Diseminasi kepada PTN dan PTS di Indonesia tentang Urgensi Mengembangkan Kajian

Sejarah Komunikasi

Civitas Consecratio

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Dissemination to
State and Private
Universities in
Indonesia about the
Urgency of
Developing
Communication
History Studies

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Abstract

Communication History falls under Communication Studies, which aims to study human communication practices from a historical perspective. This study is growing rapidly in several countries. Simonson et al (2013) wrote The Handbook of Communication History which became one of the main references for studying Communication History. In Indonesia, this study is relatively undeveloped by Communication Studies academics. This has become a concern for the Department of Communication Science FISIP Brawijaya University in the last decade. Several lecturers in the department formed an informal community called Komunitas Pengkaji Komunikasi (KPK). KPK contributes to the development of Communication History studies both within UB and nationally. Our community service programme this year targets the academic community, lecturers and students at various state and private universities invite Indonesia. Our team aims to introduce and academic Communication Science community to participate developing the study of Communication History. This goal achieved through the production of videos containing dialogues that talk about what is the scope of Communication History studies, the importance of this study, and how the Department of Communication Science FISIP UB contributes to the academic world by developing Communication History studies.

Keywords

Communication History; University; Department of Communication Science; Brawijaya University.

Abstrak

Kajian Sejarah Komunikasi (Communication History) bernaung di bawah Ilmu Komunikasi, yang ditujukan untuk mengkaji komunikasi manusia dari perspektif historis. Kajian ini berkembang pesat di beberapa negara. Simonson dkk (2013) menulis The Handbook of Communication History yang menjadi salah satu referensi utama Sejarah Komunikasi. Di Indonesia, mengkaji kajian tergolong belum dikembangkan oleh para akademisi Ilmu Komunikasi. Hal ini menjadi perhatian bagi Departemen Ilmu Komunikasi FISIP Brawijaya University (UB) dalam satu dekade terakhir. Beberapa orang dosen pada departemen tersebut membentuk komunitas informal Pengkaji diberi nama Komunitas Komunikasi berkontribusi pada pengembangan kajian Sejarah Komunikasi baik dalam lingkup internal UB maupun dalam lingkup nasional. Program pengabdian masyarakat yang kami laksanakan tahun ini menyasar masyarakat akademis, yaitu para dosen dan mahasiswa di berbagai PTN dan PTS di Indonesia. Tim kami bertujuan memperkenalkan dan civitas akademika Ilmu Komunikasi untuk mengajak kajian Komunikasi. mengembangkan Sejarah Tujuan ini melalui produksi video yang berisi dialog yang membicarakan tentang apa yang menjadi ruang lingkup kajian Sejarah Komunikasi, nilai penting kajian ini, dan bagaimana Departemen Ilmu Komunikasi turut berkontribusi dalam dunia akademis mengembangkan kajian Sejarah Komunikasi.

Kata Kunci

Sejarah Komunikasi; Perguruan Tinggi; Departemen Ilmu Komunikasi; Brawijaya University.



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1. Introduction

study of Communication History is a field that has not yet been consistently and extensively developed within trajectory the of Communication Science in Indonesia. According Simonson et al. (2013), the study of Communication History can be pursued through exploration of ideas, practices, processes, institutions, materials, communication events, circulation and exchange, or by studying the history Communication Science as discipline and its subfields. Nerone (2006) emphasizes that attention to the future has always been a central focus of Communication Studies.

A comprehensive process of knowledge production, distribution, and consumption required, including discussions on the historical of a discipline's development. At the Department of Communication Science (DIK) FISIP Brawijaya University (UB), a community has been established under the name Komunitas Pengkaji Komunikasi (KPK - Communication Studies Community). KPK consists four lecturers of DIK FISIP UB: Dr. Antoni, M.Si., Nisa Alfira, M.A., Sri Handayani,

M.I.Kom., and M. Fikri AR., Ph.D.

