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#20789 Summary

SUMMARY [REVIEW](#) [EDITING](#)

Submission

Authors	Redi Panuju
Title	ANALISIS NARATIF IKLAN PARTAI PERINDO
Original file	20789-59356-3-SM.DOC 2017-09-19
Supp. files	20789-59361-1-SP.DOC 2017-09-19
Submitter	Redi Panuju
Date submitted	September 19, 2017 - 06:12 PM
Section	Articles
Editor	None assigned

Status

Status	Archived
Initiated	2017-11-01
Last modified	2017-11-01

Submission Metadata

[EDIT METADATA](#)

Authors

Name	Redi Panuju
ORCID iD	http://orcid.org/0000-0001-5027-5529
Affiliation	Dr Soetomo University
Country	Indonesia
Bio Statement	Dean of Communication Faculty
Principal contact for editorial correspondence.	

Title and Abstract

Title	ANALISIS NARATIF IKLAN PARTAI PERINDO
Abstract	ABSTRACT

This article is about to review the advertisement of the Unity Party of Indonesia (Perindo) which has been repeatedly broadcasted on four Private Television owned by the Party Chairman (MNC TV, Global TV, RCTI and iNews TV). The Indonesian Broadcasting Commission (KPI) prohibits the advertisement from being played on the grounds that it is excessive to disturb the public interest. Advertising ads are then uploaded through social media youtube. In the ad the figure of the general chairman of Tanoesoedibjo Day (HT) is very dominant to form party control image. It seems that HT's ambition is to use the party as a tool to achieve political power.

There is no prohibition for every citizen to rule in this country, but the political reality still has sentimental sentiments based on ethnic identity. while HT comes from ethnic Chinese descent. Thus, it is possible that Perindo's advertising message will be responded negatively by the public. this review recommends technical changes to advertising messages, use of different TV stations, and presents other figures outside of HT to give Perindo the impression of an open party.

The method of analysis of this article using the narrative analysis model Grimas, who try to interpret the text as a tool to strengthen a certain figure with a profile relevant to the intended audience or audience.
Key word: Advertising Perindo, narrative analysis, social media, Tanoesoedibjo Day, advertising effectiveness.

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Agencies Dr Soetomo University Surabaya Indonesia

References

References Prof Dr Asep S Muhtadi, MA Contact Person +628122350828

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#19841 Summary

SUMMARY [REVIEW](#) [EDITING](#)

Submission

Authors	Redi Panuju
Title	ANALISIS NARATIF IKLAN POLITIK PARTAI PERINDO
Original file	19841-56622-4-SM.DOC 2017-08-04
Supp. files	19841-56623-3-SP.PDF 2017-08-04
	19841-56625-1-SP.PDF 2017-08-04
Submitter	Redi Panuju
Date submitted	August 4, 2017 - 03:50 PM
Section	Articles
Editor	None assigned

Status

Status	Archived
Initiated	2017-09-14
Last modified	2017-09-14

Submission Metadata

[EDIT METADATA](#)

Authors

Name	Redi Panuju
ORCID iD	http://orcid.org/0000-0001-5027-5529
Affiliation	Dr Soetomo University
Country	Indonesia
Bio Statement	—

Principal contact for editorial correspondence.

Title and Abstract

Title	ANALISIS NARATIF IKLAN POLITIK PARTAI PERINDO
Abstract	

ABSTRACT

This article is about to review the advertisement of the Unity Party of Indonesia (Perindo) which has been repeatedly broadcasted on four Private Television owned by the Party Chairman (MNC TV, Global TV, RCTI and iNews TV). The Indonesian Broadcasting Commission (KPI) prohibits the advertisement from being played on the grounds that it is excessive to disturb the public interest. Advertising ads are then uploaded through social media youtube. The method of analysis of this article using the narrative analysis model Grimas, who try to interpret the text as a tool to strengthen a certain figure with a profile relevant to the intended audience or audience.

Key word: Advertising Perindo, narrative analysis, social media, Tanoesoedibjo Day, advertising effectiveness.

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Agencies	Dr Soetomo University Surabaya Indonesia
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References

References	1.Prof Jamilah Ahmad Ph.D, Universiti Sains Malaysia SCOPUS ID 55061224600
	2. Dr Betty Tresnawaty, S.Sos, M.Si, Islamic State University Bandung SCOPUS ID 57192065067

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42974	09-28	ART	Panuju	COUNTRY'S PRESENCE IN STRATEGIC ISSUE: ANALYSIS OF PUBLIC...	Archived
35446	10-10	ART	Panuju	EXPLOTATION OF WOMEN'S BODIES IN INDONESIAN FILM	Archived
23410	02-05	ART	Panuju	NARATIVE ANALYSIS OF PERINDO PARTY ADVERTISEMENT	Vol 35, No 3 (2019)
20787	01-23	ART	Panuju	NARATIVE ANALYSIS OF THE UNITY PARTY OF INDONESIA...	Archived
21605	11-08	ART	Panuju	NARATIVE ANALYSIS OF THE UNITY PARTY OF INDONESIA...	Archived
21631	12-13	ART	Panuju	NARATIVE ANALYSIS OF THE UNITY PARTY OF INDONESIA...	Archived
30984	02-15	ART	Panuju	PUBLIC RESISTANCE TO BLOCKING PORNOGRAPHY IN INDONESIA	Archived
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☐	2019-10-10	1	https://scholar.google.com.pk/	Narative Analysis of Perindo Party Advertisement	—
☐	2019-11-05	1	http://192.168.5.174/perpustakaan_unitomo/index....	Narative Analysis of Perindo Party Advertisement	—
☐	2019-11-05	1	http://perpustakaan.unitomo.ac.id/index.php?p=sh...	Narative Analysis of Perindo Party Advertisement	—
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☐	2020-01-21	4	http://siladikti.kopertis7.go.id/index.php/jafa/...	Narative Analysis of Perindo Party Advertisement	—
☐	2020-01-31	5	https://scholar.google.co.id/	Narative Analysis of Perindo Party Advertisement	—
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#23410 Editing

