by shifting focus from final-product semiotic analysis to the real-world creative and decision-making processes within a professional studio. Its core value lies in providing a practical model for integrating local wisdom into the animation pipeline, serving both creative industry practitioners and vocational curricula (Pre-production, Scriptwriting, and Character Design).

Keywords: Animation, Cultural Adaptation, Adaptation Strategy

The Interference Patterns of AI in Animators' Creative Decision-Making During Character Design

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Abstract

Background – Generative AI is rapidly transforming character design, yet maintaining anatomical accuracy and visual style consistency across multiple viewing angles remains challenging. Human intervention remains crucial to control quality and preserve creative intent.

Purpose – This study analyzes AI interference patterns in animators' creative decision-making by integrating Custom LoRA training and the Qwen model within a ComfyUI ecosystem.

Design/methodology/approach – This study adopts a qualitative, practice-based research design grounded in the Human-AI Creative Decision Loop framework to examine animators' cognitive dynamics during 2D character design. Using 119 manual character sketches, a custom LoRA model (safetensors) was trained in ComfyUI and combined with the Qwen model to generate multi-angle poses and expressions. Qualitative evaluation analyzed how animators navigated three decision pathways: Option A (Full Output direct use), Option B (Hybrid manual tracing/rotoscoping), and Option C (Rejection).

Findings – Findings reveal distinct decision dynamics across the pathways. Custom LoRA and Qwen model integration significantly accelerated character sheet generation while preserving style consistency. Direct acceptance (Option A) was rare and limited to static poses due to minor anatomical drift. Option B (Hybrid) was the primary choice, where animators used AI outputs as underlays for manual tracing and rotoscoping, balancing AI efficiency with precise dynamic pose control. Rejection (Option C) occurred when prompt/seed edits failed to fix foreshortening or facial inconsistencies, prompting parameter readjustments. Iterative human evaluation proved indispensable, showing AI functions as an adaptive co-creator rather than an autonomous replacement.

Research limitations – This study is limited to testing a single character style using 119 visual samples within a local ComfyUI environment.

Originality/value – This paper formulates a structured human-AI interference framework, offering practical guidance for creative decision-making in digital animation pipelines.

Keywords: AI Interference Pattern, Character Design, Creative Decision, Custom LoRA, ComfyUI

Evaluating Artificial Intelligence Adoption in Animated Film Production: An Empirical Study of Manimonki Studio Surakarta

| Atmaja Septa Miyosa¹, Selvi Faristasari², Fatikha Akfini Anantaputri³

^{1, 2, 3}Sekolah Tinggi Multi Media

Abstract

Background – This study synthesizes the disruptive emergence of AI tools in animation alongside the gap in empirical understandings of how regional independent studios integrate these technologies without sacrificing artistic identity.

Purpose – This study investigates the operationalization of AI tools across pre-production, production, and post-production phases at Manimonki Studio Surakarta.

Design/methodology/approach – This study employs a qualitative single-case study approach, conducting interviews with key supervisors, such as the 3D Artistic Supervisor and 3D Generalist Supervisor, to examine how generative AI tools (Kling AI, Claude AI, ChatGPT, Gemini, and After Effects compositing) are leveraged in production. To analyze the data, it utilizes a horizontal comparative thematic analysis method to identify and contrast patterns, workflows, and adaptations across different pipeline stages.

Findings – The studio operates a hybrid workflow in which AI functions as a smart assistant rather than a replacement for human labour. Rather than reducing staff, the technology expands the studio's capacity to accept concurrent projects. Concrete gains emerge in two areas: the generation of visual backgrounds, which shortens render times at the asset stage, and the use of compositing to absorb client revision loops without re-rendering entire sequences. Artistic supervisors retain final judgement over every AI-generated element, a control point the studio treats as essential to preserving its visual signature.

Research limitations – This study is bounded by a single-case design at Manimonki Studio Surakarta, so its findings are analytically rather than statistically generalisable. Future research can build upon these boundaries by expanding to multi-studio comparative analyses across long-form animated features and standardized enterprise pipelines.

Originality/value – This study addresses a key literature gap by delivering first-hand empirical evidence on hybrid AI adoption within Southeast Asian independent creative industries, thereby transitioning a largely speculative discourse into grounded scholarly analysis.

Keywords: Artificial Intelligence, Animation, Workflow Efficiency, Production Pipeline, Animation Studio

Generative AI-Based Animated Video Development for Early Childhood Education: An Adaptive MDLC Study

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^{1, 2, 3}Sekolah Tinggi Multi Media "MMTC" Yogyakarta,

Abstract

Background – Early childhood education (PAUD) increasingly serves Generation Alpha learners who process information visually and respond strongly to digital media, yet conventional teaching methods often fail to sustain engagement. Generative Artificial Intelligence (Gen-AI) offers an efficient alternative for producing learning media, but unsupervised use risks reducing classroom social interaction, motivating a systematic Gen-AI-MDLC workflow that balances technical efficiency with social interaction in line with Core Competency 2 (KI-2) of the PAUD curriculum.

Purpose – This study aims to document the development workflow of a Gen-AI-based animated learning video for early childhood education using the Multimedia Development Life Cycle (MDLC), from needs analysis through prototype production.

Design/methodology/approach – A qualitative descriptive R&D approach adapted the MDLC stages of Concept, Design, Material Collecting, Assembly, Testing, and Distribution within a self-study design, with the researcher as sole developer. Needs-analysis data were collected via a structured interview with a PAUD teacher and observation of 17 students at TPA Mutiara Qurani, Sleman, Yogyakarta, then analyzed descriptively to inform script, character, and background design.