Since its founding in 2014, KPK has actively carried out research and community service programmes with the theme Communication History. focus on this field stemmed from a concern that, empirically, Indonesia has communication wealth of of historical practices significance, yet relatively have been studied developed as authentic sources of knowledge. For example, one alumnus of DIK FISIP UB, Verdy Firmantoro, conducted research classical Nusantara on manuscripts for undergraduate thesis. Firmantoro (2016) applied action research methods with the goal advocating for the preservation and recognition of Nusantara's classical manuscripts. manuscripts are considered to historical knowledge content, and wisdom that are worth rediscovering. Firmantoro carried series of activities to collect data and advocate for the importance of safeguarding recognizing Nusantara's classical manuscripts. These efforts included inviting collectors of Nusantara manuscripts to organize exhibitions, conducting public campaigns regarding these

manuscripts at Car Free Day events in Malang, and meeting with the then Minister of National Education, Anies Baswedan, to advocate for greater government attention to Nusantara's classical manuscripts. Such steps taken out of concern that the existence and content of these manuscripts have been relatively neglected by both Indonesian society and government.

The Communication Studies Community (KPK) initiated research and community service activities in the field Communication History by studying the thoughts of Indonesian communication scholars, the perspectives of Indonesian press figures, and the trends of Communication Science studies developed at long-established universities such as Universitas Indonesia (UI) and Universitas Gadjah Mada (UGM). KPK's historical intellectual research on figures began with the study of Ashadi Siregar, а leading figure in both journalism and Communication Science in Indonesia. Ashadi Siregar is a significant figure in the development of Communication Science in Indonesia, having served as a senior lecturer at the Department of Communication Science, Faculty of Social and

Political Sciences (FISIPOL) UGM until his retirement 2010. In addition, Siregar was active journalist and an the observer of Indonesian press. He founded the Institute for Research, Education, Publishing in Yoqyakarta (Lembaga Penelitian, Pendidikan, Penerbitan dan Yoqya - LP3Y). LP3Y actively engaged in research, published various books, and also served as а training ground for journalists. Through LP3Y, Siregar consistently aimed to educate journalists to become both professional and ethical Alfira, (Antoni, Mahdiatari, Inayah, 2014).

Research on Ashadi Siregar's intellectual contributions, conducted by Antoni and Alfira (2014), also revealed that Siregar adopted a critical stance analyzing the relationship between government and the media. Siregar, "human beings" were the "key figures" in journalism, journalistic ethics making central concern of his thought. He positioned himself as a critical thinker against the New Order regime. According to him, the New Order had become a "virus" that negatively affected the ideals of media and journalism. Therefore, for Siregar, educating journalists was a key step improving conditions that become "diseased" due to strong

government intervention in media organizations during the New Order era.

As an expression of his critical stance toward the New Order government, Siregar also established а weekly publication called "Sendi". Eventually, Sendi was "temporarily banned" by the Soeharto government for publishing a preamble that criticized the construction of (Taman Mini Indonesia Indah). Daniel Dhakidae, his writing (in Gautama et 2010:154, al., cited in Antoni, Alfira, Mahdiatari, Inayah, 2014, p. 8), recorded the following preamble:

"That in truth, the fruits of independence have become the privilege of a mere handful, and therefore oppression and arbitrariness have duly arisen, in accordance with dictatorship and militarism. And the struggle of the rulers and their consorts has now reached a joyous moment, for while life endures they may amass as much wealth as possible. Atas berkat rachmat Thereafter, order to establish a mighty authority to govern whole of the Indonesian nation and all its wealth, exalt personal and to

prestige while impoverishing the people, there has been decreed a "Mini Indonesia," embodied within a foundation called -Our Hope. Thus it is declared."

Research on Ashadi Siregar's thought illustrates importance of exploring the intellectual contributions Indonesian Communication of Science scholars and press figures. This is because Indonesian thinkers exhibit distinctive analytical orientations. Figures Ashadi Siregar are able "authentic" provide an Indonesian perspective, they capture the "heartbeat" Indonesia's empirical of realities from a close vantage point.

