

SURABAYA PEOPLE'S PERCEPTION OF THE "POJOK KAMPUNG" PROGRAM ON THE JTV REK YOUTUBE CHANNEL, AS A MEDIA FOR THE CONVERGENCE OF MASS COMMUNICATION WITH INTERCULTURAL COMMUNICATION IN THE ERA OF DIGITAL COMMUNICATION

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Abstract. In the era of technological and information development like today, conventional mass media companies must make updates so that they can follow the flow of digitalization. As an effort to follow the development of digitalization, JTV created a YouTube channel account to broadcast all TV programs, one of which is the program "Pojok Kampung" which is a news broadcast program using the Suroboyoan regional language. In this study, researchers want to know how the perception of the people of Surabaya towards the "Pojok Kampung" program on the JTV Rek YouTube channel, as a medium for the convergence of mass communication with intercultural communication in the digital era. The method used is the qualitative method. The theory used is the Communication Accommodation Theory initiated by Howard Giles. The data collection technique was carried out by interviewing 4 informants selected using purposive sampling techniques. The result of this study is that there are positive perceptions and negative perceptions from the original audience from Surabaya, as well as people outside the area who live in Surabaya. There was a convergence in the form of the application of the Surabaya regional language when broadcasting news, and there was an expansion of the reach of mass communication and regional communication through YouTube media.

Keywords: YouTube, Convergence, Mass Communication, Intercultural Communication.

INTRODUCTION

In the current era, mass communication is not only done through conventional media. The convergence of mass communication through digital media is very important and has the advantages of being used by communicators to represent culture, inform regional culture, and attract the attention and interest of the audience to participate in preserving regional culture. Conventional mass media used to be considered information centers, but after the emergence of new media, the flow of information no longer only takes place one-way or stays one-way but becomes more interactive by making it easier for audiences to be able to provide responses or feedback effective and efficiently, (Kartikawati, 2018). Considering that the Internet and conventional mass media differ significantly in the scope of information provided as well as specific functions in meeting the needs and goals of users (Jun 2023). Youtube is a mass communication media that provides a variety of information and news needed by everyone so that now everyone is given convenience in finding the desired information or news because there is no need to go far out of the house to buy a newspaper, (Siahaan, Tinambunan, & Chontina, 2022).

Advances in information and communication technology have caused changes in communication culture and have eliminated cultural boundaries in each region. According to the Central Bureau of Statistics (BPS) in 2010, (Manesah & Purnomo, 2022), It is known that the Indonesian state consists of 1,128 ethnic groups with different cultures. Then in modern life as it is today, the original culture of the Indonesian nation is slowly experiencing a shift in values due to the entry of globalization currents that open up opportunities for the country without borders,

(Suparno, Alfikar, Santi, & Yosi, 2018). Mass communication media in the digital era is becoming more widespread, which easily opens up opportunities for intercultural communication such as YouTube media. YouTube can be easily used as a mass communication medium to display actual news information, and regional culture, such as informing about history, the use of local languages, and displaying cultural tourist attractions to inform regional culinary, not only from one region but YouTube can be easily used to obtain cultural information from outside the region (Evsamir & Edinbur, 2022).

Based on a survey conducted by digital entertainment company Defy Media, that there are around 85% of respondents mentioned that YouTube is the main mass communication media or the main platform most often used to view videos both for information and entertainment (Kartikawati, 2018). The emergence of YouTube media gives TV mass media companies the task to continue to compete to expand the audience and to get sponsors, where sponsorship becomes a source of income for TV. Many sponsors prefer to advertise through the internet, websites, and even other social media which makes TV companies compete with each other in improving the quality of their production. This is done to get the maximum profit. Therefore, TV broadcasting media must be able to respond to technological changes if they want to maintain their existence in modern society as it is today. TV as a mass communication medium can take advantage of the existence of new media as a medium to get closer to a wider audience. In addition, new media can also make it easier for the audience or audience to find information about TV programs they like. This convergence is carried out not only to follow the trend of technological development but also to allow the expansion of mass communication coverage on any scale. Starting from publication activities and interaction with audiences will also have significant differences. With so many audiences accessing new media, it can be used by TV to expand audience activities. Amid the rise of TV companies in Indonesia that carry out media convergence, JTV also does not want to be left behind in carrying out convergence, namely through the use of various new media to be able to disseminate information to audiences more effectively and efficiently through YouTube media.

