

Zinggara HIDAYAT

Dr. (UI), M.Si. (UI), M.M. (IBN), Ir. (Unram)

Scopus papers

1. Tjahyadi, M., Hidayat, Z., Mani, L., & Gulo, A. (2025). Style in symbolic interactionism of the luxury fashion community: A phenomenological approach on women in Jakarta. *Fashion, Style & Popular Culture*.
2. Arigi, J. P., Hidayat, Z., Putra, D. O., & Gulo, A. (2024). Analysis of metrosexual consumer lifestyle in urban areas: A phenomenological study of male-targeted beauty consumers on social media. *Humanities, Arts and Social Sciences Studies*, 768-780.
3. Hidayat, Z., Suwarno, S. L., & Marcella, J. (2024). How Do Chinese Street Food YouTubers Robustly Communicate a Cross-Cultural Tourism Destination? *Journal of Intercultural Communication*, 24(2).
4. Arigi, J. P., Hidayat, Z., Cornelis Lie, C., & Muhandiansyah, H. (2024). Indonesian metrosexuals on Instagram: A phenomenological approach to male fashion style experiences in communicating the identity. *Fashion, Style & Popular Culture*.
5. Hidayat, Z., Hapsari, P. A., Yunita, Z., Marsha, S. A., & Indra, R. (2023, December). Internet of Things in Marketing Communication Landscape. In *2023 IEEE 21st Student Conference on Research and Development (SCORED)* (pp. 156-161). IEEE.
6. Hidayat, Z., Budiman, A. L., Pratama, Y., Annisa, S. M., Tambunan, D. F., & Puspita, V. (2023). The Respect For Race and Culture In a Modern Feminist Society: An Analysis of Beauty Product Advertising Messages on Instagram. *Journal of Intercultural Communication*, 23(3), 82-94.
7. Tukina, T., Hidayat, Z., Indra, R., Evelina, L. W., & Suprathid, S. (2023, May). Local government leadership in earthquake and tsunami disaster management around Mount Krakatau, Indonesia. In *AIP Conference Proceedings* (Vol. 2706, No. 1). AIP Publishing.
8. Hidayat, Z. (2023). Environmental disaster education and communication in Indonesia: A survey among Generation Z near Mount Krakatoa. *Kasetsart Journal of Social Sciences*, 44(1), 231-242.

Place/date of Birth

Place: Lombok, West Nusa Tenggara (NTB)

Date: March 18, 1967

Citizenship: Indonesian

Gender: Male

Education

Doctoral: Communication Science, Faculty of Social Sciences and Political Science, University of Indonesia, 2014

Master: Communication Science, Faculty of Social Sciences and Political Science, University of Indonesia, 2007