Findings – Needs analysis showed students sustain attention on instructional video for about ten minutes, prefer cartoon human and animal characters with bright colors, and respond well to teacher-facilitated interactive pauses; character education—responsibility and empathy—was identified as the priority topic. These findings informed the Design phase, yielding a ten-scene script, three original characters (Lili, Bimo, and Kiko), and two backgrounds produced with Gen-AI tools (ChatGPT, Dreamina, Suno, ElevenLabs). Script, character, and clip drafts were iteratively reviewed with TPA Mutiara Qurani practitioners, prompting revisions such as culturally appropriate costuming and added interactive dialogue.

Research limitations – As a single-subject self-study confined to one research site, generalization is limited. The Testing phase, using the study's expert-validation instrument, was not yet completed at abstract submission and will be reported in a follow-up publication.

Originality/value – Unlike prior Gen-AI-MDLC implementations that prioritize production speed alone, this study contributes a documented workflow positioning Gen-AI as a pedagogical scaffold for teacher-child interaction aligned with KI-2, iteratively refined with field practitioners and offering a replicable model for PAUD teachers and pre-service educators.

Keywords: Generative Artificial Intelligence, Animation, MDLC, Early Childhood Education, Character Education

Reconfiguring Animation Production Management through AI Assistance: A Case Study of Ray Animate Studio

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^{1, 2, 3, 4, 5} Sekolah Tinggi Multi Media Yogyakarta

Abstract

Background – Animation production has rapidly integrated artificial intelligence, yet scholarly attention has concentrated overwhelmingly on technical and creative dimensions, leaving the managerial consequences of AI adoption largely unexplored. Questions of how AI reshapes oversight, resource distribution, deadline control, and iterative review remain unanswered, creating a significant gap this study seeks to address.

Purpose – This study aims to fill that gap by exploring how AI reshapes essential production management functions—strategic planning, crew scheduling, cross-departmental workflow synchronization, and quality assurance—within an actual studio environment.

Design/methodology/approach – A qualitative, interpretive single-case study was conducted at Ray Animate Studio. Over three months, data were triangulated through semi-structured in-depth interviews with five managers and twelve production staff, systematic review of internal project documents and revision histories, and direct non-participant observation of daily scrums and weekly reviews. Braun and Clarke's six-phase thematic analysis guided the analysis, employing iterative coding, theme development, and member checking to strengthen credibility and confirmability.

Findings – AI emerges not merely as a passive technical instrument but as an active managerial mediator. It fundamentally restructures decision-making authority, redistributes creative and supervisory roles, and precipitates a structural shift from linear, human-dominated sequential pipelines toward fluid, accelerated hybrid AI-human configurations. Empirically, a standard compositing task shrank from 1–2 weeks to just 10 minutes—a reduction in task time of approximately 99.9%. Organizationally, we witness the crystallization of new specializations (AI Workflow Specialists, Prompt Engineers, Lora Trainers) alongside significant role metamorphoses: supervisors evolve from hands-on directors to curatorial validators, while artists expand their remit from pure illustrators to dataset constructors and AI fine-tuners, fundamentally reshaping the studio's operational knowledge.

Research limitations – Because the study is confined to a single studio in one national context, the findings cannot be broadly generalized. Furthermore, the fast-paced obsolescence of AI tools means specific technical conclusions should be treated cautiously and require replication across institutions and over time.

Originality/value – This paper provides an empirically grounded, micro-level cartography of managerial reconfiguration under AI disruption. It offers a novel conceptual framework for hybrid production architectures, delivers pragmatic adoption guidelines that preserve creative sovereignty, and informs talent development strategies by mapping emergent competency clusters critical for future animation studios.

Keywords: Animation Production Management; Managerial Reconfiguration; Hybrid AI-Human Workflow; Qualitative Case Study

Track: Digital Creative



Design and User Evaluation of “The Unseen”: A Psychological Horror Game Using Light Management and Point-and-Click Mechanics

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^{1, 2, 3}Sekolah Tinggi Multi Media

Abstract

Background – Psychological horror games can create tension through atmosphere, uncertainty, limited information, and environmental constraints. The Unseen uses darkness not only as a visual element but also as an integral part of gameplay to create tension and influence player decision-making.

Purpose – This study aims to design and evaluate The Unseen, a point-and-click psychological horror game that creates a fear-of-darkness experience through light management, restricted room access, a sanity system, and environmental threats.

Design/methodology/approach – The development process included concept development, gameplay and mechanics design, level and environment design, implementation using Unity and Blender, testing, and user evaluation. Players must manage candles as light sources while surviving from 12:00 a.m. to 6:00 a.m., maintain their sanity, move strategically between rooms, and respond to entities that may obstruct access. User evaluation involved 21 respondents who played the game and completed a questionnaire assessing mechanics, challenge, visual atmosphere, tension, and overall experience.

Findings – The results show that 100% of respondents gave positive responses regarding the clarity of the game objectives, ease of understanding the candle mechanics, and the visual design in creating a dark and tense atmosphere. Furthermore, 95.2% considered the game challenging, 95.2% agreed that it encouraged strategic thinking, and 90.5% reported that the entities increased tension. Overall, 76.2% rated the game as good or very good.

Research limitations – The evaluation involved only 21 respondents and relied on self-reported perceptions. No standardized psychological measures or experimental comparisons were employed. Therefore, the findings represent player perceptions rather than clinical evidence of nyctophobia.