SUMMARY REVIEW **EDITING**

Submission

Authors Redi Panuju

Title Narrative Analysis of Perindo Party Advertisement

Section Articles

Editor Wan Amizah Wan Mahmud

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Announcements

NEW ISSUE: NEW ISSUE: JURNAL KOMUNIKASI VOL. 37 NO. 1

The Editorial Board at Jurnal Komunikasi is pleased to announce the publication of our March 2021 issue, Jurnal Komunikasi: Malaysian Journal of Communication Vol. 37 No. 1.

We would like to thank all authors, reviewers and contributors for making this issue a success.

This new issue may be accessed at: <https://ejournal.ukm.my/mjc/issue/view/1387>

Thank you all for your kind support.

Posted: 2021-03-31

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The indexing status of the journal (Scopus, ESCI, ERA and others) are as indicated in the journal's website. If there is any change in the indexing status, information pertaining to this will be stated in the journal's website. Please note that the journal and/or the university are/is not responsible for any changes in the indexing status, before or when the Volume/Issue is published.

Posted: 2019-02-22

ADHERENCE TO SUBMISSION REQUIREMENTS

Manuscripts submitted to Jurnal Komunikasi: Malaysian Journal of Communication must meet the requirements stated in our submission guidelines and must follow the format specified in the template guide. If the requirements are not met, submissions will be returned to the author and cannot progress to the review stage.

Please make sure that you check our submission guidelines before submitting your manuscript. Thank you.

Posted: 2017-07-05

PUBLICATION FEE

Beginning June 2017, the publication fee for papers submitted to Jurnal Komunikasi: Malaysian Journal of Communication are as follows:

1. Paper written in English : RM1,000.00 (USD300)
2. Paper written in Bahasa Melayu : RM500.00 (USD150)

Posted: 2017-01-24

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JURNAL KOMUNIKASI: MALAYSIAN JOURNAL OF COMMUNICATION

Beginning 2017, Jurnal Komunikasi: Malaysian Journal of Communication will be published four times a year in March, June, September and December

Posted: 2017-01-11

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BEST ARTICLE 2016

FRAMING OF SEWOL FERRY TRAGEDY: A COMPARATIVE ANALYSIS OF SOUTH KOREAN NEWSPAPERS

Yang Lai Fong, Sohee Jeon and Wan Idros Wan Sulaiman

Posted: 2017-01-09

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Re: proof of payment to publish article**Jurnal Komunikasi Malaysian Journal of Communication** <jkmjc@>
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Thank you for the payment. FYI, the article has been published on 30th

On Wed, 2 Oct 2019, 12:18 Redi Panuju, <redipanju@gmail.com> wro
Dear Mis Noor Hasliza BaharomofI sent a payment for sending money to pay for the publication of article
Name: Redi Panuju

Full Address: Dr. Soetomo University Faculty of Communication, Jl Se

Article title: Narrative Analysis of Perindo Party Advertisement Thus,

I await the publication of the article

Thank you

Regard

Redi Panuju (Dr)

Dean of Communication Faculty et Dr Soetomo University

Semolowaru street 84th Surabaya 60118

PENAFIAN: E-mel ini dan apa-apa fail yang dikepilkan bersamanya ("Mesej") adalah ditujukan



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Dear Editors

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Malaysian Ringgir. Can we transfer with US Dollars?

Thank You

Regard

Dr Redi Panuju

Pada tanggal Sel, 1 Okt 2019 pukul 10.01 Jurnal Komunikasi Ma
Dear Dr Redi Panuju,



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Dear Dr,

we had highlighted some items in the article that needs to be fulfill/comp references. Please do use the compile file to update those requirements

On Tue, Sep 10, 2019 at 1:20 PM Redi Panuju <redipanju@gmail.com

Dear Editors

I will submit to you my manuscript and attachment file figure

Pada tanggal Sel, 10 Sep 2019 pukul 12.16 Jurnal Komunikasi Malay

Yes Dr, you does stated it in your manuscript. However, you can de

On Tue, 10 Sep 2019, 12:57 Redi Panuju, <redipanju@gmail.com

Dear Editors

related to your email to me. I have a question whether the photo / me immediately. thank you regards

Regard's

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Dear Dr Redi Panuju,

Dr's article with the title, *Narative Analysis of The Unity Party of Indones* of this month September 2019.

However, we need an updated photo/ figure for your paper before we ca attachment paper to update the necessary figure and email us back as s

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