# Analysis of the Communication Process in Digital Collaboration Through the Publication of *Ga Jelas Comics*

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| Article info | Abstract |
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| | Social media is one of the most widely used channels by people in Indonesia. One of the most widely used social media is Instagram. Where Instagram is used as a means to spread content. This was also done by *Ga Jelas Comics* in a digital collaboration with Stay hoops. This digital collaboration is the first activity held by *Ga Jelas Comics* online, so communication is needed to market this digital collaboration. Communication is also used by *Ga Jelas Comics* in dealing with consumers. This study aims to analyze the communication process in digital collaboration through the publication of *Ga Jelas* Comics content. the method used in this study is a descriptive qualitative method by conducting semi-structured interviews with six resource persons. the results of this study prove that the communication process of *Ga Jelas Comics* has been carried out well. This is evidenced by the surge in purchases of digital collaboration products within two days. in addition, the communication process that occurs in digital collaboration publication content has reached the feedback stage. |
| | ***Abstract*** |
| | *Media sosial merupakan salah satu kanal yang paling banyak digunakan oleh masyarakat di Indonesia. Salah satu media sosial yang paling banyak digunakan adalah* Instagram. *Dimana Instagram dimanfaatkan sebagai sarana untuk menyebarkan konten. Hal ini pun dilakukan oleh Ga Jelas Comics dalam kolaborasi digital yang dilakukan bersama* Stay hoops. *Kolaborasi digital ini merupakan kegiatan pertama yang diadakan oleh Ga Jelas Comics secara daring sehingga dibutuhkan komunikasi guna memasarkan kolaborasi digital ini. Komunikasi juga digunakan oleh Ga Jelas Comics dalam berhubungan kepada para konsumen. Penelitian ini bertujuan untuk menganalisis proses komunikasi pada kolaborasi digital melalui publikasi konten Ga Jelas Comics. Metode yang digunakan dalam penelitian ini adalah metode kualitatif deskriptif yang dengan melakukan wawancara semi-terstruktur kepada enam narasumber. Hasil penelitian ini membuktikan bahwa proses komunikasi Ga Jelas Comics telah dilakukan dengan baik. Hal ini dibuktikan dengan melonjaknya pembelian produk kolaborasi digital dalam kurun waktu dua hari. Selain itu, proses komunikasi yang terjadi pada konten publikasi kolaborasi digital telah sampai kepada tahap umpan balik atau feedback.* |

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## 1. INTRODUCTION

Communication is a process of equality and conveying meaning between communicators and communicants, which involves exchanging information and creating deep understanding (Schramm in Astari et al., 2018; Rogers and Kincaid in Astari et al., 2018). in the era of technological development, interaction between humans has undergone significant changes.

Communication is no longer limited to in-person meetings, but also involves the use of telephones, smartphones, and other communication devices (DGT, n.d.). Social media, as one of the products of technological developments, has changed many aspects of human life. Rapid development in the field of information and Communication Technology (ICT) has made the internet the main communication tool in demand by the public.

the internet has transformed conventional communication into modern all-digital communication, allowing users to interact without having to meet face to face (Mansyur, 2018). Social media is becoming a popular means of communication in Indonesia, and the DKI Jakarta

government pays special attention to the development of ICT (Astari et al., 2018; Firmansyah, 2019).

Data shows that smartphone and internet usage in Indonesia is very high. of the total population of 274.9 million, there are 345.3 million smartphone users (125.6% of the population) and 202.6 million internet users (73.7% of the population) (Riyanto, 2021). This reflects the high penetration of communication technology in the daily lives of Indonesian people.

the significant growth of technology and digitalization has encouraged creative industry players, including Indonesian comic artists, to focus on creating and disseminating their works digitally (Nursidik, 2020). Before digitization, Indonesian comics experienced a heyday in the 1960s to 1970s with several comics and characters that were still known by the public, such as Si Buta dari Gua Hantu, Jaka Sembung, Gundala Putra Petir, Godam, A Black Stain, Panji Tengkorak, and the Mahabharata series.