Originality/value – This study integrates darkness into both visual design and gameplay by connecting candle management, restricted room access, sanity, environmental threats, and strategic decision-making. Light functions as a resource that directly influences player movement, decisions, and progression.

Keywords: Psychological horror; point-and-click; light management; game design; sanity system; player experience.

Model Konseptual Perancangan UX dan Prototipe UI Game Edukatif untuk Literasi Digital Ramah Anak: Studi Literatur Terapan

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Arjuna Destalin⁵

^{1, 2, 3, 4, 5} Sekolah Tinggi Multi Media

Abstract

Background – Digital transformation acceleration increases the risk of negative content exposure, privacy violation, and children addiction. To address this effect, the Government of the Republic of Indonesia issues PP No 17 year 2025 about Governance of Electronic System Operations in Child Protection. However, this protection needs to be disseminated broadly so children understand their safety.

Purpose – This research is aiming to design and develop educational game prototype to raise awareness of child digital literacy in an interactive and fun way.

Design/methodology/approach – This research is implemented in the Applied Literature Study. This method produces a platformer game prototype where the player avoids obstacles and collects items. Once the item is collected it will prompt a question that needs to be answered. The question is basic knowledge about PP Tunas.

Findings – This prototype is still tested to limited test subjects as a pilot testing. Pilot testing is conducted to limited children age 6, 8, and 10. According to the test subject, the game is quite engaging and every quiz that becomes a quest helps children understand digital safety. Further research requires large-scale testing (user testing) to generalize its effectiveness and evaluate the impact on children's awareness.

Research limitations – Testing of the new prototype involved a limited sample of primary school-aged children (6–10 years old) and has not yet evaluated the impact on the children's long-term memory retention.

Originality/value – This game offers an original contribution as an educational medium in Indonesia by directly integrating the legal compliance aspects of Government Regulation No. 17 year 2025 into interactive game, aiming to create a child-friendly digital space.

Keywords: gamification, PP Tunas, child protection, Digital transformation, digital literacy

Track: Media Production



Low-Poly Stylized 3D Characters and Environments for the Wildlife Conservation Simulation Game "Wildguard"

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^{1, 2, 3}Sekolah Tinggi Multi Media

Abstract

Background – Public awareness regarding the importance of wildlife conservation and ecosystem balance in Indonesia still needs serious attention. Environmental crises and threats to local biodiversity highlight the urgent necessity for more innovative educational media.

Purpose – This study aims to create 3D visuals of characters and environments in a low poly stylized style, in an animal conservation simulation game titled Wildguard.

Design/methodology/approach – The method used is Multimedia Development Life Cycle (MDLC) which includes the concept, design, material collection, manufacturing, testing, and distribution stages. The creation process is carried out using some software, including Substance Painter, Blender, Adobe Photoshop, and Unity. Polygon modeling techniques with a low poly stylized approach are applied to produce efficient and lightweight visual assets.

Findings – The game which is created in this study presents players as a conservation area guard who is in charge of protecting wildlife through patrol activities and environmental monitoring. The main focus of the work lies in the creation of visual assets of character and environment that are able to represent conservation areas in a simple but informative way. The characters created in this study consist of two forest guardians' types and eight animals' types. The validation results from 22 respondents show that the majority of players gave positive responses to the visual appearance of the game, ranging from the clarity of objects, visual consistency, to visual ability in conveying animal conservation messages. The performance test results show that the game is able to run stably in the range of 176–207 FPS. Thus, the visuals of the Wildguard game are considered to be able to support the playing experience while conveying educational messages about animal and environmental conservation.

Research limitations – Human and animal characters not mentioned in the Findings section were not created for this project but may be developed in future iterations. The respondent sample size is relatively small, so the validation results is self-reported and non-objective nature.

Originality/value – This paper contributes by offering a new media alternative that can be used to raise public awareness regarding the importance of wildlife conservation and ecosystem balance. This represents serious attention directed toward efforts to conserve wildlife and maintain ecosystem balance in Indonesia.

Keywords: 3D characters, environments, low poly, stylized, wildlife conservation

Human Resource Competencies for Television News Production in the Multiplatform Era

| Siti Sarifah¹, Dwi Setiawan², Edit Rusnita³, Artya Anya⁴

^{1, 2, 3, 4}Sekolah Tinggi Multi Media

Abstract

Background – Digital transformation has reshaped television news production from a linear broadcasting model into a multiplatform media ecosystem, requiring human resources to integrate journalistic, media production, digital, and adaptive competencies across television, web, and social media platforms. The emergence of mobile and data journalism, digital storytelling, audience analytics, and AI has further expanded competency requirements and changed newsroom workflows. However, existing studies often examine these technological and competency changes separately, leaving limited understanding of how diverse competencies are integrated and adapted within television newsrooms operating across multiple platforms

Purpose – This study proposes an integrated competency framework linking current competencies with those required in multiplatform television news production. It identifies competency gaps across journalistic, production, digital, data, audience, multiplatform, and emerging technology domains, providing a basis development for curriculum training-upskilling.

Design/methodology/approach – This qualitative study employed a Systematic Literature Review (SLR) and expert interviews. The SLR synthesized 20 studies on journalistic competencies, digital media production, mobile and data journalism, digital storytelling, audience analytics, and emerging technologies. Findings were contextualized through interviews with 5 journalism and digital media experts. Data were thematically analyzed to formulate a competency development framework for multiplatform television news production.

