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VOICE OF INDONESIA AND SENSE OF BELONGING IN MEDIA: A CONTENT ANALYSIS

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ARTICLE INFO	ABSTRACT
Accepted : 03-08-2023 **Revised** : 08-08-2023 **Approved** : 09-08-2023 *Keywords:* Content Analysis; VOI; International Affair; Sense of Belonging.	VOI (Voice of Indonesia) is a professional media in their respective field, that exists and works for Indonesian development. Their content is dominated by cultural promotion and tourism but it's not delivered subtly. This paper would asses the sense of belonging on VOI broadcast by RRI as an English worldwide broadcast. Content analysis by Krippendorf was used as a methodology to assess the Instagram post by VOI. As a result, VOI can't be like VICE, subtly presenting information and their dynamic of phrases. This alarms Indonesia to stand out more in international affairs; therefore Indonesia won't be seen as a country with empty offer.

Introduction

Nationalism with traditionalism is a multifaceted ideology that intertwines a love for one's country with a strong emphasis on preserving and adhering to traditional values, customs, and cultural heritage (Roslidah & Komara, 2017). As a political and social stance, it seeks to forge a cohesive and unified national identity while safeguarding the historical roots and time-honored practices that have shaped the nation's character over time.

Nationalism, when combined with traditionalism, originates from a profound sentiment of pride and emotional connection towards one's nation, encompassing its historical background and its populace (Chu, Lien, & Cao, 2019). This variant of nationalism places significant emphasis on the primacy of national autonomy, cultural distinctiveness, and a collective perception of a predetermined future among the populace. Advocates of this particular ideology frequently maintain the viewpoint that a robust nation is constructed upon the bedrock of its shared historical narrative, linguistic heritage, religious practices, and cultural traditions. The preservation of cultural heritage and ancestral rituals is a significant aspect of nationalism intertwined with traditionalism. Traditionalists argue that these practices not only contribute to the establishment of a collective identity and the preservation of cultural heritage but also play a crucial role in shaping individuals' ethical framework and leading societal behavior towards morally upright paths. Traditional values can be defined as the set of beliefs and principles that encompass all aspects of society, including family structures, religious practices, and social conventions. Advocates of traditional values assert that

these elements play a crucial role in upholding social order and fostering social cohesiveness.

The ideology of nationalism, when combined with traditionalism, places significant importance on the preservation of continuity in governance and institutions. It advocates for a gradual approach to change that aligns with the nation's historical trajectory. This viewpoint frequently encounters conflicts with swift social or political changes, as adherents of traditionalism perceive these as possible risks to the stability and unity of the nation (Nurrahmi & Putra, 2019). Through the deliberate cultivation of a robust historical continuum, individuals endeavor to achieve an equilibrium between advancement and conservation, thereby safeguarding the fundamental principles that delineate the nation against the encroachment of contemporary influences. The correlation between nationalism and traditionalism can also exert an impact on a nation's perception of individuals from foreign countries and the formulation of immigration laws. Supporters of this ideology may perceive mass immigration and the process of assimilating foreign cultures as potential challenges to their national identity and traditional values. Frequently, individuals advocate for more stringent immigration regulations to safeguard their cultural legacy from dilution. They underscore the importance of newcomers assimilating into and demonstrating reverence for the established practices and beliefs (Musa, Mulyana, Bajari, & Navarro, 2020).

Nevertheless, the combination of nationalism and traditionalism is not without its problems. Critics contend that a rigorous commitment to historical traditions has the potential to impede societal advancement and curtail personal liberties. It is argued that the adoption of such an ideology has the potential to sustain and perpetuate social disparities and prejudiced treatment, given that certain cultural customs and practices may be inherently oppressive or influenced by biased convictions (Widyaningrum & Dugis, 2018). The task of reconciling the preservation of tradition with the advancement of social justice and inclusivity emerges as a fundamental dilemma for societies that embrace this concept. The phenomenon of nationalism coupled with traditionalism has been increasingly recognized in diverse regions across the globe in recent years. The phenomenon of globalization and its quick pace of change has raised apprehensions regarding the potential loss of cultural diversity and the weakening of national identities (Susilo & Sugihartati, 2021). Consequently, several individuals have sought comfort in safeguarding their cultural heritage and upholding traditional practices. Moreover, the proliferation of technology and the internet has accelerated the dissemination of ideas, enabling those with similar ideologies to establish connections and reinforce their collective convictions, irrespective of geographical boundaries. The interconnected network of nationalist traditionalists on a worldwide scale has played a significant role in facilitating the dissemination of ideas and fostering the exchange of many regional manifestations of this particular ideology (Widyaningrum & Dugis, 2018).