Master: International Management, Institut Bisnis Nusantara (IBN), Jakarta

Undergraduate: Food and Agriculture Technology, Universitas Mataram, NTB

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Metrics

h-index Scopus: 5

h-index Google Scholar: 12

SINTA score overall: 871

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Scopus papers

9. Shiddiqi, M.F., Li, S., Suhari, U., Hidayat, Z., Mani, L. (2023). Distribution of a Soft Drink Brand Communication on Brand Image with e-WOM as a Mediating Role on Indonesians Gen Z. *Journal of Distribution Science, (JDS)*, 21(1), 85-93.
10. Supriyanto, N. S., Pratiwi, M. I., Kamilah, F., & Hidayat, Z. (2022). The Resistance of Social Media Activists in the Struggle for Freedom of Expression on Instagram Towards Israel's Occupation in Palestine. *Journal of Theoretical and Applied Information Technology*, 100(22).
11. Wijaya, L., Taiwanella, E. U., Afrianto, R. A., Kuncoro, E. A., & Hidayat, Z. (2022). Harmless Cyberstalking, Case of Online Daters. *Journal of Theoretical and Applied Information Technology*, 100(20).
12. Saputra, I. W., & Hidayat, Z. (2022). Networking As A Marketing Strategy: A Case Study on the Indonesian Netflix Subscriber Community. *Journal of Theoretical and Applied Information Technology*, 100(19).
13. Tjandrawira, C., Ibrahim, M., Martin, S., Mani, L., Hidayat, Z. (2022). Digital Marketing Strategy Of Indonesian Startups To Achieve "Unicorn" Status. *Journal Of Theoretical And Applied Information Technology*, 100(8), 2561–2573.
14. Aprilina, R. K. D., Hidayat, Z., Yeany Nurany, & Robby, N. M. (2022). The Ibu-Hebat Housewives Community Reality Construction On Instagram. *Journal of Theoretical and Applied Information Technology*, 100(9).
15. Hidayat, Z., Permatasari, C. B., & Mani, L. (2022). Cyber Violence And Bullying In Online Game Addiction: A Phenomenological Study. *Journal of Theoretical and Applied Information Technology*, 100(5).
16. Hidayat, Z., Indra, R., Lidya, W. E., & Tukina, Supratid, S. (2022). Impact of Information Technology, Leadership Communication, Protection Facility, and Local Wisdom Practice on Social Readiness for Disaster in Krakatoa. *Journal of Theoretical and Applied Information Technology*, 100(1), 192-208.
17. Zahara, N., & Hidayat, Z. (2022). Information Behavior in COVID-19 Prevention: Does Anxiety among Indonesian Mothers Have an Effect? *Journal of Information Science Theory & Practice (JISaP)*, 10(4).
18. Hartanto, N., Mani, L., Jati, M., Josephine, R., Hidayat, Z. (2022). Factors Affecting Online Purchase Decision, Customer Satisfaction, and Brand Loyalty: An Empirical Study from Indonesia's Biggest E-Commerce. *Journal of Distribution Science*, 20(11), 33-45.

Working Experience

2024-Now: Senior lecturer and researcher at Universitas Ciputra.

2017-2024: Senior lecturer and researcher at Universitas Bina Nusantara.

2010-2017: Senior lecturer and researcher at Universitas Esa Unggul.

Also lecturer at: IBN (1992-2000), Kwik Kian Gie School of Business (2004-2008), Universitas Tarumanagara (2008-2011), Universitas Presiden (2011-2012), LSPR (2014-2016).

2007-2009: Officer at the Office of Presidential Staff of Political Communication, Ministry of State Secretariat, the Republic of Indonesia.

2001-2006: Channel and Marketing Manager at Kodak Macindo, a distributor of digital communication products.

1993-2000: Marketing officer to manager at Gunung Sewu Group company, in the education division.

1992: Researcher and marketing officer at LP3I

1991: Field Surveyor at the RAND Corporation project.

Scopus papers

19. Gianini, N., & Hidayat, Z. (2022). Semiotics and Marketing a Nation: Western Education Identity on Australia's Official Instagram for Higher Education Ads. *International Journal of Critical Cultural Studies*, 20(1).
20. Noviyanti, V., Hidayat, D., & Hidayat, Z. (2022). Environmental care communication in the Zero Waste Indonesia community: A case study of the #TukarBaju digital campaign. *Fashion, Style & Popular Culture*, 9(4), 555-582.
21. Zahara, N., Wulandari, N. C., Kairupan, J. H., & Hidayat, Z. (2022). What drives Indonesians to subscribe to and push the Distribution of Disney+ Hotstar? *Journal of Distribution Science*, 20(6), 21-32.
22. Nurainy, Y., Hidayat, Z., Nani, R. M., & Aprilina, R. K. D. (2022). Customer Loyalty on Household Consumer Goods Distribution: A Survey among the Asian Parent Indonesia Community. *Journal of Distribution Science*, (JDS), 20(4), 9-19.
23. Rachdito, E. B., & Hidayat, Z. (2021). Emoticons as Self-Disclosure in Social Media and Their Meaning for People Who Are Deaf. *Disability, CBR & Inclusive Development*, 32(4).
24. Ophilia, A., & Hidayat, Z. (2021). Leadership communication during organizational change: internal communication strategy: a case study in a multinational company operating in Indonesia. *Academic Journal of Interdisciplinary Studies*, 10(2), 24-34.
25. Gianini, S. N., & Hidayat, Z. (2021). Influencing Factors in Fans' Consumer Behavior: BTS Meal Distribution in Indonesia. *Journal of Distribution Science*, 19(9), 113-123.
26. Maidiana, K., & Hidayat, Z. (2021). Distributing goods and information flow: Factors influencing online purchasing behavior of Indonesian consumers. *Journal of Distribution Science*, 19(7), 5-17.
27. Budi, S. C., Hidayat, Z., & Mani, L. (2021). The effects of experience and brand relationship on brand satisfaction, trust, and loyalty shopping distribution of consumer Philips lighting products in Indonesia. *Journal of Distribution Science*, 19(1), 115-124.
28. Auditya, A., & Hidayat, Z. (2021). Netflix in Indonesia: Influential Factors on Customer Engagement among Millennials' Subscribers. *Journal of Distribution Science*, 19(1), 89-103.
29. Hidayat, Z., & Hidayat, D. (2020). Techno-entrepreneurship as identity construction for the Indonesian generation Z. *Journal of Educational Media, Memory, and Society*, 12(2), 30-56.