Findings – The findings indicate that digital transformation has expanded television news competencies from conventional journalistic and production skills toward integrated, cross-functional, and multiplatform competencies. These encompass journalistic and editorial judgment, media production and visual storytelling, digital and mobile production, data and audience literacy, cross-platform content adaptation and distribution, and emerging technologies. Competency development is challenged not only by individual skill limitations but also by changing workflows, organizational readiness, reskilling and upskilling needs, and maintaining accuracy, ethics, and editorial judgment amid technological and audience changes

Research limitations – The study relies on literature evidence, expert, practitioner perspectives and does not quantitatively measure competency levels across the broader television news workforce. Future research should empirically validate the proposed framework through larger-scale studies.

Originality/value – This study proposes an integrated competency framework linking current competencies with those required for multiplatform and technology-driven television news production. It identifies competency gaps across journalistic, production, digital, data, audience, multiplatform, and emerging technology competencies, providing a basis for curriculum development, training, reskilling, and upskilling.

Keywords: Competency Development, Digital Journalism, Human Resource Competencies, Multiplatform Journalism, Television News Production

Changing Media Framing of Unrest in Indonesia A Comparative

Analysis of News Coverage in August 2025 and 2026

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¹Dian Nusantara University, ²Budiluhur University

Abstract

Background – Background News media play an important role in constructing public understandings of protests, conflict, and potential unrest through the selection and representation of issues, actors, causes, and responses. The unrest in Indonesia during August 2025 generated intensive news coverage concerning public grievances, conflict, and state responses. One year later, concerns about renewed unrest emerged in news discourse, although actual escalation did not reach a comparable scale

Purpose – This study examines and compares how Indonesian news media framed unrest during August 2025 and August 2026, focusing on changes in dominant frames, representations of actors and causes, and responses to actual and anticipated unrest.

Design/methodology/approach – This study employs qualitative comparative media content analysis. The data consist of online news articles published by Kompas.com, Tempo.co, Detik.com, CNN Indonesia, and CNBC Indonesia during August 2025 and August 2026, covering protests, unrest, public demands, state actors, and anticipated unrest. Data were analyzed using NVivo through initial coding, categorization, and thematic development based on Entman's four framing elements: problem definition, causal interpretation, moral evaluation, and treatment recommendation.

Findings – The analysis reveals a shift in the framing of unrest across the two periods. In August 2025, news coverage predominantly portrayed unrest as an unfolding conflict and crisis involving protesters, state authorities, government responses, and public grievances. In contrast, coverage in August 2026 more frequently framed unrest as a potential threat requiring anticipation and prevention, with greater emphasis on provocation, disinformation, security, and preventive measures. The comparison indicates a shift from framing unrest as an unfolding event to framing it as a potential risk requiring anticipation and preventive responses.

Research limitations – The study focuses on selected Indonesian online news media and two specific periods, which limits the transferability of the findings to other media platforms and audience contexts. Future research could extend the analysis by incorporating social media data and audience perspectives.

Originality/value – This study contributes a comparative perspective on the transformation of media framing from actual unrest to anticipated unrest. It highlights how media discourse can construct social conflict as a perceived risk requiring preventive responses.

Keywords: Media Framing, News Media, Social Unrest, Protest Discourse, Indonesia

Development of a Locality-Based Multicultural Radio Documentary Production Model for RRI Net Official

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^{1, 2, 3} Sekolah Tinggi Multi Media

Abstract

Background – Documentary programs play a strategic role as a public education medium and a representational space for multicultural societies to reinforce tolerance, inclusiveness, and social cohesion. Within the framework of public broadcasting, RRI Net Official carries a normative mandate to deliver fair and balanced representation. This study is motivated by media research trends that heavily focus on text analysis and representation, while the production model as a mechanism for meaning-making remains understudied, and no production model systematically integrates multicultural values into radio documentary production.

Purpose – This research conducted at RRI Net Official RRI Semarang aims to describe radio documentary production practices and formulate a production model based on multicultural values applicable to digital public broadcasting media.

Design/methodology/approach – This study adopts a qualitative approach within a constructivist-critical paradigm. Data were collected through observation of the production process, in-depth interviews with producers and the editorial team, and textual analysis of documentary audio. Analysis was conducted using Critical Discourse Analysis (CDA) and audio semiotics to examine the relationships between production practices, narrative structures, and the resulting multicultural representation.

Findings – This study yields a radio documentary production model based on multicultural values that systematically integrates inclusivity and diversity into pre-production, production, and post-production workflows, thereby aligning digital broadcasting technicalities with fair and balanced narrative representation

Research limitations – This study focuses on the operational dynamics of RRI Net Official RRI Semarang and digital radio documentary formats. Applying this model to commercial media or non-public broadcasting platforms requires contextual adjustments to different industry dynamics and audience characteristics.

Originality/value – The originality of this study lies in shifting the focus of media research from text representation analysis to formulating a practical production model based on multicultural values tailored for digital public broadcasting media in Indonesia.

Keywords: Radio Documentary, Production Model, a Locality-Based Multicultural

Track: Digital Broadcasting



Implementation of IP Based Technology in Audio-Video Production Networks at Broadcasting Stations

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^{1, 2, 3, 4}Sekolah Tinggi Multi Media

Abstract

Background – The television broadcasting industry is transitioning from traditional baseband technologies, particularly Serial Digital Interface (SDI) and High-Definition Multimedia Interface (HDMI), toward Internet Protocol (IP)-based Audio-Video (AV) production networks. This transition is driven by the increasing demand for high-resolution content, particularly 4K and 8K, which makes conventional AV infrastructure increasingly costly and less scalable. However, empirical information regarding the extent of IP implementation and the specific stages of AV production in which IP technology is deployed remains limited.