However, in 1980, Indonesian comics experienced a drastic decline due to the entry of foreign comics into Indonesia (Nursidik, 2020). the rise of Indonesian comics has only occurred since 2000 thanks to the ease of internet access and the development of social media, where Instagram has become one of the most widely used social media platforms (Nursidik, 2020; Landsverk, 2014).

Instagram, as a mobile and web-based social network, allows users to share photos and videos. With the filter feature, users can change the appearance of their photos. Instagram has become a leader in mobile applications for sharing photos with more than 200 million users (Landsverk, 2014). Users can also use hashtags to search for content that matches their interests, such as using "#burung" to find photos of birds they like.

in the development of social media such as Instagram, there are important features such as the number of followers / followers that show user popularity,

insta Story which contains video, text, and photo content valid for 24 hours, Direct Message (DM) to exchange messages, and Likes and Comments that facilitate interaction between users. Instagram also plays a role in branding, business premises, and business marketing. Content packaged in various forms such as text, images, memes, and videos also has entertainment, inspiration, motivation, and other functions. in digital communication, the use of storytelling becomes effective in conveying messages to the audience, by affecting the brain of the listener or reader. *Ga Jelas Comics*, an Indonesian comic IP, utilizes Instagram to spread funny and absurd comic strip content, with the aim of building brand loyalty and disrupting the conventional creative industry (JHS Studio, n.d.; Saputro &; Haryadi, 2018).

in 2019, *Ga Jelas Comics* achieved success by entering the top five in curation-competitions held by Bekraf to find the best Indonesian IP to be promoted internationally. they also received an award as the best-selling IP in Gramedia and received a positive social media content award in the digital comic strip division from the President of the Republic of Indonesia, Joko Widodo. in 2020, *Ga Jelas* Comics collaborated with Stay Hoops, with the aim of expanding its audience and growing its medium. This collaboration launched the *Ga Jelas* Comics Umbrella brand known as Ga Jelas™.

they also have plans to develop their character apps into innovations and new content. This collaboration focuses on a sock and mask product called Stay Hoops. the Neon City collaboration is *Ga Jelas Comics*' first digital collaboration with fashion brands and creative industry players across sectors. the Neon City theme is inspired by reversed futurism, cyberpunk, tech-gear design, and urban atmosphere. This collaboration resulted in limited merchandise in the form of socks and masks. in this collaboration publication, storytelling is used to present the stories of four *Ga Jelas* Comics characters, namely Budi, Susi, Alexa, and Eko.

the approach used is different from the usual *Ga Jelas* Comics publication, where the Neon City collaboration carries a sci-fi theme. This collaboration succeeded in strengthening the message to be conveyed through the use of Comic IP to communicate the Neon City collaboration to the audience (J. Surkatty, Personal Communication, January 29, 2022; S. Wulandari, Personal Communication, September 21, 2021).

*Ga Jelas* comics use social media Instagram to publish their digital collaboration content. they upload information in the form of memes, comic strips, and videos to promote their collaboration. in this study, the author is interested in analyzing the communication process carried out by *Ga Jelas* Comics in the publication of their digital collaboration content with Neon City in 2020. This communication process will be evaluated using the communication process model proposed by Stephen Robbins.

## 2. RESEARCH METHODS

This research is descriptive qualitative research that aims to analyze the communication process in digital collaboration through the publication of *Ga Jelas* comic content. the approach used is descriptive, which involves fact-finding by interpreting appropriately. This research studies problems that occur in society, situations, relationships, attitudes, views, as well as the processes that take place and the influence obtained from certain phenomena (Nazir, 2011). This study also aims to provide a comprehensive picture by using words, numbers, and profiles, type classifications, or general stages to answer the questions of who, when, where, and how (Neuman, 2013).

the research paradigm used in this study is constructivism. According to constructivist theory, the individual performs interpretations and acts on the conceptual categories he has in mind. Existing reality needs to be filtered through an individual's point of view, and not presented in a rough form (Delia in Morissan, 2013). therefore, researchers are directly involved in this study to approach the object of research. This will help a clearer understanding of the reality of the interaction between researchers and research objects when analyzed.