Teaching Focus

Digital Marketing
Communication, Branding in
Strategic Communication,
Research Methodology,
Creative Strategy in Advertising,
Digital Media Management,
Intercultural Communication

Research Interests

Cohort Study, Consumer
Behavior, Digital Marketing
Communication, Branding and
Communication, Film Text &
Semiotics Marketing, CSR &
Social Marketing, Intercultural
Communication, and Cultural
Studies

Community Development

Digital Marketing for Small
Enterprises, Techno-
entrepreneurship, Local
government capacity building,
and Small business community
development.

Scopus papers

30. Napitupulu, N. A., & Hidayat, Z. (2020, August). The influence of online shopping applications, strategic promotions, and hedonist habits on e-shopaholic behavior. In *2020 International Conference on Information Management and Technology (ICIMTech)* (pp. 922-927). IEEE.
31. Hidayat, Z., & Hidayat, D. (2020). Data-driven journalism based on big data analytics: A model development from Indonesia's experience. *Journal of Content, Community and Communication*, 10(6), 65-83.
32. Hidayat, D., & Hidayat, Z. (2020). Anime as Japanese intercultural communication: A study of the Weeaboo community of Indonesian generation z and y. *Romanian Journal of Communication and Public Relations*, 22(3), 85-103.

SINTA & Other Int'l papers

1. Hidayat, Z. (2022). Gadgets Are Always in the Hands of Consumers: The Triggers for Impulsive Buying Behavior. In *A New Era of Consumer Behavior-Beyond the Pandemic*. IntechOpen. <https://doi.org/10.5772/intechopen.106937>.
2. Mudiardjo, R., Ariantoro, M. F., Supriyadi, I., Aras, M., & Hidayat, Z. (2022). Public relations strategy in rebuilding the Airline Company reputation following an aircraft crash. *Fair Value: Jurnal Ilmiah Akuntansi dan Keuangan*, 5(1), 399-409.
3. Nugroho, B. D., Oktavia, Y., Jogo, S. B., & Hidayat, Z. (2022). It Is Not Just Sharing Youth-Culture! It is A Spotify Music Branding through Instagram. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 5(2).
4. Wijaya, I. P. D. W., & Hidayat, Z. (2022). Digital-Visual Imagery In Marketing Communication of Modern Lifestyle: Analysis of Property Advertisement. *Syntax Literate; Jurnal Ilmiah Indonesia*, 7(3), 3125-3135.
5. Ellissa, A. N., Aprilia, I., Hidayat, Z., & Puspita, V. (2022). Achieving Online Service Quality Through Buyer-Supplier Relationship Management. *Infokum*, 10(5), 1080-1088.
6. Harini, A., Marcello, V. D., Putra, M. R. J., Prabowo, A. A., Mani, L., & Hidayat, Z. (2022). The Influence of Content Richness, Perceived Ease of Use, and Perceived Usefulness on the Use of the Iflix Application in Indonesia. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 5(4), 31590-31604.
7. Timothy, E., & Hidayat, Z. (2020). Cosplay in Indonesia: It's not just cosplay, but a business opportunity. *International Journal of Innovative Science and Research Technology*, 5(10), 695-699.

Other Duties

2022-Now: Associate Editor at Cogent Social Sciences, a Scopus journal by Taylor & Francis.

2025-Now: Editor-in-Chief at *Calathu: Journal of Communication Science*, a SINTA journal of the National of Indonesia.