Purpose – This study aims to investigate the extent and characteristics of IP technology implementation in AV production networks at television broadcasting stations. As the second year of a long-term research program, the study contributes to identifying existing broadcasting network models as a basis for developing a standardized IP-based broadcasting model.

Design/methodology/approach – A descriptive qualitative approach was employed using questionnaires, document analysis, observation, interviews, and technical documentation. Data were collected from broadcasting engineering practitioners at TVRI, private television stations, and broadcasting equipment vendors. Network performance was also evaluated based on bandwidth, bitrate, and packet loss during IP-based AV transmission.

Findings – The findings indicate that network performance is strongly influenced by available bandwidth and packet bitrate. UDP-based transmission below 300 Kbps resulted in intermittent and disrupted video transmission. Limited bandwidth combined with high packet bitrate increased packet loss. The study confirms that IP technology has been implemented in several stages of AV production at television broadcasting stations. Secure Reliable Transport (SRT), Network Device Interface (NDI), and Real-Time Messaging Protocol (RTMP) were identified as among the most widely implemented protocols.

Research limitations – The study covers selected broadcasting environments and available technical data; therefore, the findings may not represent all IP-based AV production architectures. Broader studies involving more broadcasting stations and comprehensive network measurements are required.

Originality/value – This study provides empirical evidence on IP technology implementation in television AV production networks and identifies the principal protocols currently used. The findings provide a foundation for developing an evidence-based standardized IP-based broadcasting network model and contribute to the development of technical knowledge and learning materials for broadcasting education.

Keywords: IP based broadcasting, Broadcast Workflow, Production Systems

From Multiplatform Interaction to Civic Co-Creation: Reconstructing A Participatory-Dialogic Model for Public Service Broadcasting

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^{1, 2, 3, 4}Sekolah Tinggi Multi Media Yogyakarta

Abstract

Background – The proliferation of digital platforms has transformed the concept of audience participation in public service broadcasting. Audiences can now engage through multiple channels, including traditional broadcasting, telephone services, messaging applications, video-sharing platforms, and social media. However, the mere availability of these diverse channels does not necessarily translate into meaningful public influence or the effective expression of civic voices

Purpose – This study examines how multiplatform audience intervention can become dialogic communication and, ultimately, civic co-creation within a public service media setting, focusing on Radio Republik Indonesia Semarang's flagship program, Dialog Isu Aktual

Design/methodology/approach – Employing an intrinsic qualitative case study design, data were generated through semi-structured interviews with nine purposively selected participants, participant observation of the live broadcast conducted on 21 April 2026, and analysis of program documents, broadcast rundowns, social media interaction records, and listener feedback. Data were analyzed thematically using the data condensation, data display, and conclusion drawing/verification procedures proposed by Miles, Huberman, and Saldaña, with the assistance of NVivo software

Findings – The findings reveal three interrelated processes. First, access to multiple communication channels facilitates citizens' participation. Second, presenter-led dialogic mediation transforms audience contributions into meaningful and substantive interaction. Third, the ensuing deliberative process generates public accountability, shared understanding, and feedback that informs editorial practices. Based on these findings, the study develops a reconstructed Participatory-Digital Dialogic Model, positioning audience input not merely as an endpoint of engagement but as an upstream resource for agenda setting and a downstream source of information for subsequent editorial decision-making

Research limitations – As an intrinsic qualitative single-case study examining LPP RRI Semarang's Dialog Isu Aktual within a defined period of fieldwork, the findings are inherently context-specific and are not intended to support statistical generalization. Their application to commercial media or non-radio settings therefore requires careful theoretical adaptation and consideration of contextual differences

Originality/value – This study contributes to scholarship in communication and digital multimedia by integrating media participation, dialogic communication, and public sphere theory within a circular conceptual framework. It illustrates how audience participation in convergent public service media can evolve beyond passive feedback toward more active forms of engagement and co-creation

Keywords: Public Service Media, Digital Participation, Dialogic Communication, Civic Co-Creation, Public Sphere

Track: Social Transformation



The Effectiveness of Poverty Alleviation Campaigns through Social Media: A Systematic Literature Review Using the PRISMA Method

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^{1, 2, 3, 4} Sekolah Tinggi Multi Media

Abstract

Background – Social media has become an essential instrument in development communication to support poverty alleviation initiatives. However, existing studies on the effectiveness of social media campaigns for poverty alleviation remain fragmented across different contexts and research approaches, requiring a comprehensive synthesis.

Purpose – This study aims to examine research trends, identify the social media platforms and campaign approaches employed, analyze the factors influencing campaign effectiveness, and synthesize the impacts of social media campaigns on awareness, public engagement, community participation, behavior change, and social outcomes.

Design/methodology/approach – The study employed a Systematic Literature Review (SLR) following the PRISMA 2020 guidelines. Literature was retrieved from eight academic databases, including Google Scholar, Scopus, ScienceDirect, Emerald Insight, Taylor & Francis Online, EBSCOhost, ProQuest, and SAGE Journals. Of the 1,809 records initially identified, 28 articles met the inclusion criteria and were analyzed using a thematic synthesis approach.

Findings – The findings indicate a growing research interest in social media campaigns for poverty alleviation over recent years. The most frequently used platforms include Facebook, Instagram, YouTube, TikTok (Douyin), and X (formerly Twitter), while the dominant communication approaches comprise social marketing, digital storytelling, community engagement, digital advocacy, and development communication. Campaign effectiveness is influenced by message characteristics, platform selection, stakeholder engagement, community participation, and alignment with local socio-cultural contexts. Effective campaigns contribute to increased awareness, stronger public engagement, greater community participation, positive behavioral change, and broader social impacts that support poverty alleviation efforts. This study provides a conceptual synthesis of how social media campaigns contribute to poverty alleviation and highlights future research opportunities in development communication.

