

Yogyakarta, 15 June 2024

**Rendra Widyatama, M.Si., Ph.D.**

Communication Studies Program,  
Universitas Ahmad Dahlan

Dear Mr. Rendra,

Subject: Invitation to Speak at 2<sup>nd</sup> ADICCOM – online event

On behalf of the Ahmad Dahlan International Conference on Communication and Media (ADICCOM) 2024 committee, it is with great honor and pleasure that we invite you to be a speaker at our 2<sup>nd</sup> ADICCOM Conference. The conference will be held online from June 20 – 21, 2024. The conference aims to bring together media studies experts from academicians, experts and policy maker to engage in discussions and share valuable insights on the **"Leveraging Digital Public Relations (PR) for enhanced reputation management."**

We would like to emphasize that this conference aims not only to facilitate the publication of international proceedings and journals but also to foster meaningful discussions and idea sharing among students, lecturers, researchers, and media practitioners.

The details of your session are as follows:

Date : June 20, 2024 (Please kindly see attached conference program)  
Time : 09:00 – 11:30 WIB (GMT+8)  
Venue : Meeting ID: 617 5732419 Passcode:ILKOM2024

Thank you for considering our invitation to this event. Please feel free to contact us via email at [lab.ilmukomunikasi@uad.ac.id](mailto:lab.ilmukomunikasi@uad.ac.id) or by phone on +62856 3015058 should you require any additional information about the conference. We appreciate your time and consideration. We are looking forward for your attendance at ADICCOM 2024.

With warmest regards,



Lukman Hakim, M.A.  
Chairman of the Committee

## Term of Reference

### **2<sup>nd</sup> ADICCOM**

## **Ahmad Dahlan International Conference on Communication and Media 2024**

### **A. BACKGROUND**

The advancement of digital technology has caused enormous changes in all aspects of life. The industrial world, academic world, and human existence in general have all altered, requiring adaptation. Over the previous few decades, technology has radically altered the world's landscape. Specifically, digital technology has had a significant impact on practically every aspect of our lives and continues to evolve with time. Simply described, the digital era is an era or epoch in which development conditions have advanced to the point where all major operations may be carried out digitally. The digital era is likewise advancing at such a rapid pace that humans are unable to keep up. This is simply because we, as humans, eventually demand and ask for numerous things in a more efficient and practical manner. Of course, the rapid progress of the digital era has a variety of effects, both positive and harmful.

On this occasion, we would like to talk a lot about the process of adapting communication to digital developments, which can be seen from business people who run businesses, academics who always contribute ideas in policy formulation, and the media, which has the potential to become a true bridge between producers, consumers, and the general public. On the one hand, we shall observe the function of social organisations in overseeing human change and adaptation in order to become knowledgeable individuals capable of surviving in the digital age and distancing themselves from negative influences.

Leveraging digital Public Relations (PR) for enhanced reputation management requires a thoughtful blend of traditional tactics and innovative approaches tailored to the digital landscape. As a result, this conference was conducted to investigate and debate this issue. This gathering will bring together stakeholders, environmental specialists, communication practitioners, and technology innovators to sit down together to truly examine this matter to gain the optimal solutions, share ideas, and build creative communication tactics.

### **B. SUB THEME**

The main theme of 2<sup>nd</sup> ADICCOM is Leveraging Digital PR for Enhanced Reputation Management. The topics can be in the following area (but not limited to):

- .. Corporate Communication
- .. Marketing Communication
- .. Digital Branding
- .. Political Communication
- .. Digital Literacy
- .. Digital Media

### **C. TIME**

The 2<sup>nd</sup> ADICCOM will be held on June 20 – 21, 2024. These are some important dates:

- .. Full Paper Submission Deadline: June 17, 2024
- .. Notification of Paper Acceptance: June 18, 2024
- .. Final registration: June 18, 2024
- .. Conference: June 20, 2024
- .. Workshop: June 21, 2024

All papers should be written in English and will be published in international indexed proceedings.