2022-Now: Reviewer for several Scopus journals such as the Journal of Intercultural Communication, Frontiers Journal of Communication, Humanities, Arts, and Social Sciences, Howard Journal of Communication, and others.

SINTA & Other Int'l papers

8. Ghazali, H., Hidayat, Z., Dewanti, R., & Hendarti, H. (2021, March). The Communication Role of Agents of Change in Binus Bangun Desa in Pasirmulya Village, Bandung. In *2nd Southeast Asian Academic Forum on Sustainable Development (SEA-AFSID 2018)* (pp. 392-395). Atlantis Press.
9. Hidayat, Z., Saefuddin, A., & Sumartono, S. (2016). Motivasi, Kebiasaan, dan Keamanan Penggunaan Internet. *Jurnal Ilmu Komunikasi*, 13(2), 129-150.
10. Hidayat, Z. (2016). Dampak Teknologi Digital Terhadap Perubahan Konsumsi Media Masyarakat. *Komunikologi: Jurnal Ilmiah Ilmu Komunikasi*, 13(2).
11. Hidayat, Z. (2014). Representasi diaspora serumpun melayu dan tionghoa asia tenggara dalam media baru. *Komunikologi: Jurnal Ilmiah Ilmu Komunikasi*, 11(2).
12. Hidayat, Z. (2012). Etika Persaingan Dalam Komunikasi Pemasaran. *Komunikologi: Jurnal Ilmiah Ilmu Komunikasi*, 9(1).
13. Hidayat, Z. (2017). Asian Youth Cultural Expression, Creativity, and Innovation on YouTube. *Jurnal Ilmu Komunikasi*, 14(1), 1-22.
14. Hidayat, Z., & Hidayat, D. (2021, September). Environmental sense of Gen Z in online communities: Exploring the roles of sharing knowledge and social movement on Instagram. In *Proceedings of the 2nd Borobudur International Symposium on Humanities and Social Sciences, BIS-HSS 2020, 18 November 2020, Magelang, Central Java, Indonesia*.
15. Hidayat, Z. (2021, March). Sustainable development through sharing economy: Contribution of online transportation to urban everyday life. In *2nd Southeast Asian Academic Forum on Sustainable Development (SEA-AFSID 2018)* (pp. 277-284). Atlantis Press.
16. Hidayat, Z. (2014). Masa depan media, masa depan Indonesia: Perubahan konsepsi khalayak ke partisipan dalam perspektif generasi. *dalam Masa Depan Komunikasi, Masa Depan Indonesia: Jurnalisme Profesional dan Literasi Media*, hlm, 41-82.

Books & Bookchapters

1. Hidayat, Z. (2022). *Jejak Bung Usmar: Biografi Perjuangan Bapak Perfilman Nasional*, Volume 1. Jakarta: Penerbit Buku Kompas (PBK). ISBN: 602412385X, 9786024123857
2. Hidayat, Z. (2022). *Jejak Bung Usmar: Biografi Perjuangan Bapak Perfilman Nasional*, Volume 2. Jakarta: Penerbit Buku Kompas (PBK). ISBN: 602412385X, 9786024123857.

Books & Bookchapters

3. Hidayat, Z. (2022). Gadgets Are Always in the Hands of Consumers: The Triggers for Impulsive Buying Behavior. In *A New Era of Consumer Behavior-Beyond the Pandemic*. IntechOpen.

Copyrights

1. Hidayat, Z. (2019). Kajian Perilaku Online Remaja di Media Sosial, Vlog, dan Aplikasi Live: Analisis Proses Kulturasasi Teknologi Komunikasi Generasi Z. Registered Number: 000163504. Date: November 6, 2019, DJKI, Ministry of Law and Human Rights of the Republic of Indonesia.
2. Hidayat, Z. (2022). Komunikasi Kesiagaan Bencana Di Wilayah Gunung Krakatau: Faktor-Faktor Penentu Kepedulian Masyarakat terhadap Lingkungan, Gempa Bumi, dan Tsunami, Registered Number: 000332988. Date: March 14, 2022, DJKI, Ministry of Law and Human Rights of the Republic of Indonesia.

Surabaya, July 18, 2025

Dr. Ir. Zinggara Hidayat, M.M., M.Si.