

Creative Branding Strategy

Developing Brand Identity Strategy of Tribun Jogja

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Abstract— Product differentiation is important for companies to influence market competition. Strong brands are formed from strong differentiation, so that consumers can analyze products among commodities. Qualitative descriptive method is used to look at TJ's strategy in communicating brand values and core. Data obtained through observation, in-depth interviews, and documentation. To test the validity of the data used source triangulation. The result through creativity in communication shows TJ using some dimensional expansion to support the brand perspective (as a product, as an organization representative, a brand as a personality, and as a symbol of its users). Building a strong brand identity needs to be done to gain public trust and ensure company survival.

Keywords— creative strategy; brand identity; brand elaboration system

I. INTRODUCTION

The economy development of today's is getting tougher. Globalization forced Indonesian economy sector to continue to making innovation. Moreover, the development of information technology makes people easily connected in the exchange of information [1], as well as happened in the industry led to competitive market competition, not least competition information media company. Information technology brings people of the importance of the needs for information [2].

Yogyakarta as City of Culture and City Students have a high information flow circulation, where it raises the local level information media competition is fierce. Tribun Jogja (TJ) is an interesting company to be researched. Despite the age of TJ relatively new compared to other local media, since 2011, TJ joined the Kompas Gramedia Group, one of companies that dominate the media information in Indonesia [3]. The novelty, culture and the background to be interesting, because there is a new brand is supported by a company that already has a strong identity. Especially in Yogyakarta there are some good local and national media who first stood up and helped to compete with Kompas Gramedia Group [3] namely Jawa Pos Group, Femina Group, Tempo Group and Kedaulatan Rakyat. As a newcomer, TJ had to build a brand identity for the brand means to mark, label and attribute [4]. In addition to brand development serves to introduce the brand to the public [5], differentiate the product from competitors. Participants choose a good product through the various aspects of price, quality, packaging design, distribution channels, as well as the brand

image [6]. So that a strong brand identity will form a positive image that determines the audience's decision [5]. In the long term identity is the foundation of public trust and awareness of the brand [5]. TJ thus need to rack my brain to face brand competition. Not a bit of *branding* [7] to win the competition.

Branding a product value-added activities that can be built through three approaches, namely the concept of the functional brand that emphasizes on product utility, experiential brand by providing a space of interaction with the brand, and create a specific brand image [8]. The importance of brand according to De Chenatory and McDonald is the identity of the products, services, individuals, or places, which added such that the users feel the added value per their requirements [9]. The values that can be touched (tangible) and felt emotionally (intangible).

Brands like badges that are used to guide the audience into the proper identity [10] in which identity can be known and thought out so as to form a good personality through its own identity (Strategically planned) as well as through the image brought the brand [11]. Brand functions when offered with a high market competition to serve as an accurate identification of the product, so that *strong brand* guarantees high quality and value [9]. In the information media company, a strong brand will ensure the continuity of the company. A strong brand is the brand identity and positive image so that the main attraction for advertisers to advertise because it is, in fact, the image is a reflection of the identity of an organization [12].

The brand identity is the brand association promises and brand holders in running and developing the brand as well as a promise to the consumer that is done by giving a depth value or other benefits that are worth to be communicated [13], so that the characteristics of the brand identity can be attached to the customer [9]. Values, promise, and the features to be built with TJ communicated to the audience, resulting in a memorable, *meaningful, transferability, adaptability, protectability* on a brand that is TJ [14].

One brand development model can be analyzed using the *brand identity* system, using 6-12 association that governs the brand through four perspectives [13]. *Brands product* attributes in terms of outreach, quality, value, functionality, user experience, and the country of origin of products [13] serves as a reference for consumers to choose a brand. Brand as the product includes 6 understanding is as attributes that need to be managed, the benefits of both functional and emotional

product, which shows the value of its culture that reflects something current users consume brand personality and brand user to show users [15]. *Brand as organisation* includes attribute completeness of the organization [13] where the company's identity is interactive, complex, and easier for consumers to contact the company, so the brand becomes the representative companies with characteristics in promotional activities that involve the activity of customers to create and add value to the brand [15].

