Leadership, Communication, and Crisis Management in Emergency Situation.

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Abstract Emergency situation brings negative effect which can happens anytime and anywhere. Therefore, emergency situation should be responded efficiently and effectively. The research views as from leadership, communication, and crisis management in order to respond emergency situation. This qualitative research is conducted by case study as a method research. Data are collected by content analysis, moderate observation and interview. The result of this research shows that the leader of Procurement Department use Transactional Leadership Model and Task-Oriented Style. He uses the power as autocratic. The communication pattern in BMB is All-Channel Pattern. The style and model of leadership on BMB is good however the crisis management should be more develop and more planned to respond to emergency situations.

Keywords Leadership, Style of Leadership, Model of Leadership, Communication, Crisis Management

Hermeneutics Studies on Representation of Merry Riana on Her Biography Cover Design

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Abstract The development of book, both on cover or content, has been changed depend on the trend of design at that time. Nowadays, among many various books, biography is a kind of book that attracts readers. Biographies are becoming more frequent published, both written by writer and the figures themselves. Most of the cover of the biography always shows the figure in the form of photos or similar pictures of herself in her distinctiveness of each character. Merry Riana was the figure of female motivator whose biography had been published. These two biographies also told the life journey of Merry Riana in achieving success in her life. This study wanted to see how the figure of Merry Riana as a female motivator was represented in the cover design of her biography, which is the subject of the study is the cover design of the books entitled Mimpi Sejuta Dolar and Langkah Sejuta Suluh. This study used qualitative method with the approach of Gadamer's hermeneutics. The results of this study were to show that a female motivator, Merry Riana, who was illustrated in the cover design of the book, was a woman who was brave and fought to reach the peak of success.

Keywords: book, cover design, motivator, woman

Analysis of Structure and Visual Meaning

of Municipality (kotapraja) symbol The Nedherland Indies era

From A Post Colonial Perspective

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The development of the symbols of each region (districts, municipalities, and provinces) in Indonesia is very diverse, has a different history, and experienced different developments following the needs of representation of identity and local entities. this need is more visible on regional identity for tourism Branding. the several symbols that have undergone such changes, some symbols still retain the symbol element until now. That still survive until now symbol of the area describes the condition of the environment, history, characteristics or ideals to be achieved. But the symbols of municipal government in Indonesia in the era of the 1930s little bit formed from the visual symbol form of government form the Dutch East Indies. On the basis of that, this research is done in addition to researching the problem of visual structure, will also be in language studies of his main Culture studies concerning the analysis with the Post Colonial perspective.

The method in this research is to use descriptive qualitative method of analysis, which aims to describe systematically facts or specific areas factually and accurately, this method is also supported by the theory of semiotics and post colonial theory discourse analysis is used to provide an overview of the relationship of visual structure Symbol and its relation to the visual elements of the Nederlands Indies symbol. This research expected to be found a visual structure that explains the visual significance of the symbol of the township of the Nedherlands Indies era. Also that explains and found social entity structure from the symbol.

Keyword : Visual structure , Post Colonial , Symbol of Municipality

Kandinsky Inspired Digital Print Motif With Pattern
Making, Cutting Exploration of Edgy Looks for Ready to
Wear Deluxe

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Abstract The collaboration in between industry creative people will deliver strength in concept of design and creation for the result, as fashion industry is the largest and rising industry in Indonesia. Digital printing on textile is becoming trend development from few years ago, following emerging of international brand like Mary Katrantzou, Peter Pilotto and Jonathan Saunders were all started the digital bold prints with futuristic and cutting edge theme in year 2010. As according to fashion trend report, Art inspired prints have dominating fashion runway with the appearance of neon colors and shall stay all the way in year 2017. The research theme of artistic digital print has brought the creative director's aim for exploration project of fashion collaboration between a fashion brand and graphic designer for creating art inspired print by using digital printing with combination of pattern making exploration, the paintings of Wassily Kandinsky during his period at Bauhaus in 1922 until 1933, Kandinsky's Composition VIII and Transverse Lines during year 1923 had inspired the creative director to achieve variation of prints from combination, where finally this collaborative project has delivered into fashion showcase at fashion week in year 2016 by using edgy and semi avant – garde pattern making and cutting exploration into collection of Ready to Wear Deluxe consist of six looks varied from two – pieces top and bottom to long dress.