The consistency of JTV as a local television that accommodates culture is also evidenced by the news broadcast "Pojok Kampung" which uses the Surabaya language. JTV has also received an award from "Surabaya Heritage" as one of the nation's heritage because it is considered that JTV greatly preserves the Surabaya language, one of which is through the "Pojok Kampung" program. Currently, JTV is also converging from conventional mass communication media to new media-based mass communication media, namely YouTube. JTV has a JTV Rek YouTube channel which is used as a mass communication medium that converges with intercultural communication through digital media. This is done to inform the audience and to preserve the regional language. Currently, YouTube media even has a contribution in shaping the behavior, character, and lifestyle of the audience. However, of all the advantages and advantages of using YouTube, there are also negative impacts caused by YouTube. All these advantages and disadvantages are created depending on the policy in the use of YouTube itself. The purpose of this study is to find out how the perspective of the people of Surabaya on the "Pojok Kampung" program on the JTV Rek YouTube channel, as a medium for the convergence of mass communication with intercultural communication in the digital era.

RESEARCH METHOD

This study used qualitative research methods. Qualitative research aims to explain phenomena deeply through in-depth data collection. This study does not prioritize population size or sampling, even though this study uses very limited, factual, and accurate population or sampling (Yuliaswir & Abdullah, 2019). The purpose of qualitative research is to be able to understand the object under study in depth (Wikandini, Arindawati, & Nurkinan, 2022). The process carried out in qualitative research is such as asking questions to informants, collecting data from informants, and then interpreting the meaning of the data that has been obtained. The use of qualitative methods is carried out because it is felt that it can be more flexible in finding the uniqueness of developing phenomena, considering that the subjects are placed as creative and dynamic actors.

Mass Communication. According to Bitner (Rakhmat, 2003:188), (Wiryany & Pratami, 2019), Mass communication is a message communicated through a mass medium to a large number

of people, from this definition, it can be concluded that mass communication must use a medium (mass media) as a channel To be referred to as mass communication. While understanding of mass communication according to Gerbner (1967), (Wiryaningrum & Pratami, 2019), "mass communication is the technologically and institutionally based production and distribution of the most broadly shared continuous flow of messages in industrial societies" (Rakhmat 2003:188), (Wiryaningrum & Pratami, 2019). From the two definitions of mass communication, it can be concluded that mass communication is communication delivered through mass media that can produce communication messages. The production of such communications is disseminated to a wide audience continuously. Intercultural Communication. According to Dedy Mulyana, (Indira, Komsiah, & Syaifuddin, 2022), Intercultural Communication is the process of exchanging ideas and meanings between people who have different cultural backgrounds. According to Charley H. Dood (Anwar, 2018), Intercultural communication includes communication that involves members of communication to represent individuals, individuals, and groups, with an emphasis on differences in cultural backgrounds (Anwar, 2018). The tendency to find communication barriers in intercultural communication interactions that have different backgrounds is unavoidable. Communication and culture have a reciprocal relationship, likened to two sides of a coin. On the other hand, culture becomes part of communication behavior, and on the other hand, there will be a time for communication to determine, maintain, develop, or even pass on culture (Anwar, 2018).

Communication Accommodation Theory. A theory that focuses on accommodation and other adaptations is the theory proposed by Howard Giles. His theory is called communication accommodation theory. According to this theory, it explains the ways and reasons for a person to adjust communication behavior to the actions of others. The strategy or way that the main communicator does is by divergence and convergence. Such strategies are used to increase as well as to reduce communication distances. An attitude of agreeing to accept the culture of others is expressed by the term convergence. While divergence is done as a form of attitude or statement rejecting other people's culture. Meanwhile, according to Abrams, et al, the process of divergence and convergence includes verbal and nonverbal communication (Gudykunst dan Mody, 2002:225) (Solihat, 2018).

