

DIALOGIC COMMUNICATION MODEL APPLICATION TO MEASURE DIALOGIC LEVEL ON WEBSITE

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ABSTRACT. Corporate communication is one of the main keys to building public trust in a company. The development of information and communication technology such as websites is used by companies to achieve a goal. This study uses quantitative content analysis methods to answer whether PT Freeport Indonesia, which is now a state-owned company, can implement Dialogic communication on the company's website. The methodology used is quantitative content analysis, while the research is the website of PT Freeport Indonesia for the period 2021. The data analysis used is a coding sheet and the principles presented by Kent & Taylor (1998). The results obtained are through the eight main features and their contents, and 88 news reports in 2021 that the principles of dialogic communication are applied to the website. PT Freeport Indonesia applies all the principles of Dialogic Communication so that it can be called dialogic, which is open and communicative to the public or its visitors. The five principles have different values or levels in each principle ranging from very good to less than optimal. The PT Freeport Indonesia website has the main purpose as a means of sharing information, not for direct two-way communication. The five principles have different values or levels in each principle ranging from very good to less than optimal. The PT Freeport Indonesia website has the main purpose as a means of sharing information, not for direct two-way communication. The five principles have different values or levels in each principle ranging from very good to less than optimal. The PT Freeport Indonesia website has the main purpose as a means of sharing information, not for direct two-way communication.

KEYWORDS: dialogic communication, website, information

1. BACKGROUND

This research focuses on the application of the Dialogic Communication principle on the PT Freeport Indonesia website. Dialogic Communication was built as a theory that provides guidelines for building good relations between companies and the public through the website (Kent & Taylor, 1998). Dialogic or dialogic itself has the meaning of being open and communicative in the KBBI. According to Kent & Taylor, developments in communication technology such as websites do not distance companies from their public they influence the effectiveness of existing corporate communication programs. Corporate communication program carried out *in public relations* in this new media era has changed the way in reaching and establishing good relations with the public (Macnamara et al., 2016). One of them is through the use of the website.

Website able to provide information to be more efficient and up to date, and easily accessible to the public in various regions using the internet (Wibisono & Susanto, 2015). Websites that are attached to the internet certainly make it a very easy medium to be accessed by people anywhere as long as they are connected to the internet network. That way, its reach is considered wider than other conventional media. The website can be customized with the desired images and colors and tailored to the needs of its users (Wibisono & Susanto, 2015).

As one of the results of the development of information and communication technology, the website certainly has a role in communication activities at this time. Its use as a communication medium is not

only for individual use but also for organizations or companies. Not only for commercial purposes but also often used to fulfill company interests. Coupland (2005, 2006) has criticized how companies use websites to build accounts of their own social and environmental responsibilities and make them a tool to legitimize their activities to stakeholders. (Lodhia, 2012). One company that uses the website is PT Freeport Indonesia.

PT Freeport Indonesia is a mining company that explores, mines, and processes ores to eventually produce copper, gold, and silver. This company is the result of an affiliate of an American company known as Freeport McMoran. The share divestment that transformed PT Freeport Indonesia into a State-Owned Enterprise (BUMN) certainly brought about various changes to the company's organizational system, considering that these changes changed the company from a private entity to a public entity. One of the changes in its strategic communication goals. This is proven through research by Ayiku & Tandoh (2021) which uses six case studies on private and public organizations. The study found that public institutions use websites to inform, educate, train, protect reputations, and develop good relations with their public through dialogic communication. Meanwhile, private institutions are expanding the use of websites to gain profits or increase profits (Ayiku & Tandoh, 2021).

Theoretical review

Dialogic Communications refers to the exchange of ideas and opinions that can be negotiated, the website as a communication medium has a dialogical capacity that companies can use to negotiate and establish good relations with the public. This theory provides a dialogical guideline for a website to show its effectiveness of the website. There are five principles of Dialogic Communication that a website needs to fulfill to be called a dialogic website, namely The Dialogic Loop, The Usefulness of Information, The Generation of Return Visit, The Intuitiveness/Ease of the Interface, The Rule of Conservation of Visitors. (Kent & Taylor, 1998).