Research limitations – Literature specifically addressing poverty alleviation campaigns via social media remains limited. Previous studies have been dominated by case studies, measurements of awareness and engagement, and single-platform analyses, whereas longitudinal, cross-national or cross-cultural, and multi-platform research—as well as assessments of actual impact on poverty alleviation—remains scarce.

Originality/value – This study provides a systematic mapping and synthesis of literature regarding the evolution of poverty alleviation campaigns via social media during the 2020–2025 period. It integrates interdisciplinary findings, maps research trends, and identifies research gaps and agendas to foster the development of more integrative and sustainable digital campaign communication.

Keywords: social media, poverty alleviation, social campaign, development communication, PRISMA

Track: Regulation



Communication Strategies in the Negotiation Between PT Jasa Marga Jogja-Bawen and the Government of the Special Region of Yogyakarta: A Case Study of the Sultanaat Grond Policy

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^{1, 2, 3} Sekolah Tinggi Multi Media

Abstract

Background – The Jogja-Bawen toll road project created a conflict between PT Jasa Marga Jogja Bawen and the Government of the Special Region of Yogyakarta over land acquisition in Section 1 (Yogyakarta-Banyurejo). Some affected land is classified as Sultanaat Grond (Sultanate Land), making its acquisition subject to Yogyakarta's special land regulations and interparty negotiation.

Purpose – This study aims to analyze the communication strategies employed during negotiations between PT Jasa Marga Jogja Bawen and the Special Region of Yogyakarta Government concerning Sultanaat Grond policy in the Jogja-Bawen toll road project.

Design/methodology/approach – The study employed a qualitative descriptive approach. Data were collected through interviews, observation, and documentation. The data were analyzed using Cutlip, Center, and Broom's Four-Step Public Relations Process; defining the problem, planning and programming, taking action and communicating, and evaluating the program. The analysis also applied Robbins and Judge's Five-Stage Negotiation Process; preparation and planning, definition of ground rules, clarification and justification, bargaining and problem-solving, closure and implementation. These frameworks were used to examine how the parties developed their communication strategies, negotiated their respective interests, and addressed applicable regulatory requirements.

Findings – The findings show that the negotiation produced a mutually beneficial agreement. PT Jasa Marga Jogja Bawen adaptively and collaboratively implemented the Four-Step Public Relations Process and Five-Stage Negotiation Process while complying with procedures arising from Yogyakarta's special status. The negotiation was integrative, as both parties identified common ground and pursued outcomes accommodating their respective interests. Sequential communication strategies enabled them to manage differences, maintain coordination, and reach agreement without generating further conflict. Thus, adaptive communication, collaboration, regulatory compliance, and shared interests were central to successful negotiation over Sultanaat Grond land acquisition.

Research limitations – The study is limited to Sultanaat Grond negotiations in Section 1 (Yogyakarta-Banyurejo) and focuses on PT Jasa Marga Jogja Bawen and the government of the Special Region of Yogyakarta. Future research may examine other sections or stakeholders for comparative insight.

Originality/value – This study provides a context-specific account of communication strategy and integrative negotiation in Sultanaat Grond acquisition, where infrastructure development must follow Yogyakarta's distinctive regulations. It highlights staged, adaptive, and collaborative communication to reach agreement within this special governance context.

Keywords: Communication Strategy, Integrative Negotiation, Sultanaat Grond, Land Acquisition, Yogyakarta

Track: Digital Service Innovation



Developing an Equipment Loan Website Using the ADDIE Model to Support Digital Communication

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Abstract

Background – Digital transformation requires universities to provide fast, accurate, and accessible information services. At Sekolah Tinggi Multi Media (STMM) Yogyakarta, equipment loan services still use manual paper forms, face-to-face communication, and direct stock checks with physical archives. This causes long processing time and limited access to equipment availability, application status, and borrowing history..

Purpose – This study aims to develop an equipment loan website using the ADDIE model to provide integrated information on availability, procedures, application status, and documentation, and to support digital communication among students, lecturers/program heads, and loan managers at STMM..

Design/methodology/approach – This research used Research and Development (R&D) with ADDIE: Analysis, Design, Development, Implementation, Evaluation. Analysis was conducted through observation, interviews, and documentation, user personas, and functional/non-functional requirements. Design applied User-Centered Design (UCD) with use case diagrams, flowcharts, and wireframes. Development used PHP, HTML, CSS, JavaScript, and MySQL. Implementation at <https://sipala.neisamys.my.id/> in April 2026 involved 15 respondents (12 students, 1 lecturer/program head, 2 managers), evaluated by questionnaire based on ISO 9241-11..

Findings – The result is SIPALA (Sistem Peminjaman Alat), integrating equipment information search, online borrowing, verification, return, and data management in real time. Usability scores were effectiveness 90.00%, efficiency 88.17%, and satisfaction 87.33%, with an average of 88.50% (mean 3.54 of 4.00), categorized as Very Good on the study scale where 81–100% defines Very Good. Loan submission time decreased from about 1 hour to 1 day manually to about 15 minutes via the website, more documented and accessible without direct visits.

Research limitations – This study was limited to a single institution (STMM Yogyakarta) with 15 respondents and a short trial in April 2026. Open-ended feedback indicates needs for interface refinement and additional features, and long-term scalability and maintenance have not been tested..