RESULT AND ANALYSIS

This research was conducted on people living in the Surabaya area with the target informants, namely 2 informants from Surabaya people who were nomads from outside the area, and 2 native Surabaya people. The informant was selected based on purposive sampling techniques, which is the most appropriate target to represent the perception of the people of Surabaya, where Surabaya is a city that is inhabited not only by native Surabaya residents but also by overseas people from outside the Surabaya area. The results of this study were determined based on the views of Surabaya community informants on the "Pojok Kampung" program on the JTV Rek YouTube channel, as a medium for the convergence of mass communication with intercultural communication in the digital era.

The results of research conducted by researchers through the interview process, that all informants who are native to Surabaya knew the Pojok Kampung program for a long time, and the "Pojok Kampung" program has a positive value as a news program that uses the local Surabaya language, here are the answers from informants regarding knowledge about the "Pojok Kampung" program. "Yes, I knew about the program since I was a child, very small around elementary school if I'm not mistaken, I have seen the corner of the village, my father watched it every day", (Statement by informant Sovia Eka Indriani, in an interview on December 10, 2022).

The result of this research is that according to Sovia's informant, who is a native of Surabaya, it was found that Sovia has known the Kampung Corner program since Sovia was a child when she was in elementary school. Sovia saw the program "Pojok Kampung" on the TV broadcast at her house because Sovia's father always saw the program "Pojok Kampung" every day. Meanwhile, according to informant Mrs. Umi Nur Hidayati who is also a native of Surabaya, she learned about the "Pojok Kampung" program when she was in high school, as she said in the interview, namely "Wow, ya know to, jelaas. The Village Corner was my spectacle from the past until now mbak, since when I was in high school the show I used to want to be the announcer of the Village Corner hehe, let it be

famous" (Statement by the informant Mrs. Umi Nur Hidayati, in an interview on December 10, 2022).

In a statement from informant Ibu Umi Nur Hidayati, she was aware of the "Pojok Kampung" program since she was in high school. According to him, the program "Pojok Kampung" is a very popular program, so it made him desire to become a reporter for the program "Pojok Kampung" because the program was liked by many people. In addition to conducting interviews with informants who are native to Surabaya, researchers also conducted interviews with Surabaya people who are overseas people from outside the Surabaya area. Informant Reyhan Ramadhan is a native of Sumenep Regency, Madura. Reyhan has an older brother who has been married and resided in Surabaya since Reyhan was 16 years old, so Reyhan often stays at his brother's house and often sees the "Pojok Kampung" program, currently Reyhan lives in Surabaya because he works in one of the companies in Surabaya. "Yes, I know that the Village Corner is the news of the Surabaya Javanese language, right? I often saw it when I was at my mother's house in Surabaya because I got Surabaya people, it used to be very but when I was 16 years old if I'm not mistaken, it was just high school" (Statement by informant Reyhan Ramadhian, in an interview on December 11, 2022).

Informant Reyhan Ramadhian learned about the "Pojok Kampung" program when he went to his brother's house who lives in Surabaya, because the "Pojok Kampung" program was often watched when Reyhan visited his brother's house. In addition to informant Reyhan Ramadhia, there is also informant Chusnul Chotimah, who is a nomad community living in Surabaya. Chusnul Chotimah is from Bangkalan Regency and currently works and resides in Surabaya. "You know, since I was a child, I watched it, my mother was originally Blitar, so I often watched the Village Corner, from when I was a child until college, hehe, but when I was in college, I lived in a boarding house, so I never saw it, most see it from YouTube occasionally if you want to see news developments" (Statement by informant Chusnul Chotimah, in an interview on December 11, 2022). According to informant Chusnul Chotimah, she learned about the program "Pojok Kampung" from her mother, from childhood to college, she often watched the program. In addition, different results were obtained regarding the views or perspectives of the people of Surabaya regarding the "Pojok Kampung" program on the JTV Rek YouTube channel, as said by Sovia Eka Indriani in the following interview excerpts, "I'm very happy because it's a good idea, the village corner is a good program and many people like it, and now it's rare to see TV because I run to YouTube, the poor idea if I don't continue the program, so since my JTV youtube when working while looking at the village corner in the office, Dad also even though he is at home now see it through his cellphone, because sometimes fight with a younger sibling to see cartoons, so Dad sees it through a cellphone but in amplified his voice haha" (Statement by informant Sovia Eka Indriani, in an interview on December 10, 2022).