Nationalism with traditionalism represents an ideology that marries a profound love for one's country with a dedication to preserving cultural heritage and historical customs (Brubaker, 2012). By cherishing traditional values and institutions, proponents

seek to forge a cohesive national identity while maintaining continuity with the past. While this ideology can foster a strong sense of pride and unity, it must navigate the complexities of balancing tradition with progress, addressing issues of inclusivity, and accommodating a changing world (Dawisha, 2002). As the global landscape continues to evolve, the role of nationalism with traditionalism in shaping societies will undoubtedly remain a subject of ongoing debate and exploration.

In the realm of news media, the sense of belonging is a fundamental aspect that impacts how individuals perceive, interact with, and trust the information they consume. The news media plays a pivotal role in shaping public opinion, disseminating information, and reflecting the diversity of perspectives within society. To foster a sense of belonging within news media, it is essential to prioritize inclusivity, accuracy, transparency, and engagement. In this article, we explore how a strong sense of belonging in news media contributes to a healthier and more informed society.

The first step towards creating a sense of belonging in news media is through inclusivity and representation (Liu, Shao, & Fan, 2018). A diverse range of voices and perspectives should be reflected in the news content, ensuring that it resonates with various communities and demographics. By showcasing stories that represent the experiences and struggles of different groups, news media can connect with readers on a personal level, allowing them to see themselves and their communities reflected in the stories they read. Moreover, representation is not just about covering diverse topics, but also about having a diverse workforce within news organizations. Including journalists, editors, and decision-makers from various backgrounds helps in presenting a broader array of viewpoints and challenges the biases inherent in media coverage.

A strong sense of belonging is closely tied to trust and credibility. When news media outlets demonstrate accuracy, accountability, and transparency in their reporting, they foster trust among their audiences (Farivar, Wang, & Turel, 2022). People are more likely to feel a sense of belonging to a news organization that consistently provides reliable information and corrects errors when they occur. Furthermore, maintaining a commitment to journalistic ethics and fact-checking is crucial in this digital age where misinformation and fake news can spread rapidly. When news media outlets prioritize accuracy, they reinforce the idea that their primary goal is to inform the public rather than merely generate attention or revenue.

Polarization and bias are two significant challenges that can hinder a sense of belonging in news media. Partisan reporting and sensationalized content can exacerbate societal divisions, pushing people further away from the news rather than drawing them in. To address this issue, news outlets must strive for balanced reporting that presents multiple perspectives and avoids favoring one side over another. Acknowledging and addressing biases within newsrooms is equally important. News media organizations should implement diversity and sensitivity training to promote awareness of unconscious biases and create a more inclusive news environment (Schäfer & Eerola, 2020).

A sense of belonging thrives when individuals feel connected to the news media actively. With the rise of digital platforms and social media, news outlets have the opportunity to engage with their audiences on a more personal level. Encouraging reader feedback, responding to comments, and incorporating interactive elements such as polls or surveys can help news media establish a sense of community and foster a two-way dialogue. Furthermore, leveraging user-generated content can create a sense of belonging by involving the audience directly in the news creation process. This approach not only enhances the diversity of perspectives but also empowers readers to see themselves as contributors to the news media landscape (Lufthansa & Susilo, 2022).

Local news plays a crucial role in cultivating a sense of belonging within communities. It helps people stay informed about issues directly affecting them, fostering a sense of shared identity and responsibility (Dutta, Lanvin, & Wunsch-Vincent, 2016). By highlighting the achievements, challenges, and events in local communities, news media can promote a greater sense of attachment and belonging among readers. Unfortunately, many local news outlets have faced economic challenges and closures in recent years, leading to "news deserts" in various regions. Reviving and supporting local news is essential for creating a more connected and informed society.

In conclusion, the sense of belonging in news media is an essential factor in shaping the public's perception and engagement with information. To foster this sense of belonging, news outlets must prioritize inclusivity, representation, trust, and engagement. By reflecting diverse perspectives, promoting accuracy, combatting bias, and engaging with their audiences actively, news media can contribute to a healthier, more informed, and connected society (Pang, 2020). Ultimately, a strong sense of belonging in news media strengthens democracy and enables individuals to participate meaningfully in their communities and the broader world.

Cultural promotion presents an additional challenge in distinguishing between cultural preservation and cultural revival. While both aim to protect a community's heritage, they differ in approach. Preservation focuses on safeguarding existing traditions and practices, ensuring their continuity for future generations. Revival, on the other hand, seeks to breathe life into forgotten or endangered customs that may have fallen into disuse. This challenge emerges when deciding which aspects of a culture to emphasize. Too much emphasis on revival can create an inauthentic representation of the culture, losing its true essence. Conversely, focusing solely on preservation may stifle creativity and adaptation, preventing cultural growth and evolution.

