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Contact

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Books

- Digital Public Relations: Pemanfaatan Big Data, SEO, CSR, dan Komunikasi Krisis dalam kegiatan Public Relations di Era Digital (2023)
- Ragam Metode Penelitian Kualitatif Komunikasi (2020)
- Kajian Ekonomi Politik Media: Komodifikasi Pekerja dan Fetisme Komoditas dalam Industri Media (2020)
- Analisis Teks: Ragam Metode dan Implementasinya dalam Penelitian Komunikasi (2020)
- Sensasionalitas Di Tengah Pandemi Covid-19: Logika Waktu Pendek Content Creator Sosial Media. *Book Chapter*: PUSARAN KOMUNIKASI DI TENGAH BADA COVID-19 (2020)
- Melihat Industri Televisi Indonesia Dalam Perspektif Kritis (2019)

Summary

I am currently the head of the Communication Science study program at Ciputra University in Surabaya. My main areas of expertise include mass media, broadcasting, economic media politics, text analysis, and public relations. Prior to becoming a lecturer, I worked as a journalist on television for 11 years (TV7 and SCTV). I've been quite productive in the field of communications book writing. Aside from that, I work intensively to do scientific study in the field of communication.

Skill Highlights

- Mass media
- TV Broadcasting
- Economy Politic Media
- Text Analysis
- Public Relations

Experience

- 04/2022 to Now : Lecturer at Universitas Ciputra
- 06/2013 to 03/2022 : Lecturer at Universitas Bunda Mulia - Jakarta
- 07/2019 to 02/ 2022 : Part time lecturer at Universitas Pembangunan Jaya - Jakarta
- 06/2018 to 02/2022 : AFM at Binus University - Jakarta
- 07/2010 to 06/ 2013 : Part time Lecturer at Universitas Multi Media Nusantara – Jakarta
- 07/ 2016 to 03/ 2022 : Part time lecturer at Starki – Jakarta
- 07/2007 to 07/2013 : Journalist at News Department of SCTV
- 08/2002 to 07/2007 : Journalist at News and Current Affair Division of TV7