The perception of the "Pojok Kampung" program on the JTV Rek YouTube channel according to Mrs. Umi Nur Hidayati also leads to a positive perception, where Mrs. Nur always sees the "Pojok Kampung" program every day, both through TV and through YouTube. Ibu Nur feels that the convergence innovation of the "Pojok Kampung" program is considered to have kept up with the times of technological development. Although it has many competitors in news programs, the "Pojok Kampung" program has always been an option to obtain the latest information and news. The convergence carried out in the "Pojok Kampung" program is considered very effective in maintaining the audience, whereas the "Pojok Kampung" program already has fans or a permanent audience. After that, there is a perception according to Reyhan Ramadhian, who says that "Ooo if I see YouTube more often because on office TV it's used by YouTube, now if it's working hours at play Pojok Kampung if it's a break in playing music koplo haha, I think that's something that is now done the same almost all conventional media, yes, in making a youtube channel, as far as I know, that radio also makes many podcasts like that on Spotify, so if you want to keep existing, you have to follow technological advances, moreover, it makes it easier for us to want to watch, so surely there are more people who watch than before who only air on TV" (Statement by informant Reyhan Ramadhian, in an interview on December 11, 2022).

According to Reyhan Ramadhan, the move to create a JTV Rek YouTube channel by airing the program "Pojok Kampung" is the right step being taken by many conventional mass media to adapt to technological developments. By airing on the YouTube channel, the "Pojok Kampung" program increasingly attracts the attention of the audience, because it makes it easy for the audience to watch the news of "Pojok Kampung" anywhere and anytime. While the perspective according to

informant Chusnul Chotimah, "Yes, I know, if I am in a boarding house while eating, look at the Village Corner, because it has been a habit from the past, the Village Corner is usually also a lot of news from Madura, so let me update, because during my stay in Surabaya, I rarely go home because I am busy working, so yes, that's the only thing that can make updates, if through IG there are usually also others, but I am a person who doesn't read, so yes, choose youtube, so I'm grateful since Pojok Kampung aired on youtube so I don't miss the news, it looks like it might be a spell, but news updates are very important to me" (Statement by informant Chusnul Chotimah, in an interview on December 11, 2022).

According to informant Chusnul Chotimah, the airing of the program "Pojok Kampung" on JTV Rek's YouTube channel is something he is grateful for because he thinks updating news information is very important. With a routine or busy work, there is no time to watch the "Pojok Kampung" program on conventional TV media, so the existence of the "Pojok Kampung" program can make it easier for the audience to watch the news in an updated manner and without limited airing time. With the emergence of YouTube media that makes the "Village Corner" program has many advantages and progresses, one of which is expanding the network or audience segmentation. This happens because YouTube media can be accessed by people from all corners of the world, which causes a convergence between mass communication and intercultural communication in the digital era. The "Pojok Kampung" program is a news program that consistently uses the Surabaya regional language as a language in delivering news. According to informant Sovia Eka Indriani, the convergence of mass communication with intercultural communication in the "Pojok Kampung" program is a good thing because it seeks to preserve regional languages, as contained in the following interview excerpts, "In my opinion, the Village Corner is true, for news events that use the Surabaya language to preserve culture, there is no news program like that, on average uses Indonesian. So that Surabaya Javanese language can be known to many people" (Statement by informant Sovia Eka Indriani, in an interview on December 10, 2022).