The "Sleborz Aesthetic" of Amenkcoy a.k.a Mufthi Priyanka

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Abstract: Mufti Priyanka a.k.a Amenkcoy is a graphic artist from Bandung, West Java, Indonesia. Amenkcoy likes to capture the everyday life that for most people can be so trivial, trivial, unimportant, plebeian, crotch, even taboo. But precisely therein lies the expertise of Amenkcoy in the work, he always succeeded build or construct a paradoxical narrative of the everyday life of the masses of the most complex urban society. From his artwork, Amenkcoy is totally a contemporary artists. He always shows a variety of parodies, intertextuality, criticism of the establishment of ideology or culture, ironic, patische, and others. Contemporary aesthetics as mentioned above can be referred to as "aesthetics that anything goes" and that is exactly what Amenkcoy's artwork. His artwork is consistent with the spirit of postmodernism, which is full of games and humorous jokes in response to phenomena or sociocultural issues, and so on. The jokes actually have various values if we see to his works solemnly. In his works, Amenkcoy seem to construct a satirical satire that criticizing this and that. With sentences of word that also satirical (Amenkcoy called it as a collage of words). This words are deliberately aligned with the image and that make his artwork more vulgar, more ferocious, more tragic, and more Silly. Therefore, Amenkcoy is a "sleborz artist" in the real sense.
Keywords: graphic, aesthetic, postmodernism.

Defining Radicals: Comparison Between Language Style Used in Social Media Between Government-Approved and Radical Moslem Group

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Abstract Lately, there is a rise on Muslim radical groups topic in Indonesia. Hizbut Tahrir Indonesia (HTI) is one of a group deemed as the militant group that endangers Indonesia's unity according to the official statement by Wiranto, Minister for Political, Legal, and Security Affairs, on behalf of Indonesian government position towards the HTI status. Albeit their radical nature, their lives are quite modern in the opposite. It is proven by the usage of social media like Twitter and Facebook as their means of communication. Twitter is one of the most efficient methods of communication to this religious group followers, as well as other Islamic religious groups such as MUI and NU. This research is intended to find the differences of content regarding language style used by HTI and those government approved Muslim groups in Indonesia (MUI and NU). The tweets were extracted, then compared based on commonly used words and phrases. The purpose of this approach is to know the difference between government-approved religious groups' tweets and the tweets of the so-called radical group by the government. It has found that there are some differences in language style used by each Muslim group which could be used to detect similar militant groups in the future.

Keywords Data Mining, Text Mining, Sentiment Analysis

The Visuality of Personal Symbol in Indie Film Lie ≠ Pray

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Abstract: Film as the medium of message communication was built upon the structure of the language that consists of symbols or signs. The problems of a film were surrounding in the film's text. The creators' freedom and creativity on content selection as a paradigmatic choice was considered potentially generating problems on the audience to understand, interpret, and appreciate the film's text. The case studies on film's text interpretation were conducted through an indie film Lie ≠ Pray as the object of research. This research is a qualitative research by means of cultural studies approach through the interdisciplinary phenomenological hermeneutic research methods with interpretative descriptive techniques. The selection of the cinematic elements and personal symbolism by the creators was a preference in expression and narrative style in conveying the abstract concept message.

Keywords: *Film's text, Paradigmatic choice, Personal symbol*

Kajian Perspektif Bahasa Rupa *Silent Manga*

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Abstract *Manga is a variety of comics that emerged from Japan that has a lot of fans in every part of the world. Silent manga appears as variations that appear with the construction of different elements with conventional comics. Symptom analysis in the construction of visual languages of comic elements was used as a way to reveal the difference. The theory of inner and outer layout of the Prima Tabrani Fine Language theory is an appropriate approach that could be used to see different element in the silent manga.*

Keyword: silent manga, internal composition, external composition, visual language, comic

Semiotics in Advertising As A Way to Play Effective Communications

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Abstract. Advertising can be regarded as a marketing activity in addition to its function for the means of communicating. Advertising in principle is a product of mass culture and cultural products of industrial society characterized by mass production and consumption. That is, the mass is seen no more as a consumer user. Creating postal interaction as an individual communication activity by using strong signs can be done through advertisement serving. Presentation of communication messages by landing them on an object - in this case advertising or events that are attracting audiences - need to use media accuracy. However the media as a means of communication and a further effect as a self-expression. Any media used can be analyzed not only structurally, but semiotics approach can be used as a form of thorough analysis of the presence of an advertisement. Ad serving will make an interesting topic and impact on effective communication when there

is a bandage between the signs that are interconnected. Ads displayed in a particular context on television and attributing ads to semiotics seem to be an interesting trending topic. Some ads display are often not merely product offerings, but embedded certain belief systems and values or cultures have self-esteem. Advertisement for producers is not only a promotional tool of goods or services, but also to offer an image to consumers and potential customers about the products offered. In the context of semiotics, the signs contained in ads display will be studied more deeply to obtain a thorough meaning of an ad display. This study will emphasize the semiotics theory approach supported by Roland Barthes. This writing focuses on the meaning process of the signs appeared in an ad display and is done by giving attention to the meaning of denotative and connotative.