1. Dialogic Loop (The Dialogic Loop, This principle refers to how sites incorporate features that allow multiple publics to inquire about the organization and, more importantly, how sites provide organizations with opportunities to respond to questions, concerns, and concerns). (Hinson et al., 2012).
2. The usefulness of Information (The Usefulness of Information), Information provided by the company must be useful to the public. Organizations often forget that the information submitted is intended for the public, so it must be useful for the public, not only for the organization (Kent & Taylor, 1998).
3. Visits Back by Visitors (The Generation of Return Visits), this principle recommends that websites must include features that make it attractive for the public to revisit them, such as updating information, changing issues discussed, special forums, new comments, online questions, and answer sessions, and online experts to answer questions (Kent & Taylor, 1998).
4. The Intuitiveness/Ease of the Interface, the information contained in the website must be well organized and have an interface that navigates visitors in finding the information they need (Kent & Taylor, 1998).
5. Conservation of Visitors (The Rule of Conservation of Visitors), this principle refers to how to keep visitors on the website. Companies are recommended to create a website that can make visitors protracted in digging for information on the website without having to move to another website (Kent & Taylor, 1998).

2. METHODOLOGY

This research is a quantitative descriptive study, namely research that aims to analyze data by systematically, factually, and accurately describing the facts and characteristics of a particular population or object. (Kriyantono, 2020). Researchers want to see the implementation of dialogue on the PT Freeport Indonesia website through Dialogic Communication. To see this, this study uses a quantitative content analysis method with the guidelines of the existing Dialogic Communication principles. Content analysis is a research technique to prove replicable and valid inferences of data by taking into account the context. (Krippendorff, 1993).

Furthermore, the indicators or categorization of this research were taken based on the principles of Dialogic Communication by Kent & Taylor (1998), that is, these principles have also been used by Agyemang (2015), Hinson (2020), and bilgier & Kocaomer (2020) in his Dialogic Communication

research. Both use the five principles of Dialogic Communication by Kent & Taylor but modify them to suit their research needs. There are five indicators, namely The Dialogic Loop, The Usefulness of Information, The Generation of Return visits, The Intuitiveness/Ease of the Interface, and The Rule of Conservation of Visitors. The five principles of Dialogic Communication which are indicators of this research will bring up other sub-indicators to detail the existing indicators. The content analysis on the PT Freeport Indonesia website is carried out on the features and content on the website.

3. RESULTS AND DISCUSSION

Website PT Freeport Indonesia is still actively used as a company communication medium until 2021, even today. Through the eight main features and their contents, as well as 88 news reports in 2021, the principles of dialogic communication are applied to the website. There are five principles of Dialogic Communication that serve as indicators in this research, namely The Dialogic Loop, The Usefulness of Information, The Generation of Return Visit, The Intuitiveness/Ease of the Interface, and The Rule of Conservation of Visitors. This study looks at the implementation of each principle in detail by reducing it to sub-indicators.

INDICATOR	DEFINITION	SUB INDICATORS/ITEM	CODE	FREQ UENC Y
Dialogic Loop (The Dialogic Loop)	This principle refers to how the site incorporates features that allow various publics to inquire about the organization and, more importantly, how the site provides the organization with the opportunity to respond to questions, concerns, and concerns (Hinson et al., 2012)	Suggestion/question box	0	
		Answering visitor questions	0	
		Conversation room	0	
		Company Contact	1	
		Company's address	1	
		Company social media address	1	
		Have FAQ	1	
The usefulness of Information (The Usefulness of Information)	This principle shows that organizations often forget that the information submitted is intended for the public, so it must be useful for the public not only for the organization (Kent & Taylor, 1998).	Company Name and Biography	1	
		<i>Annual Report</i>	1	
		The organizational structure of the company	0	
		Employment Opportunity	1	
		Photos about the company and its activities.	1	
Publication of news on CSR activities for the	1	22		

		community around the company (Papua).		
		Publication of news on environmental activities around the company.	1	15
		Publication of news handling Covid 19 around the company.	1	7
		Publication of news on company activities and productivity.	1	18
		Publication of educational news around the company.	1	5
		Publication of news of support for Indonesian government programs.	1	15
		Publication of health news around the company and work safety.	1	
Return Visit by Visitors (The Generation of Return Visit)	This principle recommends that a website should include features that make it attractive for the public to revisit, such as updating information, changing issues discussed, special forums, new comments, online question and answer sessions, and online experts to answer questions.(Kent & Taylor, 1998)	Links to other websites	1	
		An explicit call to return	0	
		New news/information	1	
Easy Display (The Intuitiveness/Ease of the Interface)	The information contained in the website must be well organized and have an interface that navigates visitors in finding the information they need (Kent & Taylor, 1998).	Instructions on charts or information charts (website navigation instructions)	1	
		Search engine (search)	1	
		Structured website layout	1	
Conservation of Visitors (The Rule of Conservation of Visitors)	This principle recommends creating a website that can make visitors protracted in digging for information on the website without having to move to another website (Kent & Taylor, 1998).	Photos and videos as a form of entertainment for website visitors.	1	
		Information library shared on social media (information on social	0	

		media is also shared on the website)		
		Contains information other than about the company.	1	

Source: Primary Data

After analyzing each category that constitutes the principles of Dialogic Communication, the researcher can see the application of these principles as a whole. Researchers enter the results of the coding sheet in the frequency distribution table, as follows.