Since 2014 to the present, research and activities related to the Tri Dharma of Higher Education within the scope of Communication History have been consistently carried out, both by lecturers who are members of KPK and by students completing undergraduate theses and master theses of the Bachelor and Master Program of the Communication Science Study Program Brawijaya University.

In 2015, Sri Handayani and Nisa Alfira conducted a study

the ideas of two key on figures in Development Communication: M. Alwi Dahlan Santoso S. Hamidjojo. laid These figures foundation for important the of development communication studies in Indonesia. Both academics were as well as practitioners; moreover, Alwi Dahlan also was senior а served as bureaucrat, having Minister of Information final during the 100 days before the collapse of the New Order regime on May 21, 1998.

Also in 2015, Sri Handayani, Nisa Alfira, and Abdul Wahid conducted study entitled а "The Dynamics of the Islamic Press during the National Movement." This research sought to examine the role of the Islamic press in Indonesia's nationalist movement, particularly in the 1914-1927. period The study was based on archival materials from the National Republic Library of the Indonesia, focusing newspapers such as Fajar Asia, Hindia, Oetoesan Islam Bergerak, and Suara Muhammadiyah. The researchers found that the Islamic press played a central role during the nationalist movement. principles were especially emphasized in these publications: the spirit of

independence and anticolonialism. Fajar Asia, Hindia, Oetoesan and Islam Bergerak in particular called the public to resist Dutch colonialism. The spirit and values of Islam became the foundation for this "struggle through the written word".

Although the Dutch colonial administration exercised strict control over Islam in its territories, the Islamic remained press firm unapologetic in presenting its ideological stance. This was evident, for example, in the of Islamic use taglines, symbols written in Arabic script, and references verses from the Qur'an and Hadith. The Islamic press articulated openly its ideology through its publications and did not hesitate to deliver sharp and explicit criticism of colonial policies. government addition to fostering anticolonial sentiment and the independence, call for Islamic press also promoted solidarity and unity. Newspapers such as Fajar Asia provided even space for writers from nationalist well as communist circles. For the Islamic press of the time, differences in thought among indigenous groups were far less important than the common

struggle against colonial domination.

2016, a research team consisting of Antoni, Nisa Sri Handayani Alfira, and received а Fundamental Research Grant from the Ministry of Education and Culture (as it was named in 2016). The team conducted a study on the ideas Indonesian press figures from era of the national movement through to the postindependence period, with the of formulating an Indonesian theory of the press.

In 2017, a team of lecturers - Antoni, Nisa Alfira, and Sri Handayani - presented their at the National work Conference of ISKI of (Association Indonesian Communication Scholars). Their presentation addressed journey and contributions of the Department Communication Science, Faculty of Social and Political Sciences, Brawijaya University (which at that time was still called the Department Communication Science FISIP UB) in advancing Communication studies. History presentation was entitled: "A Historical Approach to Communication Studies: Some Notes from the Experience of Department the of

Communication Science, Brawijaya University"

In the field of community service, the KPK team has also consistently worked to build contribute to development of Communication History studies. In 2016, our documented team development of Communication Science in the city of Malang. We conducted interviews with lecturers from all public and private universities in Malang that had Communication Science programs, at least at undergraduate level. At that time, interviews were conducted Brawijaya University, with University of Muhammadiyah Malang, Merdeka University of Malang, and Tribhuwana Tunggadewi University. The lecturers were asked t.o describe the trends distinctive characteristics of Communication Science taught at their respective institutions. These interviews documented in audio were recordings stored on compact discs (CDs), which were then distributed to various universities in Malang, as submitted well to the National Library of the Republic of Indonesia (PNRI) and the National Archives of Republic of Indonesia the (ANRI) for preservation.

In 2018, we carried out

dissemination activities highlighting the role of the Department of Communication Science, Faculty of Social and Political Sciences, Brawijaya University (at that time still called the Department Communication Science, FISIP UB) in developing studies on the History of the Indonesian Press. As part of this effort, produced a mini-booklet compiled а range undergraduate theses, master's theses, and faculty research within the department related the History of Indonesian Press. This booklet distributed to observers other and stakeholders concerned with Indonesian press studies.