## 3. RESEARCH RESULTS

the data presented in this section is in the form of a description of research results and internal interviews from *Ga Jelas Comics*, followers of *Ga Jelas Comics*, and PR Practitioners. Based on data obtained from research activities carried out for four times involving 5 resource persons, it can be presented as follows. the research conducted by this researcher used a semi-structured interview method.

**Comics Are Not Clear as Senders of Messages in the Publication Communication Process**

This study analyzes the communication process in digital collaboration through the publication of *Ga Jelas Comics* content, focusing on the publication of *Ga Jelas Comics* collaboration content with Stay hoops, namely *"Neon City"*. Mulyana (2015) revealed that sources of information can come from individuals, groups, organizations, companies, or even countries, and the goals vary, ranging from maintaining good relations, entertaining, conveying information, to changing the beliefs of other parties.

in the collaboration publication *Ga Jelas Comics*, *Ga Jelas Comics* is also a sender, as revealed by Jasmine Surkatty, the owner of *Ga Jelas Comics*. Jasmine Surkatty explained that this publication is the result of teamwork, where each internal team of *Ga Jelas* Comics has the same role. the creative team is responsible for drawing comic content, while discussions with the internal team are carried out to obtain suggestions and input related to comic strips and animations made.

**Comics Are Not Clear in the Message Given to the Collaborative Publication "Neon City"**

in analyzing the communication process in digital collaboration through the publication of *Ga Jelas Comics* content, Mulyana (2015) has explained that messages are information conveyed by communicators to communicants in the form of words, which can describe objects, ideas, and feelings. in the context of the publicity that has been carried out in the *Ga Jelas* Comics collaboration, the message they want to convey is to inform followers about the collaboration they are currently doing with Stay hoops, which this collaboration involves selling masks and socks.

Based on this research, Brock, Strange, & Green (in Perloff, 2017) states that narratives or stories presented in media, such as news, books, movies, dramas, music, have appeal to the

audience. *Ga Jelas* comics use *storytelling* packaging by involving characters such as Budi, Susi, Eko, and Alexa in their publication content. Despite the different elements in this collaboration, *Ga Jelas Comics* tries to build a sense of familiarity with the audience through the use of humor, comprehensible language, and human emotions that can be felt in each content provided.

Jasmine Surkatty, owner of *Ga Jelas* Comics, stated that familiarization with neon-nuanced content is done first before the product is sold to the audience. This approach has been successful, as revealed by Jasmine Surkatty, that the introduction and promotion of content was carried out over a period of two months and it turned out to be successful in making this collaboration product sold out in two days. Sesa, as Project Manager, added that the marketing strategy was carried out by introducing the characters and concepts of this collaboration gradually, namely in terms of themes, colors, and characters into the comic panel with a touch of neon colors, and involving the audience in the interaction process before making a sale.

in conclusion, this study reveals how the communication process in digital collaboration through the publication of *Ga Jelas Comics* comic content. the message to convey to the audience is about collaboration with Stay hoops and selling related products. *Ga Jelas* comics use storytelling packaging and familiarization with neon elements to grab the audience's attention before making a sale.

**Comics Are Not Clear in the Message Given to the Collaborative Publication "Neon City"**

in the *encoding* process, there are wording efforts tailored to the audience of the company or organization to ensure the same perception and easy understanding (Lestari et al., 2019). in this digital collaboration, *Ga Jelas Comics* faces challenges where this collaboration is the first collaboration carried out fully through a digital platform. in this context, the promotion strategy must be adapted to these conditions. This collaboration content involves two main characters from *Ga Jelas* Comics, namely Budi and Susi, and introduces two new characters, namely Eko and Alexa. the introduction of this new character was well understood by followers of *Ga Jelas* Comics because the packaging was done according to the usual communication style.

the theme of this collaboration is '*Cyberpunk'* and *sci-fi*, with the use of neon colors that are different from previous contents. the packaging must be adapted to this theme. the creation of mood boards is carried out before publication is carried out. This is used to ensure harmony and compatibility between the colors and stories used with the identity of *Ga Jelas* Comics.