The rise of globalization has intensified the challenge of traditionalism and cultural promotion. As societies become more interconnected, cultures interact and influence one another. While this cross-pollination can enrich cultures, it can also lead to cultural homogenization. Globalization can erode unique cultural practices and replace them with more mainstream, universally accepted norms. This raises questions about the preservation of cultural diversity and the potential loss of cultural identity in the face of globalization.

The challenge of traditionalism and cultural promotion is a multifaceted and delicate endeavor being the research objective. Balancing tradition with the need for progress, preserving cultural identity amid the forces of globalization, and distinguishing between preservation and revival all require thoughtful consideration. By fostering open dialogue, embracing cultural diversity, and encouraging the interplay between tradition and innovation, societies can navigate these challenges successfully and cultivate a vibrant cultural tapestry for future generations.

Research Methods

Content analysis is a research method used to systematically analyze textual, visual, or audio material to derive meaningful insights and identify patterns. Within content analysis, two primary approaches exist: quantitative and qualitative. In this exploration, we delve into the qualitative method of content analysis, which emphasizes understanding the deeper meanings, interpretations, and context behind the data. This approach allows researchers to uncover rich and nuanced information, making it a valuable tool for investigating complex phenomena. The fundamental goal of qualitative content analysis is to gain a deeper understanding of the subject matter by examining the content in its natural context. It focuses on the quality and depth of data rather than numerical measurements, and it allows researchers to explore individual experiences, opinions, emotions, and attitudes (Lufthansa & Susilo, 2022). The method is commonly employed in fields such as sociology, psychology, education, and communication studies to analyze interviews, focus groups, social media content, documents, and more.

The process of conducting qualitative content analysis typically involves several key steps. First, researchers begin by formulating research questions or objectives, guiding their exploration. Then, they define the unit of analysis, which can range from a single word to entire documents, depending on the research scope and objectives. Next, data collection commences, and researchers may employ methods such as in-depth interviews, observation, or the collection of existing texts and media. Once data is collected, the process of coding takes place. Coding is the heart of qualitative content analysis, involving the systematic categorization and labeling of data according to emerging themes or patterns. Researchers immerse themselves in the data, reading and re-reading it to identify recurrent ideas, emotions, concepts, or behaviors. These codes create the building blocks for analysis, enabling the researcher to draw connections and insights from the content.

During the analysis, the researcher maintains reflexivity, recognizing their own biases and preconceptions that may influence the interpretation of data. Validity and reliability are ensured through the use of multiple coders or peer review, enhancing the rigor of the findings. One of the significant advantages of qualitative content analysis is its flexibility. Unlike rigid quantitative methods, qualitative content analysis allows researchers to adapt and refine their coding scheme as new patterns and themes emerge

during the analysis. This flexibility permits the exploration of unexpected areas, encouraging a holistic understanding of the data.

Another crucial aspect of qualitative content analysis is its interpretive nature. Researchers are encouraged to delve into the underlying meanings and context of the data, considering cultural, social, and historical influences. This emphasis on context helps avoid oversimplification and fosters a more profound appreciation of the complexities inherent in the content. However, qualitative content analysis also comes with certain challenges. As the process relies heavily on the researcher's judgment and interpretation, the findings may be subjective to some extent. Additionally, the time-consuming nature of qualitative analysis can be a limiting factor, especially when dealing with vast volumes of data (Laksono, 2021).

To mitigate these challenges, researchers often employ computer-assisted qualitative data analysis software (CAQDAS). These tools aid in organizing and managing large datasets, facilitating the coding process, and enhancing reliability. In conclusion, the qualitative method of content analysis is a powerful research approach that allows researchers to explore the depth and complexity of textual, visual, and audio content. By emphasizing context, interpretation, and understanding, qualitative content analysis provides valuable insights into the intricacies of human experiences, opinions, and behaviors. It continues to be an invaluable tool for researchers seeking to comprehend complex phenomena and contribute to the advancement of knowledge across various disciplines.

Analysis Technique

The analysis technique will be taking the content data from @voi__official, the chosen data will be put inside a table. The data is chosen according to culture-related content. After completing data collection, the data will be analyzed with qualitative content analysis.

Results and Discussion

CONTENT	CATEGORY	CAPTION
	Cultural promotion	Three years after being halted due to the Covid-19 pandemic, the Baliem Valley Cultural Festival will return in August 2023. Thousands of tourists are targeted to attend the festival which is an icon of Papuan tourism Stay tuned for more information

		in the Keliling Indonesia program Wednesday, August 2, 2023, at 09.15 WIB (GMT +7)
	Cultural Promotion	A very beautiful, unique, and amazing fashion carnival in Jember, East Java is about to be held hair! Especially if it's not @jemberfashioncarnaval

Want to know what the excitement of the event will be? Stay tuned for the Keliling Indonesia program Wednesday, July 26, 2023, at 09.15 WIB (GMT +7) only on the RRIplay Go views. id and application. Click the link in the bio. |
| | Tourism | After a three-year hiatus due to the pandemic, the 14th Indonesian Trade and Tourism Promotion (ITTP 2023) will return to Phnom Penh, Cambodia in August. Not only the exhibition of Indonesian tourism products and promotions, this event will also promote Indonesian education, culture, and cuisine.