In the same year, we also took part in the commemoration of National Press Day at the Press Monument in Surakarta. The event attended was by representatives from the Ministry of Communication and Information (as it was named the time, before later becoming Ministry the Communication and Digital Affairs), representatives various media organizations and companies from Central and the Governor Central Java, Ganjar Pranowo. During the event, we. distributed the booklet invited guests, including

these stakeholders, while also conveying the commitment of the Department of Science, Communication FISIP UΒ (as the unit was then named) to advancing studies of the Indonesian press from a historical perspective.

2019, a research Ιn from the Department of Science, Communication FISIP Brawijaya University (UB) consisting of Sri Handayani, Alfira, and conducted Abdurrachman study entitled "A Meta-Study of Research Works under the Umbrella of the Communication Studies Community (KPK)". The team adopted a meta-research because, approach by time, a significant body of work on Communication History had already been produced under KPK. The aim was identify and map recurring including patterns patterns, of theoretical or conceptual frameworks, research methods, research findings, and data analysis. Through this metastudy, we intended to evaluate whether certain weaknesses could be identified in KPK's body of research Communication History.

Since 2017, Antoni, as the chair and founder of KPK, has also consistently conducted research on the national figure Abdul Muis. In the same

year, Antoni also conducted a on presidential communication, spanning from the era of Sukarno to Joko Widodo. This research was exploratory in nature, aiming identify communication of Indonesian patterns presidents across the nation's history since the independence day. Among Antoni's findings the observation that Abdurrahman Wahid (Gus Dur) was president uniquely characterized by his use of humor. Gus Dur adopted a "nondistant" strategy with people from diverse backgrounds. instance, he once opened the Presidential Palace for an open house events during celebration of Eid al-Fitr, allowing the newly purchased palace carpets to be freely by visitors enjoyed from different social and economic classes. He also frequently Islamic visited boarding schools (pondok pesantren), reflecting his deep-rooted connection to the pesantren community and to Nahdlatul Ulama (NU), where he served as a leading figure.

In 2021, a community service team from FISIP UB, consisting of Nisa Alfira and Abdul Hair, carried out a program entitled "The Role of the Department of Communication Science, FISIP Brawijaya University, in

Initiating and Developing the National Consortium Communication History (KNSK)." The program included several online seminars, the launch of the KNSK website (knsk.or.id), and the initiation of online discussions via a WhatsApp Group. The KNSK WhatsApp Group consisted of lecturers researchers from various universities and institutions Indonesia who shared Communication in interest Studies, particularly from a historical perspective.

To establish what later became the National Consortium of Communication History (KNSK), coordination was carried out among initiators from several universities. These initiators included:

- a. Dr. Antoni, M.Si (Brawijaya
 University)
- b. Nisa Alfira, M.A (Brawijaya University)
- c. Abdul Hair, M.A. (Brawijaya
 University)
- d. Abdul Wahid, M.A. (Brawijaya University)
- e. Dr. Ignatius Haryanto, M.Hum (Universitas Multimedia Nusantara)
- g. Holy Rafika Dhona, M.A.

(Islamic University of Indonesia)

In the post-COVID-19 period, the KNSK forum, with its main activity of online discussions involving communication science lecturers from various public and private universities across Indonesia, was considered important to continue — particularly with the aim of introducing Communication History studies to the academic community in Malang.

This account demonstrates our consistency, as part of the Department of Communication FISIP Science, Brawijaya University (UB), in developing Communication History studies. Moreover, the Undergraduate in Communication Program Science at FISIP UB has offered on Communication course 2023 History since the curriculum revision. Therefore, conducting community service activities aimed disseminating the importance of developing Communication History to state and private universities across Indonesia strategic represents а step aligned with the initiatives our team has pursued over the past decade.