Submit your paper to <https://seminar.uad.ac.id/index.php/ADICCOM/user/register>

### **D. SPEAKERS**

1. Riza Azyumaridha Azra (Founder Rumah MOCFA Indonesia)
2. Dong Feifei (Universiti Kebangsaan Malaysia)
3. Rendra Widyatama (Universitas Ahmad Dahlan)

### **E. PUBLICATION**

The Output in ADICCOM 2023 is:

1. Selected Paper : International Journal & Accredited National Journal
2. All Paper : Digital Proceeding (DOI)

## F. RUNDOWN

Day, Date : Thursday, 20 June 2024

Platform : Zoom

Meeting ID : 617 573 2419

Passcode : ILKOM2024

Time	Activities	Person in Charge
7.00 - 8.00	Registration	Committee
08.30 - 9.00	<b>Opening</b>	Committee
	Bumper Opening	Committee
	Opening MC	Master of Ceremony <b>Kamila Salsabela, S.I.Kom., M.A.</b>
	Indonesia Raya	Committee
	Welcome Bumper	Committee
	Speech by the vice dean of the faculty literatre, culture and commnucation Ahmad Dahlan University	<b>Dani Fadillah, Ph.D</b>
09.00 - 10.10	<b>Plenary Session</b>	
	Bumper Moderator	Committee
	Opening	<b>Moderator</b> <b>Mufid Salim, S.I.Kom.,M.B.A</b>
	Bumper Speaker 1	Committee
		Keynote Speaker 1 (09.10 - 09.40 WIB) <b>Riza Azyumarridha Azra</b> (Founder MOCAF Indonesia)
	Bumper Speaker 2	Committee
		Keynote Speaker 2 (09.40 - 10.00 WIB) <b>Dong Feifei</b> (University Kebangsaan Malaysia)
	Bumper Speaker 3	Committee
	Keynote Speaker 23 (10.00 - 10.30 WIB) <b>Rendra Widyatama</b> (University Ahmad Dahlan)	
10.30 – 11.00	QnA Session	Participants and Committee
11.00 – 12.45	Break	
12.45 – 15.00		Room 1 : Eka Anisa Sari S.I.Kom., M.I.Kom

		Room 2 : Dr. Muhammad Najih Farihanto S.I.Kom., MA. Room 3 : Dr. Ardiyanto Wardhana S.Sos., M.Si. Room 4 : Arif Ardy Wibowo S.Sn., M.A Room 5 : Lukman Hakim, S.Kom.I., M.A. Room 6 : Iva Fikrani Deslia S.I.P., M.A. Room 7 : Indah Wenerda S.Sn., M.A
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Day, Date : Friday, 21 June 2024

Platform : Zoom

Meeting ID : 617 573 2419

Passcode : ILKOM2024

Time	Activities	Person in Charge
07.30 - 8.00	<b>Opening</b>	Committee
08.00 – 09.00	How to write a scientific article Writing n organizing manuscripts	<b>Dani Fadillah, M.A., Ph.D.</b>
09.00 – 10.00	Strategies for publication in reputabl scientific journals	<b>Resdika Anggesa, M.I.Kom</b>
10.00 – 11.00	Enrichment of scientific writing with AI and reference tools	<b>M Thoyib Amali, M.I.Kom</b>
11.00 – 13.30	Individual task	Participant

#### **G. COMMITTEE**

PIC	: Fitrinanda An Nur, M.A. Nunik Hariyanti, M.A.
Chairman	: Lukman Hakim, M.A
Secretary	: Tita
Treasurer	: Muhammad Toyib Amali, M.I.Kom. Dhea
Publication Section	: Dani Fadillah, M.A., Ph.D. Resdika, M.IKom.
Event Section	: Diva Aisha Putri Bambang Supriyadi, S.Pd. Aditya Aziz, S.lkom.



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## **H. CONTACT**

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2. Diva Aisha (+62 85643130626)