What is the series of events? Stay tuned for the Tuesday, August 1 edition of the Diplomacy Realm program at 12.35 WIB only on the RRIplay Go views. id and application. Click the link in the bio. |
| | Cultural Promotion | Do VOI listeners live in Canada, specifically in Toronto? |

	Miss Indonesian food? Just come to the Indonesian Food Festival 2023 held by Consulate General RI Toronto (@indonesiaintoronto). What kind of food is there? Let's follow more information in the Diplomacy Realm program only on the RRIplay Go views. id and application.
	Cultural Promotion The Indonesian Consulate General in Kuching (@indonesiainkuching) held Coffee Morning on July 12, 2023, by presenting an Interactive Angklung activity featuring Mrs. Aryati Peach as a resource person and conductor. She is also the conductor of the angklung group at a Senior Centre in Silver Spring, named Margaret Schweinhaut. The angklung group led by Mrs. Ari is called "Schweinhaut Angklung USA". The activity which was carried out at Wisma Konjen was carried out under the coordination of @dwpkjrikuching Mrs. Angela Widowati Nugroho who also presented Indonesian specialties in the form of Balinese rice, satay lilit, green banana ice, and traditional cakes.

Based on the data above, we gathered five contents in total. All of the contents from VOI contained promotion of culture, hence most of the categories go to cultural

promotion. Only one content is categorized as tourism, but even with tourism, it counts as cultural expansion since tourism relies so much on cultural display (Hamdi, 2020).

a. Sense of Belonging Concept

Just like what is described in the literature review, with the finding that most of the content is cultural promotion and tourism, it means that VOI has a strong sense of belonging. This strong sense of belonging is part of the Indonesian naturalism agenda. The government's main idea of making Indonesia looks valuable is by selling its culture and natural riches, this sense of belonging concept becomes Indonesian pride in building international relations with a neighbouring country (Usman, 2022). The cultural promotion is set to spread the agenda that Indonesia has natural resources and cultural value, while at the same time, it doesn't meet international expectations such as Korean Wave or Japanese Anime culture which is preserved constantly in the industry and education. While Sense of Belonging in VOI is good to light up the spirit of nationalism towards Indonesia, it can backfire on the Indonesian creative adaptation path in international affairs. The digital platform is the media to expand more creative touch in promoting culture, however, the sense of belonging hindered its progress to be more adaptable to the audience.

b. Tourism as Double-Edged Knife

One of the content promoted by VOI is the tourism category. The tourism problem in Indonesia is pretty dire that it caused backlash to foreign digital nomads like Kristen Gray. The tourism sector is one of the Indonesian priority services that they think is a superior product to support their International affair. The tourism content itself is still vulnerable due to the high exploitation of land and human resources. As noted before in Kristen Gray's case that local worker tends to get low payment as well as low profit from their land. This is due to tourism tends to bring suffering to the natives despite working in that industry. One of the malicious systems is the tipping system preserved by Indonesia. The tipping system results in the country only providing low payment instead of giving proper payment to the people. They assume that the amount of money from tipping is bigger than the Indonesian minimum wage and currency, hence those who can't get the tip get an underpaid result which is equal to enlive slavery in the modern day.

Conclusion

The conclusion from this research is that VOI content is too much relying on government narrative and is not based on what's adaptive for their audience or what's adaptive for their environment. This lacks of content innovation is caused by a strong sense of belonging. What Indonesia wants to gain from that is strong nationalism, but instead, it results in a lack of content innovation since not only their content is focused on cultural promotion but also involves tourism as it is not enough to be a product with high-tech advancement. Indonesia avoiding high-tech advancement is what caused their dependency on cultural promotion and natural resources instead of making human innovations. The phrase "Beauty is Wound" from Eka Kurniawan applies well between

Indonesia and their natural resources. Indonesia perceived natural resources as an unbeatable force; hence they have a strong dependency on what they see as an unbeatable force. Whereas natural dependency results in them in perceiving their own culture as a natural shape and delivery, when you want to promote Reog Ponorogo, you just hold an event of actual Reog Ponorogo event without considering that the younger generation had more difficulty in reception and adapting that informationggggggggg. This kind of landscape makes Indonesian cultural promotion looks premature and not creative unlike South Korea and its K-wave or Japan and their Japanese Anime culture. Japan and Korea, the way is that they have creativity and subtle delivery in their cultural promotion instead of treating their audience with one-direction information. What VOI did is professional but not meeting the requirements of international affairs quality.

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