According to informant Sovia Eka Indriani, the convergence of mass communication with intercultural communication that occurs in the "Pojok Kampung" program is a good thing, because it is interpreted as a step to preserve the culture of the Suroboyoan area. In addition, according to Sovia, the use of regional languages in news programs is something she rarely encounters, because almost all news programs or events carry out mass communication using Indonesian. So according to Sovia, the "Pojok Kampung" program is a program used to disseminate the Surabaya language to a wide audience. In addition, there is an opinion from the informant Mrs. Umi Nur Hidayati who has a slightly different perception from the informant Sovia, as contained in the following interview excerpts "Yes, there was like a unification that usually news programs mean mass communication, yes, if the Village Corner uses Javanese, let alone Surabaya language, that's not everyone understands, who sees it from many regions. So the Village Corner is also a mixture between mass communication and intercultural communication. But I don't like it if sometimes there is a rude Surabaya language used by the news anchor, it should be subtle, but never mind was, the important thing is that it is easy to understand by everyone. Because sometimes there are news that uses Indonesian but using zinc words is difficult, I don't even understand, so yes it's better Surabaya language" (Statement by the informant Mrs. Umi Nur Hidayati, in an interview on December 10, 2022).

According to informant Mrs. Umi Nur Hidayati, the convergence of mass communication with intercultural communication occurred in the "Pojok Kampung" program which uses the Surabaya's regional language when delivering news to the general public. Although Mrs. Umi Nur Hidayati slightly disagreed with the use of the Surabaya language which was a little rough, Surabaya's language became a language that was easier to understand, than Indonesian. A different opinion was conveyed by the people of Surabaya who are overseas communities, namely the perception of Reyhan Ramadhian in the following interview excerpt, "Yes, well, that's convergence, because it's a news program which is mass communication, but in that program, the Javanese language is Surabaya's, not the general Javanese, now it is intercultural communication, especially now that it is put on YouTube, more and more people outside the region can watch. At first, when I first saw it at my mother's house, I laughed at the show, because I didn't understand what he was talking about, especially if it was a strange thing and just found out that there was a news show on TV that was in the local language. That's why I wanted it to be the Village Corner. The more I see Pojok Kampung, the more I can speak Suroboyoan Javanese. If I used to do that event, maybe I was

surprised that now working in Surabaya I don't understand what my friends say" (Statement by the informant Mrs. Umi Nur Hidayati, in an interview on December 11, 2022).

According to informant Reyhan Ramadhian, there was a convergence of mass communication with intercultural communication in the "Pojok Kampung" program. The broadcasting program is a mass communication process, when the "Pojok Kampung" program uses the Surabaya regional language, intercultural communication occurs. Coupled with the airing of the program "Pojok Kampung" on JTV Rek's YouTube channel, it will increase the wider reach of audiences from various regions, even the world, which will create wider intercultural communication. This has a positive impact as a communication medium for Surabaya regional language learning to audiences from various regions. In addition, there is also a different perception conveyed by informant Chusnul Chotimah, in the following interview excerpts, "Yes, there must be convergence, but it has a good impact in my opinion. Because for people outside the region who are married or have a mixed family with other cultures, the Pojok Kampung program is very useful, especially now that it can also be broadcast through YouTube, it could be Caucasians who marry Indo people to watch so they can learn regional languages. Like my family, my father is from Bangkalan Madura, my mother is from Blitar, well I have been in Madura since childhood, so I can use Madurese. With my mother watching Pojok Kampung every day, my father and I can learn Suroboyoan Javanese, my mother is very happy so every day at home always watch the village corner. I think it's a good thing in fact, at first the intention was to see the news, but while being able to learn the Suroboyoan language, and now I work in Surabaya, it's useful hehe" (Statement by informant Chusnul Chotimah, in an interview 11, December 2022).

According to the statement of informant Chusnul Chotimah, in the program "Pojok Kampung" there is a convergence of mass communication with intercultural communication, not only between regional cultures in Indonesia, but also possible communication between Indonesian and foreign cultures, because of the presence of the "Pojok Kampung" program on the youtube channel which is accessible to all people of different cultures. The existence of intercultural communication in the "Pojok Kampung" program is useful and has positive value for audiences who undergo intercultural marriages or there is a mixture of cultures in one family. The "Pojok Kampung" program is a place to learn the culture and language of the Suroboyoan region. Like the experience experienced by Chusnul Chotimah who has cultural differences in her family. Chusnul and his father became proficient in using the Suroboyoan regional language and were useful for preserving the culture of Chusnul's mother who came from Java, and useful for communicating with colleagues at work.