Figure 1.1



Source: Wulandari, 2021

the communication strategy implemented by *Ga Jelas Comics* in this publication aims to introduce collaboration with Stay hoops to its followers. This is done through character introductions in the content, as well as natural interactions between *Ga Jelas Comics* Ly's social media accounts and Stay hoops' social media accounts. Every step of this strategy is carefully orchestrated to maximize results.

in delivering the message, *Ga Jelas Comics* still maintains the format and tonality that its followers are already familiar with. This is done to make it easier for followers to receive and understand the message conveyed. in addition, content is also presented in the form of Q&A and short animations that adopt situational comedy related to technology.

**Unclear Comics in Channel on "Neon City" Collaboration Publication**

Instagram as the main communication channel in the Neon City collaboration publication. Instagram was chosen because it is a popular and effective form of communication through computer-based media (Computer-Mediated Communication). the use of Instagram in this collaboration aims to promote and increase awareness of *Ga Jelas* Comics followers about the ongoing digital collaboration with Stay hoops.

**Message Recipient on Unclear Comic Collaboration "Neon City"**

the *receiver or* receiver of the message as described earlier is the audience that consumes, reads, or listens to the message, that is, the people who receive the information conveyed. in the communication process of the digital collaboration publication of *Ga Jelas Comics*, the recipients of this message are the followers of *Ga Jelas Comics*. in this study, researchers interviewed two followers of *Ga Jelas Comics*, namely Gavin Marciano and Claudia Pramindria who were included in the target of *Ga Jelas Comics*.

**Decoding on Unclear Comic Collaboration "Neon City"**

in this study, it was found that the *receiver* perceives the message conveyed by the sender with varying meanings. *Decoding*, which is the process of receiving and interpreting messages, looks different to external sources who are followers of *Ga Jelas Comics*. they saw a difference in the communication process in this collaboration. One of the striking differences is in the use of settings or sets from *Ga Jelas* Comics in this Neon City collaboration.

in addition, differences are also noticeable in the use of colors in the content. Followers of *Ga Jelas* Comics such as Claudia and Gavin found the change interesting, as it provided a new perspective from *Ga Jelas* Comics. Gavin stated that despite the changes in the play of color, the authentic elements of *Ga Jelas* Comics are still visible, so that the message conveyed can be successfully digested and understood.

Rizka Septiana as a PR practitioner stated that the communication packaging carried out by *Ga Jelas* Comics in this collaboration content uses storytelling well, so that it is easily understood by followers of *Ga Jelas* Comics. This storytelling approach becomes an effective strategy to increase awareness and socialization.

Followers of *Ga Jelas* Comics, like Claudia, also love the new content presented in this collaboration. Content in the form of videos involving Budi and Susi's characters in the real world is considered interesting and considered a cool innovation by Claudia.

This research concludes that in digital collaboration through the publication of comic content, changes and innovations in the communication process can affect followers' perceptions and responses. the use of storytelling, good packaging, and authentic elements of Ga Pasti comics are important factors in the success of communication in this collaboration.

**Decoding on Unclear Comic Collaboration "Neon City"**

the obstacle experienced by *Ga Jelas Comics* is how to package the message so that the audience can receive the message well. they must make adjustments to the concept so that the message conveyed remains in accordance with the identity of *Ga Jelas Comics*.