Brand as Person includes customer relationship with the brand personality in the form of a set of dimensions to support brand development [13]. Set of these dimensions aims to provide a strong basis brand development, such as *friendly, honest, helpful, for the whole family, practical and economical*, have a sense of humor, as a guide, as well as lifestyle, where the brand personality describes how a brand image can be expanded [13]. The development is made within the consumer with the brand became more personal because it can become its symbol [15]. When we know *Brand as a symbol* includes visual imagination, metaphor, and experience the brand in their entirety by consumers [13]. Symbols provide primary and secondary associations are able to plug the brand closer to consumers [15].

The structure of brand identity is formed covering *the core* that reflects the strategy and the value of companies that differentiate the brand with the values in [13], *extend* in the form of expansion of the brand's core(*core*)with the aim to reduce ambiguity brand and generate ideas and concepts of the brand, and the *brand essence* [13]. A company must be built with a specific purpose and intent, including TJ. Identity is formed through an expanded core brands through brand association and the essence of the brand itself.

Development of a brand identity for the company is an important activity. In this case, the branding activities undertaken TJ is inseparable from the design of the brand communication strategy. The strategy is inseparable from the planning and management, while the communication strategy is a communications management plan to achieve the target through a specific approach that can change according to the circumstances of the target [16]. Creative strategies should be designed with the background of the data is then compiled into a creative idea, so it does not involve only logic but also art [17]. Creativity comes through the process with an organized approach, so that the creative planning that needs to be done in marketing communications is a creative planning (define goals and messages) that will influence the formulation of creative strategy and media strategy [18].

There are three steps designing a creative strategy that is the creative messaging strategy, creative of media, creative and budget. However creative the budget is not done in this study because it does not conform to the purpose of research. First, creative messaging strategy. "*What to say?*" Became a strategic decision to ensure the success of the message [19] by considering that the memory of a limited audience but receives a variety of brand exposure. This is in accordance with the competition faced by the information media. As a newcomer company needs to introduce the brand to the audience so that the brand is widely known. So that the accuracy of the message

into an important capital in brand communication. So as to realize it needs a comprehensive approach to conveying the message (rational approach, emotional, ethical and mix) that is easy to remember the audience [18]. Creativity lies in the way of delivering a message of "*how to say*" where the creative team usually use certain strategies in creative execution [18]. The existence of Yogyakarta as a city of culture and student city able to attract people to stop and stay. There are various types and forms of society means that there are various forms of the consumer so that the creativity of how to say become an important thing in communication.

Second, the success of the promotion of co-determined by the media strategy, where the selection of media was instrumental in the successful delivery of the message [18]. This activity consists of several related activities, the choice of target audiences through the media (the media has a target audience obviously), detailing how the media (media coverage, frequency of media, and the weight of the message can be delivered), and the selection of media and the ingredients (the right media for is used, the division of the use of media, public consumption patterns, time to reach consumers, media schedules, the right medium for the message of creative and media environment in accordance with the image of the product) [20]. One of the effects of technological development is the emergence of a variety of media that can be used as a medium of communication. In accordance forecast McLuhan, various media have sprung up with certain specifications [1] so that such diversity should be exploited and optimized to deliver TJ identity.

This view is generating research questions concerning the construction of TJ brand identity that is how the creative strategies that do Tribun Jogja in building brand identity in Yogyakarta. This study aimed to see how creative and creative strategies of media messages are being made to build brand Tribun Jogja (TJ) through the elaboration system brand.

II. RESEARCH METHOD

This study uses a constructivist paradigm, the meanings of humanly constructed to engage with the world which they interpreted to understand the historical and social perspective that comes from within and outside the human interaction [21]. The research method using descriptive analysis with the aim of providing an overview of the symptoms or reality [22] with a qualitative approach is used to gain an understanding of the context or background of the participants by collecting data in the form required information. That information is then given meaning and understanding. The sample is determined by purposive techniques to obtain data in accordance with the purpose of research, including the brand holder, internal stakeholders, external stakeholders, and verification with media practitioners and branding. This research was conducted in May-October 2016.