Stages of Implementation of the Community Service Activities are as follows:

a. Need assessment

This stage was carried out identifying potential targets partner and making efforts to recognize problems that might be faced by partner institutions. The initial partner of our activity was ASPIKOM (Association of Higher Education Communication in Studies) East Java. ASPIKOM East Java served as liaison between us and various state and private universities (PTN and PTS) Malang City. At first, our team intended live online organize а discussion (synchronous) to PTNencourage and Malang City to introduce the importance of including Communication History studies in the curriculum of Communication Studies programs. However, there technical constraints in gathering representatives of PTN and PTS at the same for time an online discussion. We then responded by recording the discussion and disseminating the material in the form of discussion video. The of production discussion video on the importance of developing Communication History studies was chosen through this because,

mechanism, information could disseminated more optimally. In the video, Dr. Antoni, M.Si. explained what meant by Communication History, its development in other countries, why it is important to be developed in Indonesia, and the role of the Department Communication Science, FISIP Brawijaya University advancing Communication History studies. Later, in October 2024, our team also sent an official letter to the Association Indonesian Communication Scholars (ISKI) Central Board and ASPIKOM Central Board, with the aim requesting assistance from both associations to help disseminate the information and YouTube video link we produced to PTN and PTS in Indonesia that Communication Studies programs, majors, or departments. associations consist of representatives from various PTS, and individual Communication Science academics in Indonesia. By distributing the information through these associations, the exposure of the video was expected to expand much more widely.

b. Delivery of Materials

This stage constituted the core of the program. The speaker, Dr. Antoni, delivered material regarding Communication History as a new field of study under Communication Science. He also shared UB's experience conducting research, community service, and teaching courses related to Communication History, including supervising undergraduate theses master's theses on this topic. The material was presented in the form of a dialogue recorded at the Communication Science Laboratory, FISIP UB, on 15 August 2024. The dialogue was moderated by Dr. Verdy Firmantoro, M.I.Kom. Antoni, S.Sos., M.Si., is a senior lecturer initiator of the development of Communication History studies in the Department of Communication Science, FISIP UB. His efforts were welcomed positively colleagues from various PTN and PTS in Indonesia. Such positive responses were evident, for example, the Amir Effendi Siregar (AES) Forum, an online discussion forum established during the Covid-19 pandemic, which has been running since 28 June 2020. The first

speaker the AES Forum in series was Luthfi Adam, Ph.D., who presented discussion topic titled "History as а Method Communication Research." In the fourth session of the forum, Dr. Antoni presented discussion titled "Communication History Studies at the Department Communication Science, FISIP UB." This session was held online on 26 July 2020, and can be accessed at:

https://www.youtube.com/liv e/WntIHBQU7A0?si=4goAJDA60-This psq5Vz. discussion received strong support from many Communication Science academics, which eventually led to the establishment of the National Consortium of Communication History (KNSK). KNSK is expected to serve as an organic platform for scholars to gather and discuss the development of Communication Science Indonesia from a historical perspective.

c. Dissemination of Materials

The materials from our community service activities were presented in the form of а discussion video discussing Communication History studies. The video was uploaded to the FISIP UB YouTube channel and can be

accessed via the link: https://youtu.be/ZjF68i6tKJq ?si=e9KoXizZIOli2yHC. choice of the FISIP IJB YouTube channel was made because the community service implementation team is affiliated with the Department of Communication Science, FISIP UB.

2. Method

This activity was aimed at an academic audience (civitas academica), particularly scholars engaged Communication Studies in Indonesia. Our team sought to convey and raise awareness the about importance developing Communication History studies for state and private universities (PTN and PTS) in Indonesia. development of Communication History studies is important because it enables academics and researchers identify to analyze and communication phenomena from the past or to trace the historical development of Communication Studies in Indonesia. Communication practices phenomena from the past essential to be explored analyzed, reason one that Indonesia needs to generate а diversity of communication concepts or theories that are "distinctively Indonesian".