CATEGORY	FREQUENCY (1)/28	PERCENTAGE (%)
<i>The Dialogic Loop</i>	4	14%
<i>The Usefulness of Information</i>	11	39%
<i>The Generation of Return Visit</i>	3	10%
<i>The Intuitiveness/Ease of the Interface</i>	2	7%
<i>The Rule of Conservation of Visitors</i>	2	7%
TOTAL	20	71%

Source: Primary Data

The overall percentage of Dialogic Communication implementation on the PT Freeport Indonesia website is 71%, with 20 of the 28 sub-indicators being met. In the analysis of findings, when the coverage ratio for one category or indicator is above 50%, it is considered to have good potential (Bilgiler & Kocaomer, 2020). The implementation of the Dialogic Communication principle on the PT Freeport Indonesia website is fairly good, as is the quality of the website.

Based on the results of the analysis that has been carried out, overall the implementation of the Dialogic Communication principle on the PT Freeport Indonesia website is fairly good. However, the application of each principle individually needs to be discussed and discussed. The results of the analysis show that there are differences in the application of each principle which can be seen through the percentage figures obtained in each principle. The results of this analysis of course also have a relationship with previous research, theories, and concepts used in this study. One of them is the result of the development of communication technology, new media, namely websites with communication functions that are often used by companies.

1. *The Dialogic Loop*

One of the four website functions mentioned by Hidayat (2014) is the communication function. The majority of websites have a communication function, not only in the form of a base email or contact form page, the website is often equipped with a conversation room as well. However, as previously explained, the results of the analysis of the principles of Dialogic Communication. shows that PT Freeport Indonesia applies this principle only through various features that direct and connect website visitors to other communication channels such as email, social media, or company addresses. The company does not provide features that allow website visitors to communicate directly with the company on the website. Meanwhile, in the study of dialogic communication by Kent &

Dialogic Communication mentioned is a product of the two-way symmetrical communication process, namely the communication model does not talk only about how communication is carried out in two directions, but functions as a negotiation and compromise tool in realizing problem-solving. According to Fawkes, Grunig & Hunt, and Wehmeier, the two-way symmetric model is the most ideal, because it prioritizes full communication with the public and focuses on efforts to build relationships and mutual understanding, not persuading the public in various ways. The role of public relations in this model is to facilitate the dissemination of information to the public directly and promote public

aspirations to management. In other words, public relations seeks to involve the public's voice in the decision-making process.

2. *The Usefulness of Information*

The Usefulness of Information is a principle that is a reflection of one of the website's functions, namely the Information function. Information function is the function of the website as a container for information such as news, company profiles, libraries, references, and so on (Hidayat, 2014). PT Freeport Indonesia shares information about the company as well as fairly complete news based on the results of the analysis. Not only general information about the company, but PT Freeport also consistently upload news with various themes related to the community. There are seven news themes, namely CSR in the Papuan community, the environment, public education, health and safety of the community and employees, Covid-19, company productivity, and government programs. Based on the analysis of the news themes on the website around these seven themes,

Kent & Taylor (1998) mention that public relations will arise because the public relies on company websites that provide useful and reliable information. That way the news or information submitted by PT Freeport Indonesia fulfills one of the important requirements in *The Usefulness of Information*, namely the information submitted is intended for the public, so it must be useful for the public not only for the company. The analysis highlights the themes that are often reported on the PT Freeport Indonesia website to see things that are considered important for the company. The selection of these themes certainly considers the company's strategic communication objectives. It can be seen that the news that appears the most is the company's CSR activities for the Papuan people, and the environment is in second place. Through this news, of course, there is an image that PT Freeport Indonesia wants to build. Image is a reflection of the identity of an organization or company

In addition to the news, the PT Freeport Indonesia website also provides basic information about the company, such as history, vision, mission, work areas of the company's activities, and so on. Information about the company and its business activities is quite complete, it can be seen in the general description of the website that there are so many sub-topics from the website menu choices. Unfortunately, one of the most important sub-indicators, namely the company's organizational structure, was not found. The website only provides information on the company's board of commissioners and directors. The organizational structure may not be so important to the public or the general public but it is important to other company stakeholders, such as the annual report and the percentage of company shares.