Seeing Jokowi, The President of Indonesia's Leadership: Case Study of Goldhaber's The Charisma Factor in Leadership Theory

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Abstract As the seventh and current President of Indonesia, Joko Widodo or Jokowi, has changed the face of Indonesian style of leadership. The image of modesty that Jokowi implies are seen by his choice of attires and daily activities. The president is famous for his modest attires in mostly any ocassions. He usually dressed in white shirt and black trousers, his appreance does its own magic. Therefore, although he is different from his predecessors in term of way of work and mighty images, his modest charm endorses his own image and charisma to public's eyes. According to Goldhaber, charisma is playing an important role for a leader. People need to see them in a different way for him to earn certain respect. He objected Weber's thesis regarding charisma only as something heroic. Therefore, he put another two types of the charisma factor in leadership, which are anti-hero and mystic. The method used in this research case study of in Jokowi's interactions with public, this research is sought to see his leadership according to Goldhaber's theory. As the result, Jokowi is seen as 'anti-hero' leader. As they dress the same with us also having the same value and attitude as what we believe. Anti-hero type is when the leader is or feels close as our own father. Jokowi, based on the thesis has that image portrayed in Goldhaber's explaination.

Keywords Leadership, Jokowi, Goldhaber, Charisma, Anti-hero

The Role of Visual Aids in Corporate Annual Reports in Drawing Wider Audience Internally

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Abstract: As obligations go, the designing, writing and creating process of Corporate Annual Reports has always been viewed as something that is burdensome and exciting. It describes what the company has achieved during the last year, and the people creating it is under pressure to get all the details right. All the important and relevant information about the company need to be in the report and all must be presented correctly. The result is a book that is complete, comprehensive, but often very detailed and tedious to read. While that is the objective of

the creating of the Corporate Annual Report, only few of the members of the organization are interested in reading it, thereby missing out on many important information,. This is despite Annual Reports were designed, created, and presented in a way that is as visually engaging as possible. The researcher's aim, using Observations and Literature Review was to investigate the role of Visual Aids in Corporate Annual Reports in drawing a wider internal audience.

Keywords: Annual Reports, Visual Aids, Organizational Communication

Desain Visual dengan Menggunakan Elemen Bahasa Walikan Malang

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ABSTRAK Kota Malang selain memiliki kuliner khas bakso juga terkenal dengan bahasa khas, yakni bahasa walikan Malang yang berkembang dengan baik dan tetap dilestarikan masyarakat Malang. Penerapan elemen bahasa walikan Malang pada desain merchandise ini semakin berkembang menjadi budaya visual yang populer sebagai media komunikasi. Dalam perkembangan lebih lanjut saat ini banyak digunakan pada berbagai media informasi oleh pemerintah, pelaku usaha, dan masyarakat umum. Serta terdapat juga pada media informasi cetak dan media sosial elektronik. Fokus kajian dalam penelitian ini yaitu mengamati desain visual dengan menggunakan elemen bahasa walikan, yang saat ini telah menjadi budaya visual yang populer, terutama pada produk desain kaos yang merupakan bagian dari *merchandise* khas kota Malang. Fenomena ini menarik untuk dilakukan studi karena didalamnya terdapat desain visual yang menggunakan *local knowledge*, serta terdapat peralihan wahana seni, dari bentuk wahana seni yang satu (bahasa walikan) ke bentuk wahana seni yang lain (desain visual). Dalam arti yang lebih luas, istilah ini bahkan juga bisa mencakup pengubahan dari berbagai jenis ilmu pengetahuan menjadi karya seni. Untuk itu permasalahan penelitian yang diajukan dalam penelitian ini yaitu : (1) Bagaimana desain visual yang dirancang dengan menggunakan *lokal knowledge* (bahasa walikan Malang); dan (2) Bagaimana konsep pengembangan bentuk/ formulasi titik temu antara pemaknaan desain visual dengan bahasa verbal (bahasa walikan) secara teknis. Tujuan dari penelitian ini yaitu menemukan bahwa desain visual bisa dikembangkan dengan *local knowledge* dalam hal ini bahasa walikan Malang. Metode yang akan digunakan dalam studi model desain visual dengan menggunakan elemen bahasa walikan Malang ini adalah menggunakan paradigma kualitatif dengan berusaha membangun makna tentang suatu fenomena berdasarkan pandangan-pandangan dari para partisipan. Mengidentifikasi suatu komunitas *culture sharing*, lalu meneliti bagaimana komunitas tersebut mengembangkan pola-pola yang berbeda dalam satu waktu (etnografi). Dengan mengobservasi perilaku para patisipan dengan cara terlibat langsung dalam aktivitas-aktivitas mereka. Data dalam penelitian ini berupa data kepustakaan dan data lapangan dengan prosedur pengumpulannya melalui observasi (pengamatan), wawancara, dan dokumentasi. Hasil dan manfaat penelitian ini diharapkan dapat memberikan manfaat bagi ukm-ukm produsen kaos agar semakin berkembang desain visualnya dengan menggunakan bahasa walikan, serta dapat memberikan masukan bagi pemerintah kota Malang bahwa dalam menyampaikan program/ pesan kepada masyarakat dapat lebih optimal bila menggunakan desain visual dengan bahasa walikan.

Kata kunci: *fenomena visual, bahasa walikan, pengembangan bentuk.*