III. RESULT AND DISCUSSION

A. Creative Branding Strategy

Tribun Jogja products as an information-media company is in addition to portray the influence of other media functions,

information, and entertainment. "The mass media has the function to affect, the functionality of a product *Tribun Jogja*" (Agus Nugroho). TJ delivered through the influence charge information provision made products where the contents of the reader and give an idea or point of view to look at a phenomenon in accordance with the perspective TJ. "Frequent *Tribun* ... yes because of the required info there" (Agus Harsono). Indirectly TJ with their audience influences each other in view of a phenomenon or specific information. This is confirmed by media practitioners and academics, Dawn Junaedi, that the context of the influence of the media is no longer through bullet theory but using a *two-step flow*. There are factors that influence each other so that the opinions circulating in the community is a given viewpoint TJ truth as well.

The amount of influence an attraction to advertisers to advertise in TJ. The strength of the influence of the media is essential to consider the advertiser and need to think about the company. To measure the influence of the media in Indonesia is still supported by the Nielsen research results with concepts *top of mind* is to see the strength of the brand influence is based on the image in the community. Being *top of mind* means a product has a strong differentiator that allows the audience to remember the product. So that the strong differentiation of forming an identity. Opinions advertising practitioners, Margareta Wulandari, *top of mind* into consideration advertiser before their advertisements, so TJ had to find a way to strengthen identity.

*"The robust of KR (Kedaulatan Rakyat, a local-national information-media brand) made peoples call all newspaper brands with KR. To deal with *Tribun* use the event or activity to create brand image ... the goal to win the top of mind."* (Agus Nugroho).

A creative message also determines who target branding. Data were found showing segmentation TJ is young people aged 24-45 years with SES A and B and the expenditure of 2-3 million per month. From the data obtained TJ targets can be classified into three. First, the people of Yogyakarta ages 17-30 with the appeal to the rubric opinions, politics, sports, and lifestyle with a focus on using the TJ as a source of local info without exceptional national and international 2info. Both local people aged 30-50 years who used TJ as a source of complete information because it has a maturity analysis based on experience as well as info is used as a discussion. The third is the general public as well as tourists visiting Yogyakarta which have good literacy and use TJ as a barometer of local info in Yogyakarta. Other findings showed 50% penetration TJ readers are those who have special skills, *blue-collar*, such as researchers and entrepreneurs, as well as *white collar* and students with the reading time of 5-30 minutes per day. This type of consumer patterns caused by the activity of busyness and the time available to read a newspaper.

The main foundation in creative strategy that made TJ is the mission of the company where the values contained in it needed to be conveyed to the audience. With the emphasis on the effect of the product, in fact, TJ goal is to educate people by providing new spirit set forth in the tagline, "New Spirit Yogyakarta and Central Java." Submission in this way aims to

facilitate the planting of brand identity with a core audience said that there is a spirit long in Jogja who tries broken by a new spirit offered TJ.

*"Tribun actually says that our competitors are the spirit of the old, then the *Tribun* comes with a variety of novelty, overcoming boredom"* (Fajar Junaedi).

This value is communicated to provide insight into the community that TJ has a new tradition to overcome the saturation of the old traditions. This new spirit then becomes an offer, promise, and identity will be established TJ.

The approach taken as the basis for *how to say* is done through *brand name exposure*. Through the brand name created some diversion, first on the slogan "New Spirit Yogyakarta and Central Java," as opinion Fajar Junaedi, in Indonesia *brand awareness* necessary in recalling ... so the brand is hotter than the logo alone ". Both through the *glittering generalities* to infuse a new spirit in products such as 3M are known as multi-media, multi-platform, and multi-channel. Multi-media presentation is done with information not only through writing but also through a visual form of drawings, photographs, and infographics. *Multi-channel* is the ease of access, not only in newspapers but the information can be accessed through the website as well. And multi-media platform is the integration of TJ, where most news media appear on stage *Tribun*, as some local news in local newspapers also appeared in Kompas TV, websites, and magazines. This approach emphasizes the full utility to the public, in accordance with the wishes of the audience.

Third through such visual products designed to make it the easier target, design, image selection, packaging, and selection of appropriate words and typical style suits TJ. Style establishment made to support the established identity. Fourth through headlines on the home page tailored to the reader, whether images appear and proper diction. The fourth way is becoming a typical template of TJ. And fifth is the *bandwagon* to raise achievement has ever received, to strengthen confidence in the new spirit.