3. *Intuitiveness/Ease of Interface*

Intuitiveness/Ease of Interface is the only indicator in which all sub-indicators are met. There are three sub-indicators according to how the website is considered to have an easy display for visitors. This principle advocates a website display that makes it easier for visitors to find the information they need (Kent & Taylor, 1998). One of the most important things is the information chart as a guide for website visitors. Almost all websites have an information chart on the main menu. The chart navigates the visitor in finding the information he needs. The results of the analysis found that the PT Freeport Indonesia website has a clear and detailed information chart. As mentioned in the overview of the PT Freeport Indonesia website, there are eight main choices in the website information chart, namely about us, sustainability, media, careers, MIND ID, FCX GLOBAL, contacts, and FAQ. Each of the main options in the menu has pertinent information options below it. This is done to organize the information on the website so that it is easier to find. This is also related to the layout of the website. The organization of the information provided on the PT Freeport Indonesia website is one of the important aspects of a structured website arrangement.

Apart from these two things, search engines or search engines are quite important and very helpful in a website. Often instead of reading the information options on the menu one by one, visitors prefer to enter the information keywords they need in search engines. So the search engine is also one of the sub-indicators of this principle. The results of the analysis found that the PT Freeport Indonesia website had a search engine or search engine that worked well.

4. *The Rule of Conservation of Visitors*

The Rule of Conservation of Visitors has a mission of how website visitors can stay on the website, and not move on to other websites. Based on the results of the analysis conducted, this principle fulfills two of the three sub-indicators that have been set, namely photos and videos as a form of entertainment for website visitors, as well as information other than about the company. Both of these

have their respective roles in retaining visitors to the website. Meanwhile, the information library shared on social media was not found on the website.

Reading articles in large quantities and continuously often causes boredom for website visitors. According to Wibisono & Susanto (2015) The website itself is an application containing various multimedia documents such as text, images, sound, animation, video, and multimedia documents which can also be one of the functions of the website according to Hidayat (2014), namely the Entertainment function.

Furthermore, information other than about the company is also a sub-indicator found on the PT Freeport Indonesia website. As discussed in the correlation of the usefulness of information principle and the rule of conservation of visitors in the previous sub-chapter, the PT Freeport website has a lot of information through the news that does not only discuss the company's business activities. PT Freeport Indonesia's website often reports on the Papuan people in various aspects. PT Freeport also frequently discusses government programs. Unfortunately, this website does not have content on its social media. Of course, there are differences in the content uploaded on the website and social media from PT Freeport Indonesia, given the different segmentation of social media.

5. *The Generations of Return Visit*

The Generations of Return Visit aims to make the public visit the website again or continuously, so this principle recommends that the website has features and content that attract the public to visit again. The most prominent sub-indicator in this principle is information updating. The rhythm of news updates quite often is the most powerful thing in this principle. The PT Freeport Indonesia website uploads news articles seven to eight times a month, and this is one way to get the public to visit the website again. Not only updating information, the website often updates the theme of the website according to the company's agenda.

In addition, some links connect the website to other websites. This sub-indicator is not intended to mislead visitors on other websites. This is intended to expand the information that can be found on the website. The link certainly connects the company's website to other websites that have a relationship with the company. On the PT Freeport Indonesia website, two link features connect visitors to other websites, namely the MIND.ID website and FCX, are the two websites of the holding company of PT Freeport Indonesia. However, no explicit invitation was found on the website to visit the company's website again. The PT Freeport Indonesia website seems to pay more attention to strategy through features and information to make visitors visit again in the future,

4. CONCLUSION

According to data findings and discussions, it can be concluded that the PT Freeport Indonesia website applies all the principles of Dialogic Communication so that it can be called dialogic. This means that the PT Freeport Indonesia website is open and communicative to the public or its visitors. The five principles can be found or applied by PT Freeport Indonesia in managing its company website. The application of the five principles of Dialogic Communication on the PT Freeport Indonesia website has a different value or level for each principle. Some principles are applied very well, but some principles are applied less than optimally. PT Freeport Indonesia, which applies the principle of The Usefulness of Information very well, according to the results of the analysis, shows that its website has the main purpose of sharing information. In contrast to the Dialogic Loop principle whose application can be called the least optimal, no means supports two-way communication on the website. It can be concluded that the PT Freeport Indonesia website has the main purpose as a means of sharing information, not for direct two-way communication.

5. ACKNOWLEDGEMENTS

The author would like to thank all those who have helped carry out this research to completion. Thank you to the Department of Communication Science and the Faculty of Social and Political Sciences, Universitas Brawijaya.

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