The development of information technology gave rise to new media YouTube which has a major impact on conventional mass media, especially TV. YouTube initially became a frightening scourge for TV media because the emergence of YouTube eroded conventional mass media (Felicia & Wijayani, 2022). However, on the other hand, YouTube is an alternative media for TV companies which are conventional mass media to develop information or news, as well as to publish news by utilizing many features and advantages of YouTube. Features owned by YouTube have brought the audience or society to the level of the world without borders allowing them to relate to each other widely and complexly (Tinambunan, 2022). However, when all that happens, it raises new challenges for the existence of intercultural communication.

Youtube can not only affect the form and content of information or messages but also can affect the way the audience understands the mass communication process, especially for audiences who come from different cultural groups. In addition, YouTube can also present convergence between mass communication and intercultural communication. Currently, JTV media persists in broadcasting its programs through conventional mass media TV, but to maintain its existence amid advances in information technology, JTV also broadcasts program programs through the JTV Rek YouTube channel. One of the most popular programs is the program "Pojok Kampung" which has become a popular news program among the public because it uses Surabaya's death language in broadcasting its news. With this uniqueness, various perceptions from the community, such as the results of research generated from the interview process with the people of Surabaya, have their views or perceptions in response to the "Pojok Kampung" program on the JTV Rek YouTube channel.

1.1 Surabaya People's Perception of the Pojok Kampung Program on the JTV Rek YouTube Channel

Based on the results of the research above, people have different perceptions, but have the same meaning, where mass communication and intercultural communication have a close relationship and relationship in terms of news on the program "Pojok Kampung" on the JTV Rek channel, and consider that the program is something interesting and different from news programs in general. Compared to other news programs that use more Indonesian in reporting information, the program "Pojok Kampung" on the JTV Rek channel chooses to use the Suroboyoan regional language in reporting information to the audience. With the use of regional languages, the "Pojok Kampung" program on the JTV Rek channel has given a positive image of trying to be close to the people of East Java, especially the people of Surabaya who are the main target audience of the "Pojok Kampung" program on the JTV Rek channel, with the application of Suroboyoan language which are languages that are often used by the people of Surabaya.

The language used in the "Pojok Kampung" program on the JTV Rek channel is considered to make it easier for the audience to understand the content of the message in the news compared to the use of Indonesian because the audience feels that sometimes there are Indonesian words that are not understood by the audience. However, there was one informant who said that the use of the Surabaya language in the program "Pojok Kampung" on the JTV Rek channel was sometimes considered too rude. The results of the study were also revealed in a study conducted by Nindya Yunita Ardyani, entitled "The Study of Language Used in Indonesian Local News: Pojok Kampung JTV". The study revealed that the "Pojok Kampung" program used a lot of vulgar and inappropriate words (Ardyani, 2020). The content of the news conveyed in the program "Pojok Kampung" on the JTV Rek channel using the typical dialect of the Surabaya language is sometimes considered rude and disrespectful such as tibo nyungsep, angin penthil muter, metek, ngipik-ngipik. Examples of his news narrative are, "Enek kedadean korban matek nang nggon kedadean, soale keplindes tur keseret sampek 500 meters", which is found on (Hutomo & Jusnita, 2020).

The narrative has a different perception for each audience. The difference in meaning is very prominent in the use of the word "matek" which is used on people who have died. For the audience who incidentally are Surabayans, the narrative is a familiar sentence. However, for East Java residents, the news narrative sentence is considered rude and disrespectful

1.2 Surabaya People's Perception of the Convergence of Mass Communication with Intercultural Communication in the Digital Age

Despite reaping negative perceptions with the use of the Suroboyoan language in the program "Pojok Kampung" on the JTV Rek channel, JTV chose to maintain the characteristic of communicating with the Surabaya language with a typical Surabaya accent. The audience's perception when hearing certain words or accents can also be influenced by how stereotypes are displayed by the media, which can affect audience perception. However, differences in accent can be said to be behavioral and intellectual characteristics of communicators, and a result of geographical and historical differences of communicators. The "Pojok Kampung" program on the JTV Rek channel is a manifestation of the convergence of mass communication with intercultural communication, where the "Pojok Kampung" program on the JTV Rek channel is a program in which there are mass communication activities, and the use of the Surabaya regional language used when broadcasting news, there is an intercultural communication process, where there is a process of delivering cultural messages typical of Surabaya Communicated to audiences who have different cultures through YouTube Channel. In the theory of CAT or Communication Accomodation Theory Howard Giles, who is a professor of communication science from the University of California initiated Communication Accomodation Theory which argues that a communicator will try to minimize social differences with communicants. Howard Giles introduced the concept of Convergence

which describes a process that describes an individual shifting his or her speaking style or the language used in interacting with communicants to resemble who they interact with.