Thus it can be concluded that the purpose of branding is to win a *top of mind* in the information provider to the primary target is the people of Yogyakarta SES products A and B and the advertisement investor, and a secondary target in the form of new young people, youth, and immigrant communities. The message conveyed emphasis on missions that are always attached along with a logo tagline, the new spirit that is raised on each attribute of the brand.

B. Strategy to Build Identity

Brand identity used to establish a good relationship between the *Tribun* with consumers. TJ then need to communicate the values one through the *planning model of brand identity* Aaker'sand Joachimsthaler covers, *brand as product*, *brand as a person*, *brand as the organization*, and *brand as a symbol*. TJ has performed by communicating product characteristics or values attached to the brand. So, that the brand can be recognized and identified easily. Furthermore, useful for demonstrating the culture that would establish a brand image, the scoring is implemented so that consumers get

the experience of interacting with the product and the product is attached to the consumer. Delivery is done through, first, the attributes that need to be managed as a communication medium. Management brand name, colors, logo and tagline were formed as a whole into a unity that forms wordmark with the tagline, New Spirit Tribun Jogja Yogyakarta, and Central Java, with blue color uniformity in the various attributes or medium. This was done to make it easier to build public awareness about TJ. Then the visual language in layout management using a unique style such as using various infographics and use images that come out of the line of the outline. Secondly, it is the hallmark for the management of this kind has not been done by other companies. Then the form of packaging adapted to grip defined by a *movable* or portable and does not require *space* more to reduce the size of the newspaper.

Second, the important thing is it takes the audience with TJ benefits, which meet the information needs with the emphasis on the *needs* of consumers. The utility *needs* to provide information which is selected with an emphasis on *lifestyle* for a primary target to present information about Yogyakarta realized with rubrics and columns Blitz Malioboro, Tribun Bizz, Magelang Square, as well as the Tribun Central Java. Needs Another is education and entertainment that is implemented with educational information and entertaining in order to provide additional insights to target readers who take the form of a column or rubric *Smart Woman, Art, and Culture, Tribun Shopping, Culinary Guide, Music Zone, Soccer land, or Celeb Lifestyle*.

Besides concerned *needs* Talsi meet the needs of *want* and *desire*. Want to be realized by providing space for the public to participate pour thoughts or views in the brand. Set forth in the form of *Hotline Public Service, I-tribuners, and Citizen Journalism*. Needs *desire* facilitated by presenting inspirational column for goal, namely to present information or hobby lifestyle inspiring to audiences.

The third is the brand value. TJ indirectly make himself as executive newspapers because it is intended for executive audiences with the concept of lifestyle. The derivative of the concept of co-integrated with other activities, such as the promotion of the TFC (Tribun Family Card) to demonstrate its value, TJ shelf placement in hotels, and so on. Thus the value of TJ will be more powerful to show customers. It also affects the fourth point is the personality of the user. TJ also use the event or events to show users the remains in the realm of lifestyle such activities, *Color Run Fun, Cycling Tribun, or TFC's own*. So along with it will be seen who actually TJ consumers.

Fifth, a brand represents a particular culture. TJ is part of the Kompas Gramedia, media companies that already have a national scale position. So that the values held Compass declined to TJ, such as the independence of the media, the viewpoint of the phenomenon, a way of presenting information, which is also embedded logo on each product. So, that there remains a compass derived spirit to TJ.

TJ as the identity of the organization has formed the complex understanding of the company's interaction with the consumer. The interaction is manifested in several ways. First,

through TJ products interact with custom fields (Hotline, I-tribuners, Citizen Journalism) with the intention of involving the audience interaction. With so make TJ closer to the audience and make consumers more interactive. The emotional approach to help build the brand identity which directly involved the audience to interact with the brand that *touches the emotional consumer* makes it easy to brand into the minds of consumers.