3. Results and Discussion

The community service program we conducted was carried out through an interactive dialogue that was recorded disseminated via and the YouTube platform. dialogue featured Dr. Antoni, M.Si. as the main speaker, and Dr. Verdy Firmantoro, M.I.Kom. as the interviewer/host. The speaker, Dr. Antoni, is a lecturer at the Department of Communication Science, FISIP Brawijaya University (UB). He is the initiator of the development of Communication History studies within Department of Communication Science, FISIP UB, which later evolved into a field of study that inspired external parties beyond UB to also pursue it.

This one-hour video disseminated both internally within UB and externally. For internal UB: our team shared the YouTube link (uploaded on the FISIP UB YouTube channel) with faculty colleagues students of the Department of Communication Science, FISIP UB. Our main goal in sharing the video with students was the Undergraduate because Program in Communication Science, FISIP UB has included a compulsory course titled

Indonesian and Asian Communication Perspectives (KPIA) since 2015, and elective course titled Communication History since 2023. The KPIA course relevant to the content of this video-and to Communication History studies general-because discusses the importance of developing communication studies from non-Western a perspective.



Figure 1. Photo during the dialogue and recording at the Communication Science Laboratory, FISIP UB (15
August 2024)

Such an approach directly "requires" the introduction and recognition of practices and values or philosophies embedded in Eastern societies. Identification and recognition efforts will be more optimal if carried out through a historical perspective.

Therefore, lecturers and students need to understand Communication History studies. Additionally, since 2023, Undergraduate Program in Communication Science, FISIP UB, has updated its curriculum. In the 2023 Curriculum, an elective course Communication named History was introduced. This 2-credit course (2-0)covers several subtopics related Communication History.

For external audiences: our also disseminated YouTube video link by sending official letters to communication scholar associations and higher education networks with Communication Studies programs, namely the Association of Indonesian Communication Scholars (ISKI) and the Association of Higher Education in Communication Studies (ASPIKOM). Ιn letters, we conveyed that our team had produced video recording intended viewed by ISKI and **ASPIKOM** members, whether by individual institutional scholars or members (universities).

In addition, we also participated in the National Seminar on Community Service organized by Brawijaya University. This seminar was held on 20-21 November 2024 in

hybrid format—both online and onsite at the Widyaloka Building, Brawijaya University. The seminar carried the theme: "National Seminar on Community Service, Exhibition of Appropriate Technology, and Research, Community, Industry and Matching".



Figure 2. Materials presented at the National Seminar on Community Service, Exhibition of Appropriate Technology, and Research, Community, and Industry Matching

Our team also published this activity in the form of which press release, was published by Nusadaily.com under the title: Communication Science Lecturers Develop Communication History Studies the Last Decade." press release was intended to inform the broader public about the community service activities we had carried out. The publication process began with submitting the manuscript Nusadaily.com, an online media outlet headquartered in Malang City, which publishes in four languages: Indonesian, English, Arabic, and Chinese. By publishing a report our on community service activities through an online media outlet publishes in four languages, we hope that the dissemination information about program can reach to broader audiences.



NUSADAILY.COM – MALANG - Kajian Sejarah Komunikasi (Communication History) merupakan kajian yang belum secara konsisten dan massif dikembangkan dalam rentang perjalanan perkembangan Ilmu Komunikasi di Indonesia. Padahal, diperlukan suatu proses produksi, distribusi dan konsumsi ilmu pengetahuan yang mendalam, termasuk pengenalan terhadap fenomena atau praktik-praktik komunikasi secara historis.

Figure 3. Screenshot of the press release article on the community service activity published by Nusadaily.com

4. Conclusion

The conclusion of this article is that the community implementation service from FISIP Brawijaya University has carried out efforts to advance knowledge. The primary beneficiaries of community service activities we conducted were largely members of academic community (lecturers, researchers, and students). This is because our activities served as an "extension" or continuation of the research work that we have undertaken over the past decade at the Department of Communication Science, FISIP specifically, the scholarly activities aimed at developing Communication History studies in Indonesia.

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