

# 3<sup>rd</sup> ICGSS INTERNATIONAL CONFERENCE of Graduate School on Sustainability

## Contemporary Studies on Sustainable Development

September 22-23, 2018

Graduate School Building, University of Merdeka Malang  
Terusan Raya Dieng 59 Malang, East Java, Indonesia

### 1 NO POVERTY

The exploration of sustainable development issues is still very open, especially at the regional level. These issues inspired Unmer Graduate Program in a sustainable manner to develop research and teaching. The conference is based on the belief that there are a large number of contemporary studies that are interdisciplinary and in the form of regional case studies in different countries. We need a range of inputs that will be the foundation for the specific study of environmental engineering, sustainable cities, and natural resource management.

The special themes we prepare are based on several issues in economics, and the field of architecture in order to explore the possibilities of interdisciplinary characters. Authors are invited to submit their papers with the following subthemes (but not limited to);

### 3 CALL FOR PAPER

**Subthemes of Natural Sciences**

- Architecture for Sustainable Cities and Communities.
- Architecture for Resilient Infrastructure and Sustainable Industrialization.
- Architecture for Affordable and Clean Energy
- Environmental Engineering for Clean Water and Sanitation.

**Subthemes of Economic**

- Decent Work and Economic Growth for Economic Sustainability at Global Competition from Development of Tourism, Entrepreneurship, Small and Medium Enterprises;
- Industry Innovation and Infrastructure Supported by Development of Accounting; Banking; Capital Market; Tourism Production and Consumption; Business Management; Marketing; HRM;
- Innovation for Decent Work; SME; Creative Industry; Entrepreneurship.
- Sustainability in Accounting;
- Corporate Governance & Corporate Social Responsibility.

### KEYNOTE SPEAKERS



Prof. Madya Dr. Mohd. Zin Bin Kandar  
Universiti Teknologi Malaysia  
Johor Bahru, Malaysia



Professor Lorne Cummings  
Macquarie University,  
Australia



Professor Hasan Fauzi  
Sebelas Maret University  
Surakarta, Indonesia



Professor Respati Wikantiyoso  
Universitas of Merdeka Malang  
Indonesia



Professor Nunuy Nur Afiah  
The Indonesian Institute of  
Accountants-Accounting Lecturer  
Compartment (IAI-KApd)

### INVITED SPEAKERS

### IMPORTANT DATES

Deadline for Full Paper Submission : September 2<sup>nd</sup>, 2018  
Notification of Paper Acceptance : September 10<sup>th</sup>, 2018  
Deadline for Registration : September 17<sup>th</sup>, 2018

### CONFERENCE FEE

**Presenter**

- Indonesian Presenter : IDR. 500.000,-
- International Presenter : USD 100

**Participant**

- Indonesian Participant : IDR. 200.000,-
- International Participant : USD 15



more info:  
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## SYMBOLIZATION OF WALIKAN LANGUAGES IN TV NEWS PROGRAMS

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### ABSTRACT

This research is aimed at revealing the style of the Walikan language, that exposed in the Kowal Kawil JTV Malang news program. The news presented not only educates the audience, but also provides entertainment with the language used. The program which shows the uniqueness has shown an effort to preserve the values of local wisdom in Malang. Through linear broadcasting presentation techniques, it has also made the news more interesting to enjoyed, and the impact directly provides specific emotional colors. The hidden media tries to interpret the content of the news, and the audience also tries to understand the power hidden behind the text and the visualization of the news. This study uses a critical interpretive approach, by applying the semiotic model to find the peculiarities of symbols and the laws of communication, that govern the formation of certain meanings. The results shows, that the signs and meanings behind the acceptance of symbols can also be interpreted through the prevailing social life by using the concept of langue and parole. Langue demonstrated the existence of a language system and abstraction system, and used collectively which was agreed upon by all media consumers, eventually becoming a guide to the practice of language in a society. Parole is a language practice in the form of individual utterances, so the use of the term applies at one particular time. On this basis it can be concluded, that the news that uses the inverse language is a construction of reality, positioned between the original meaning and the specific importance of the media management.

**Keywords:** walikan language, news expossure, media reality

### 1. INTRODUCTION

The State of Indonesia has two broadcasting institutions that provide radio and television broadcasting services. Some include network broadcasting stations and also local broadcasting stations. The local private television station is a commercial television news agency that carries two main missions, namely, first is vision idealism, activities that support the quality of the news. Secondly the vision of commercialism, activities aimed at sustaining the life of the institution or institution concerned.

On its journey, local private television began to develop in Indonesia since 2002 along with the birth of Law No. 32 of 2002. There are two things that need to be considered regarding the relationship between the development of local television and the law. No. 32 of 2002. This is a limitation on national broadcasts except by cooperating with local private televisions. As well as local private television is permitted to broadcast with a range of broadcasts that are limited only to regions that become their home base (Wiradono, 2006: 127).

The existence of local private television has a big impact on the lives of many