Education

UNIVERSITAS INDONESIA

2014 – 2019 | Ph.D. in Communication Science

UNIVERSITAS INDONESIA

2008 – 2010 | Magister in Communication Science

UNIVERSITAS NEGERI SEBELAS MARET SURAKARTA

1997 – 2002 | Bachelor of Mass Communication

Link Publication

<https://scholar.google.co.id/citations?user=pNIkuwwAAAAJ&hl=en>

Journal Publication List

- 2023: Javanese Women's Gender Reconstruction in Bumi Manusia Film, *Spektrum Komunikasi* 11 (2), 158-176
- 2023: Building a sustainable Marian pilgrimage climate in Indonesia after the Covid-19 Pandemic, *Asia Pacific Journal of Innovation in Hospitality and Tourism*, Vol 12, No. 2
- 2023: The crisis management strategies of Indonesian event organizers in the face of COVID-19, *Journal of Hospitality and Tourism Insight*, Vol. 6 No. 4, pp. 1552-1568.
- 2022: Eksistensi Diri Para Pelanggan Starbuck Melalui Ritual Posting Instastory, *Jurnal Komunikasi*, Vol 6, No 1. 74-86
- 2022: The Lentera Anak Foundation's Communication Strategy About The Hazards of Cigarettes Through The#Satupuntungsejutamasalah Campaign, *ASPIRATION Journal*, Vol 3, No 1
- 2022: Male Make-up Artist Self-concept Against Social Bullying, *Warta ISKI* vol 5 (1), 92-99
- 2021: Rangkaian Modalitas Kepedulian dari Struktur Generik Iklan Sirup ABC 2, *JUPIIS: Jurnal Pendidikan Ilmu-Ilmu Sosial* 13 (1), 248-256
- 2020: Pemetaan Tata Kelola Infrastruktur Penyiaran Radio Swasta Di DKI Jakarta, *Islamic Communication Journal* 5 (01), 66-82
- 2020: Membongkar Rekayasa Tekstual Dalam Iklan Djarum 76 'Pengen Kurus' melalui Analisis Dekonstruksi, *SEMIOTIKA: Jurnal Komunikasi* 14 (1)
- 2020: Discursive Intertextualities of RuangGuru due COVID-19 by the Governor of Central Java, *Nyimak: Journal of Communication* 4 (2), 233-247
- 2020: Exploring Online News as Comparative Study Between Vendatu at India and Ruangguru from Indonesia In COVID-19 Pandemic, *Journal of Content, Community and Communication* 11 (6), 167-176
- 2019: Genealogi Wacana pada Pesan Agitatif Pidato Prabowo Subiyanto Tentang NKRI Bubar Tahun 2030, *Bricolage: Jurnal Magister Ilmu Komunikasi*, Vol: 5 No1
- 2019: Makna Di Balik Pesan Politik Kebangsaan Presiden Jokowi (*Analisis Wacana Kritis Fairclough Terhadap Pernyataan Sikap Presiden Joko Widodo Menanggapi Kerusuhan Rasial di Papua dan Papua Barat*), *Jurnal Dialektika Komunika*, Vol 7 No 2.
- 2019: Kepalsuan hidup Dalam Hiperealitas Iklan, *Jurnal Komunikasi Profetik* 12 (2), 232-248
- 2019: Hegemoni Budaya Patriarki pada Film (Analisis Naratif Tzvetan Todorov Terhadap Film Kartini), *SEMIOTIKA: Jurnal Komunikasi* 12 (1)
- 2017: Simulasi Hidup Manusia yang Penuh Kepalsuan (*Analisis Naratif Todorov Pada Iklan Ramayana Episode #DisneyHakSegalaBangsa*), *Profetik: Jurnal Komunikasi* 12 (2), 232-248
- 2017: Praktek Produksi Hegemoni Militer Melalui Film 'Jendral Soedirman' (*Analisis Wacana Kritis Model Van Dijk Terhadap Film "Jendral Soedirman"*), Published at Jurnal Program Magister Ilmu Komunikasi "Bricolage" Vol. 3, No. 1
- 2015: Kontestasi Simbol Kesuksesan kaum urban Jakarta Dalam Ruang Liminal Arisan Keluarga, *Jurnal Scriptura*, Vol. 7, No 1, Juli
- 2014: Membongkar Makna Teks Iklan (*Analisis Dekonstruksi Pada Iklan Djarum 76 Episode "Jin Dimahari Istri"*), *Jurnal Bricolage*, Vol. 2 2016
- 2013: Representasi Usia Ideal Pernikahan Dalam Iklan Televisi (*Kajian Semiotik Tentang Iklan KB Versi Televisi Episode "Pernikahan Dini"*), *Semiotika: Jurnal komunikasi* Vol. 9. No 2 2015
- 2010 : Analisis Pembentukan Citra Perusahaan Melalui Penerapan Corporate Social Responsibility (Studi Kasus: Aktivitas Fasilitas Pengumpulan Dana Kemanusiaan, *Semiotika: Jurnal Komunikasi* Vol. 8. No. 1.

Proceedings Publication List

- 2022: Surfing the Hoaxes Wave Fabrication during the Pandemic Period in Indonesia, The 8th International Conference on Communication and Media (i-COME'22) 769, 428–442
- 2022: Domestification of Soap Opera Stories: The “Battle” of Habitus and Capital Indonesian Woman Scriptwriter, International Conference on Communication and Media (i-COME'22) 769, 335–344
- 2022: Covid-19 murals: Autocritique messages from society in the public sphere, Proceeding Social and Political Issues on Sustainable Development in the Post Covid-19 Crisis, published by: Routledge, 55-65 (ICHSoS 2021)
- 2021: Framing News of the Indonesian Government's Determination to Encourage Green Economy, Blue Green Economy and Green Technology, Proceeding QIR 2021
- 2021: Discourse War on People's Welfare: Pros and Cons of Political Parties Against the Ratification of UU Cipta Kerja in Virtual Space, proceeding AREISSH 2021
- 2021: Changes in Communication Patterns at BTPN Bank after Implementing Digital Transformation, Proceeding ICMIS 2021
- 2020: Online News Frame Comparison about Polemic of RuangGuru as Pre-Work Card Partner, Proceeding The 4th ICSSD
- 2019 : The Night Market as A Contra Hegemony of Seller Against The Power of Capitalism and The Government, Proceedings of the 1st Annual International Conference on Social Sciences and Humanities (AICOSH 2019)
- 2018: Commodification of Labor And The Morphogenesis Of Exploitative Structure In Television Program Production, Published at Atlantis Press Proceeding For Social Science, Education and Humanities, Vol. 260, 2018
- 2014: Komodifikasi Kebebasan Berpendapat Pada Program Siaran Talkshow Televisi Studi Deskripsi Kualitatif Tentang Program Siaran Talkshow Indonesia Lawyer Club (ILC) di TV One dan Indonesia Lawak Klub (ILK) Di Trans7, Proceeding ISKI