Second, in addition to through the rubric or column, the interaction is also supported facility a *customer service* where the address and telephone not printed on newspapers and products. *Website* for the audience makes easier to interact with the organization. Then, thirdly, *customer service*, enables the company's interaction with the audience is also facilitated TJ set up booths *booth* at certain events. Where in the booth can do a question and answer audience and interact directly with TJ product. Thus, making the role of consumers to be more active and responsive to the brand.

Fourth, through a comment on the website and the official accounts of TJ. *Social network sites* (SNS) is also used to hold the TJ with the audience, where the product information, influence, and entertainment channeled through multi-channel, and the use of new media has made communication more personal brand with the audience.

To get closer to the consumer, TJ as personal develop some personality dimensions to facilitate share the brand message to consumers so that consumers trust the brand. Dimensions personal brand is identified consumer brand properties which are honest, *helpful, for the whole family*, and the *practical* and economical. For company information, *honest* is an important thing that is implemented with the submission of information in accordance with the actual situation, including the independence of the media. *Helpful* perform the function of TJ to help audiences. Implemented through the news headlines or information, the presentation of important data, as well as a bridge audience with institutions such as complaints, questions, and answers with health experts, as well as the presentation of information exchange.

Segmentation shows the target, not just *white-collar* or executive, but to the entire family. So that the product can be consumed by the head of the family, housewives, teenagers, and even children. In addition to products, the facilities provided TJ addressed to all levels of a target. As TFC program provides many advantages such as discount shopping vouchers, discount stay, car wash, and so on. Then the practical dimension and economically applied in several ways, such as practical in consuming the product through newspaper size, practically in the selection diction, and without reading the consumers still can know information with the infographic. Economical formed through newspaper prices affordable so that all people can consume the product, as well as the use of brand amenities, such as TFC, which shows consumers TJ make life more economical. TJ as symbol are imagination of consumers to the brand. TJ does not analogize with a personal specific brand. However, the company seeks to build a brand as a brand symbol classy primary association with SES targets A and B, is assisted by a secondary association with lifestyle themes appearance of products, and promotions that refer to the

primary association. So that the contents of the product, effect, entertainment, and attributes can show the class and its users. The concept is imparted to the target, thus creating a symbol of TJ as the media focus on the information that the executive. A direct analogy does not appear TJ, but through the interaction of the air, stage helped demonstrate to the public the appropriate symbol for TJ.

C. Brand Identity System

From the exposure data and analysis above shows the brand identity system is built TJ. *Brand essence* TJ delivered educates the community with the *core* brand gives new vigor to the information media. *Core* brand delivered through a set of simple phrases as a symbol of the company's promise to create something that is new to the community.

Expansion *core* brand pursued as a tripwire to form a brand image as an information medium. Brand extension use sixteen dimensions through four perspectives. TJ as products become the focus of how through the attributes, benefits, values, and culture show users with a focus on the target audience so as to form the culture and personalities both users and brands. TJ as an organization focused on the use of *the call center*, *public relations*, *web official* and *citizen journalism* with the aim of inviting the active role of the public to play a role in building brand image. TJ as a personal present to build public trust through dimensions honest, helpful, for the whole family, and the practical and economical with the aim to provide an overview closeness with consumers personal brand. TJ as a symbol communicated through promotion, lifestyle themes are carried, and the shape and layout graphical order to show penggunaanya class, where the symbol is fully owned by the consumer.

IV. CONCLUSION

TJ as a medium of information needs to establish a brand identity. It became the goal of branding creative strategies performed by implanting the expansion of the core brand to the public. The core message is that built New Spirit Yogyakarta and Central Java to the *core* the expanded and elaborated. In shaping the brand identity needs to understand the target audience and determine the message that would be delivered to the target audience. Tribun Jogja determines the primary target audience, namely Yogyakarta people with middle to upper economic class. Then the message you want to be delivered is TJ participate educate the community with the promise of new spirit for the community.

Decomposition of the promise the company or brand's core extension designed to generate brand identity in accordance with the vision and mission of TJ. Through creative strategy and brand identity system, the company plans to form a good brand identity through products, establish communication with the audience, and involve the audience in the formation of identity, through events and promotions. TJ thus not only an information media brands but also a symbol for the user as well show its personality and identity. With so TJ is more easily identified by consumers when put together with other information media commodities in Yogyakarta.

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