]The program "Pojok Kampung" on the JTV Rek channel is a television program owned by the Jawa Pos Group established in the East Java region, JTV tries to accommodate the local culture of East Java, including the local language into its programs, although JTV also has affiliations with Malioboro TV Yogyakarta, PJTV Padjajaran TV Bandung, and Jak TV Jakarta (Anwar, 2018), however, the program "Pojok Kampung" on the JTV Rek channel still prioritizes using the Suroboyoan regional language. The broadcast of JTV's "Pojok Kampung" program on the JTV Rek channel using the Surabaya language, became one of the nation's heirlooms and won an award from Surabaya Heritage, (Hutomo & Jusnita, 2020). Many people protested the "Pojok Kampung" program, especially the people of the Mataraman group, considering that the language used by the "Pojok Kampung" program was considered to use abusive language. The controversy related to the language experienced by JTV's "Pojok Kampung" program on the JTV Rek channel was not only obtained from the community, but JTV was also called by the KPID related to the Surabaya language used in the "Pojok Kampung" program on the JTV Rek channel which was considered too rude (Fadeli, Ekantoro, & Hidayat, 2022). However, JTV still maintains the "Pojok Kampung" program on the JTV Rek channel with the Surabaya language through the aim of maintaining its regional culture, and JTV can convince those who have negative perceptions related to the language used, that the "Pojok Kampung" program on the JTV Rek channel can win awards by continuing to consistently use the Surabaya regional language.

In particular, Communication Accommodation Theory states that language and other communicative markers, such as clothes, houses, tattoos, cultural festivals, etc. are important elements of personal and social identity. This theory also explains the most basic types of accommodation, convergent and divergent strategies. Divergence refers to how communicators accentuate cultural differences that exist in themselves with others. Divergence or convergence is done because it is driven by the identity of a group. In carrying out strategies or efforts to promote their uniqueness, groups that have social identities may differ in intercultural encounters in an attempt to demonstrate the uniqueness of their culture. The form of accommodation carried out by the program "Pojok Kampung" on the JTV Rek channel is a form of expressing their cultural identity.

CONCLUSION

This study discusses public perceptions of the convergence that occurs between mass communication and intercultural communication that occurs in the digital era. With a focus on community perceptions and intercultural interactions that occur when the "Pojok Kampung" program conducts mass communication on YouTube media. This paper explains the cultural values that exist on YouTube media when used as a mass communication media, and YouTube media on cultural identity. The process of communication that occurs between individuals from different countries, regions, races, languages, religions, education, and social statuses is called intercultural communication. Therefore, the importance of mass communication which can be said to be a golden bridge for intercultural communication, coupled with the presence of YouTube media can expand the reach of mass communication, which automatically expands also the reach of intercultural communication.

Communication delivered by the program "Pojok Kampung" on the JTV Rek YouTube channel is present every day to bring different cultural messages. Different perceptions when seeing the show "Pojok Kampung" on JTV Rek's YouTube channel appear in audiences with different cultural backgrounds. People who come from Surabaya and people who come from outside the Surabaya area have different perceptions of seeing the "Village Corner" program on YouTube media. However, this difference in perception did not deter JTV from maintaining the Surabaya language in the "Pojok Kampung" program because JTV focused on the goal of preserving regional

languages and making it easier for audiences to receive messages contained in the news broadcast "Pojok Kampung".

Similar research related to this theme can be carried out in the form of shifting media for the delivery of mass communication, the formation of new cultural values, the transformation of values from old cultures in the new media era, and research related to the impact of cultural identity when using new media. It is necessary to expand further research on similar themes, to be able to expand the study of communication science.

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