Originality/value – The novelty lies in integrating ADDIE, UCD, and ISO 9241-11 to develop an equipment loan website positioned as digital communication media in higher education. SIPALA shifts face-to-face coordination to an integrated digital system, improving service effectiveness, information accessibility, and coordination among stakeholders..

Keywords: ADDIE, digital communication, equipment loan website, ISO 9241-11, SIPALA

Accessibility Evaluation of the Jogja Istimewa Application Based on WCAG 2.1 Standards

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Abstract

Background – As a digital public service platform in Yogyakarta, the Jogja Istimewa application needs adequate accessibility to ensure equitable access to information and services for users with diverse abilities.

Purpose – This study aims to evaluate the accessibility level of the Jogja Istimewa application through a technical audit based on the WCAG 2.1 standards.

Design/methodology/approach – The evaluation focuses on the application's WebView(hybrid) components as well as various interface elements, such as buttons, links, forms, headings, images, and ARIA attributes. The evaluation employed the WAVE Web Accessibility Evaluation Tool to automatically identify accessibility issues, complemented by manual verification using the TalkBack screen reader to assess the impact of these issues on assistive technology users.

Findings – Audit results indicate that the accessibility compliance level of the WebView components of the Jogja Istimewa application reached 28%, with 8 of 29 items passing. WAVE identified over 47 errors, 12 contrast errors, and 8 alerts, whereas no positive features were found. The key findings include the following: over 70% of interactive elements lack screen-reader-readable labels, color contrast in several elements fails to meet standards, touch target sizes are smaller than 48 dp, and heading and labeling structures are inconsistent. Testing with TalkBack further revealed issues regarding reading order, unreadable interactive elements, missing status information in certain components, and form error messages that were not optimally conveyed to screen reader users. These results demonstrate that the Jogja Istimewa application requires significant improvements in application's compliance with WCAG 2.1 and technical accessibility, particularly regarding interactive element labeling, color contrast, target size, information structure, and compatibility with assistive technology.

Research limitations – This study is limited to the WebView(hybrid) components and a single Android environment. It primarily uses WAVE with TalkBack verification, so some user-experience aspects may not be fully captured. Future studies should include native components, multiple devices and screen readers, and direct testing with users with diverse disabilities.

Originality/value – This study establishes an accessibility baseline for the Jogja Istimewa application by combining WAVE auditing and TalkBack verification, identifying key barriers to support more inclusive digital public services.

Keywords: digital accessibility, WCAG 2.1, WAVE, Jogja Istimewa, public services

User Journey-Based Visitor Information Needs Model for Smart Tourism Chatbots

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Abstract

Background – Smart tourism research remains predominantly urban-focused, leaving conservation areas with distinct safety, regulatory, and connectivity constraints underexplored. In Gunung Merbabu National Park, fragmented information services create uncertainty and safety risks for visitors.

Purpose – This study aims to model visitor information needs across the user journey as a foundation for designing a contextual smart tourism chatbot blueprint.

Design/methodology/approach – Using a mixed-methods sequential explanatory design, 109 visitors were surveyed on 22 information-need indicators and 5 digital service preferences. Quantitative data were analysed using descriptive statistics, Priority Index, Friedman test with Wilcoxon-Bonferroni post-hoc, and Mann-Whitney/Kruskal-Wallis tests, integrated with thematic analysis of in-depth interviews through joint display.

Findings – All indicators scored high to very high, with top priorities on water point availability, hazard warnings, emergency communication, and safety procedures. Composite user journey modelling revealed a pattern of Before $\approx$ During $>$ After. Qualitative findings confirmed hybrid trust patterns among hikers, vital logistical unpreparedness as an incident trigger, and the urgency of stake-based navigation and campsite capacity certainty. The resulting blueprint integrates pre-visit equipment validation, offline-ready navigation and first-aid guidance, and automated data verification to improve post operational efficiency.

Research limitations – Single-case study limited to one national park with 109 respondents; generalizability is limited and the blueprint has not yet undergone prototype testing.

Originality/value – Provides the first user journey-based information-needs model for mountain conservation tourism in Indonesia, offering an offline-ready chatbot design that bridges safety, regulation, and low-connectivity constraints.

Keywords: Smart Tourism, Visitor Information Needs, User Journey, Blueprint Chatbot, National Parks

Track: Governance Related to Digital Media



Exploring the User Experience of Blind Users in Accessing Digital Public Services

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Abstract

Background – Digital transformation in local government does not automatically guarantee equal access for visually impaired citizens, who often face interaction barriers on public service platforms

Purpose – This study aims to explore the user experience of blind and visually impaired users in accessing digital public services using an Accessibility-Centered User Experience (ACUX) perspective

Design/methodology/approach – Following the acquisition of formal ethical clearance, an exploratory qualitative design was conducted involving ten visually impaired informants (total blindness and low vision). Data collection procedures included phenomenological interviews, task-based observations across five administrative tasks, ACUX evaluations based on four WCAG 2.2 dimensions (POUR), and post-task interviews

Findings – User experience is strongly driven by interface compatibility with assistive technologies (e.g., TalkBack, Jieshuo, magnification). Key barriers include unlabeled buttons, uncaptioned images, inconsistent navigation, and visual CAPTCHAs. Low-vision users achieved greater independence through display adjustments, whereas screen-reader users encountered complex structural obstacles. Adaptation strategies included trial-and-error, navigation repetition, and seeking sighted assistance