Another challenge is that all publications are done online, so communication strategies must be optimized. This is Ga Clear's first experience in doing online promotion without benchmarking beforehand. This obstacle causes them to look for new references and makes this situation an interesting challenge.

the use of effective communication strategies is key in dealing with these obstacles. All collaborative publication activities are carried out online, so strategies must be well thought out so that maximum results. This requires hard work and detailed thinking on the part of *Ga Jelas Comics*.

For long-time followers of *Ga Jelas Comics*, adaptation and understanding of differences in publication became obstacles. they need to adjust to the concept of collaboration and understand that collaboration is done to seek mutual benefits between *Ga Jelas Comics* and other brands. Despite the obstacles, followers still recognize that this is part of the branding effort and seek benefits for both parties.

This study concludes that barriers in the communication process in digital collaboration require adjustment of concepts, effective communication strategies, and adaptation from followers. Despite the challenges, *Ga Jelas* Comics and its followers see this as an opportunity to grow and develop themselves in the digital world.

**Feedback on the Unclear Comics Collaboration "Neon City"**

in the publication, the audience gave feedback through comments and participated in quizzes held by *Ga Jelas Comics*. they feel involved and happy to take part in such activities, even though the chances of winning may be small. This shows that the audience responded positively to the publication carried out by *Ga Jelas* Comics.

PR practitioner, Rizka Septiana, also admitted that the packaging delivered by *Ga Jelas Comics* in this collaboration is easy to understand and has a good storytelling effect. This reinforces the success of the new packaging done by *Ga Jelas Comics* in creating an engaging experience for its followers.

in addition, a two-way interaction also occurs between *Ga Jelas* Comics and his followers. their publications include promotions for Stay hoops accounts, and this encourages followers like Claudia to follow the account. they felt the communication and interaction that took place in the publication of the Neon City Collaboration.

the two followers, Claudia and Gavin, also participated in quizzes and giveaways held by *Ga Jelas* Comics. they felt encouraged and appreciated by *Ga Jelas Comics* to take part in the activity. Finally, they won the giveaway and bought the Neon City collaboration product.

the publication carried out by *Ga Jelas Comics* in this collaboration managed to influence both followers to buy the product. Followers feel attracted by the content presented and the attractive quality of product design. they also consider their needs, such as the use of masks during the pandemic, in purchasing such products.

in conclusion, this study shows that the publication of *Ga Jelas Comics* collaboration in comic content format is able to generate a positive response from the audience. Two-way interaction, the use of comment features, and followers who buy products show the success of the communication process carried out in this digital collaboration.

## 4. COVER

Based on the results of qualitative research through interviews and analysis results aimed at determining the communication process of *Ga Jelas* Comics in the publication of *Neon City* content, it can be concluded as follows:

1. the communication process carried out by *Ga Jelas* Comics in the publication of Neon City collaboration content is considered very good. Consistency in communication is visible, where the characteristics of *Ga Jelas Comics* are still felt even in the context of collaborative and publications in the form of promotion.
2. Good content packaging can be seen in all series of publications in the collaboration of *Ga Jelas Comics*. in the use of Instagram social media, two-way interaction, and positive feedback indicate the success of communication in this collaboration.
3. there is a two-way interaction between followers and *Ga Jelas Comics*ly, and the communication between followers that occurs is very visible. the reaction and feedback obtained indicate the success of this communication process. However, the use of other social media such as Tiktok can be an alternative to attract a wider audience.

in this case, researchers realize that indeed the research that has been done is far from perfect. Judging from the exposure of research that may still need to be improved and developed even better. therefore, researchers want to provide some suggestions that might be useful for future research, including:

1. This research can be carried out to other studies that are similar but different in terms of publication packaging or differences in the use of social media used.
2. Researchers must examine targets and goals within a certain period of time from the aspect of *engagement* and *awareness* figures on social media

3. the next researcher must be able to find 1 digital comic that will be used as *a benchmark* in order to be a comparison whether the publication is successful or not

**4.** Researchers can conduct audience interest research in *order to find out whether the publication carried out by comics is not clear in accordance with the* specified *audience interest.*

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