Research limitations – The study is limited to ten informants focusing on civil administration information search tasks, and does not perform technical code audits or test new interface prototypes

Originality/value – This research provides an empirical operationalization of Accessibility-Centered User Experience (ACUX), connecting WCAG accessibility principles with real-world user experience, emotional responses, and adaptive strategies within local digital governance

Keywords: digital accessibility, assistive technology, blind users, digital public services, user experience

Track: Governance Related to Digital Media



Early Detection of Artificial Ripening in Sapota Using a Low-Cost Multispectral Sensor and Machine Learning

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Abstract

Background – Calcium carbide (CaC_2) is prohibited for fruit ripening in India, yet it is still used, and sapota (*Manilkara zapota* (L.) P. Royen) is commonly treated with it. Sapota has a brown and scurfy peel which makes carbide ripening difficult to detect. Spectral carbide detection has been reported for bananas and mangos. Earlier sapota research was laboratory-based, using a Vis-NIR instrument, so low-cost spectral detection remains underexplored.

Purpose – To assess the performance of the 18-band sensor (AS7265X, 410–940 nm) to detect carbide-ripened sapota and the post-treatment interval required for reliable detection, defined as mean accuracy $\geq 80\%$ and AUC ≥ 0.85 .

Design/methodology/approach – Eighty Kali Patti fruits (40 control and 40 treated with 40 g CaC_2 for 24 h) were measured 24, 48 and 72 h after treatment (same fruits each day). Readings used the built-in LED, averaging three scans per fruit; control fruits were always measured before treated fruits, and no drift correction was applied. Four classifiers, including linear discriminant analysis (LDA), with hyperparameters fixed a priori, were evaluated for each day (80 fruits) using 5-fold stratified cross-validation repeated 20 times; accuracies are means across repeats, with Wilson 95% confidence intervals.

Findings – The carbide signature reversed during storage, so day-specific models can be used only for fruit of known treatment age. This may reflect chlorophyll loss at 48 h and peel darkening at 72 h, or instrument drift. LDA accuracy was 75.6% (95% CI 65.2–83.7%; AUC 0.84) at 24 h, 94.1% (86.6–97.5%; AUC 0.99) at 48 h, and 83.5% (73.9–90.1%; AUC 0.87) at 72 h. The criterion, applied to mean values, was met at 48 and 72 h. Raw-spectrum models did not transfer between days (AUC 0.34–0.42). A fruit-grouped pooled model had 75.4% accuracy (95% CI 70.0–81.2%) when treatment age was unknown.

Research limitations – All fruits were from the same consignment, cultivar, dose and storage condition. No external test set was available. The reported accuracies are therefore likely to be optimistic.

Originality/value – Carbide-induced spectral changes in sapota, measured by a low-cost 18-band sensor over three successive days, were time-dependent. Hence, practical screening requires a reliable estimate of the time since treatment.

Keywords: Manilkara zapota; calcium carbide; artificial ripening; AS7265X; Vis-NIR multispectral sensing; food safety; machine learning

CLOSING SPEECH

Excellencies, Distinguished Speakers, Presenters, Attendees, Ladies and Gentlemen,

It is my great honor and pleasure to deliver the closing remarks for the 2nd International Conference on Communication and Digital Multimedia (ICCDM 2026). This remarkable conference has been organized by the Ministry of Communication and Digital (Komdigi), Sekolah Tinggi Multi Media (STMM), and Research Synergy Foundation.

The organizing committee would like to express its deepest gratitude for the active engagement, enthusiasm, and valuable participation of everyone throughout this conference. All sessions conducted during this conference have been carried out smoothly, enriched with insightful presentations, constructive discussions, and meaningful academic exchange among presenters, session chairs, participants, and committee members.

This year's conference theme, "Innovations in Communication and Digital Multimedia: Trends, Challenges, and Applications," alongside our focus on responding to current challenges and opportunities in fostering interdisciplinary innovation, sustainable development, and digital transformation in an increasingly interconnected world, has reminded us that global resilience requires continuous innovation and cross-disciplinary collaboration. The diverse research contributions presented across communication, digital multimedia, and technology fields have demonstrated the importance of bridging these areas to address today's complex global challenges and opportunities.

The knowledge-sharing and academic dialogues we witnessed throughout this conference reflect our shared commitment to advancing research that is not only academically relevant but also socially meaningful. We believe that the ideas exchanged during this conference will inspire further studies, strengthen professional networks, and encourage future collaborations among researchers, institutions, practitioners, and communities across countries.

Thank you once again for your participation, commitment, and support. We look forward to welcoming you again in our future conferences and continuing this meaningful journey of academic collaboration.

Yolanda Presiana Desi, S.IP., M.A.
Head of the Center for Research and Community Service,
Sekolah Tinggi Multi Media, Indonesia

Future Events



<https://bit.ly/UpcomingConference-RSF>

7th MESS

7th International Conference on Management, Education, and Social Science

<https://messconference.com/>

Shinawatra University Main Campus, Pathum Thani, Thailand - November 3-4, 2026

2nd ICBAS

2nd International Conference on Business and Administrative Sciences Research

<https://icbasconference.com/>

Virtual Conference – November 25, 2026

IHSATEC 2026: 19th HASIB

The International Halal Science and Technology Conference 2026 (IHSATEC): 19th Halal Science Industry and Business (HASIB)

<https://www.ihsatec.com/>

Bangkok, Thailand – December 2-3, 2026

JICRISD 2026

Jakarta International Conference on Research, Innovation, and Sustainable Development 2026

<https://jicrisd.com/>

Virtual Conference – December 8, 2026



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