



Future Challenges of Post-third Wave Communication Studies Covid-19 Pandemic: Media Practitioner Perspective

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Abstract. It has been more than two years since the Covid-19 pandemic has hit almost the entire world. The world's citizens understand that this pandemic has destroyed all aspects of human life, including the world of education, especially higher education. The spirit of high school students wanting to choose and study communication science in higher education is quite high. Although no data and figures have yet been found showing this increasing trend. From two communication studies programs from two different campuses in Medan, namely the Universitas Sumatra Utara (USU) and the Universitas Muhammadiyah Sumatra Utara (UMSU), they always get information that the two communication studies programs at different universities always receive an abundance of students compared to other study programs. This study intends to find out what the future of communication science will be after the Covid-19 pandemic seen from the perspective of media practitioners who have been acting as users of communication science graduates. The method of this study is to review some pieces of literature including books, journals, and other relevant sources. The results of this study conclude that at least a serious and radical curriculum change is needed in the communication science study program in universities to answer future challenges after the pandemic.

Keywords: Communication Science · Covid-19 Pandemic · Media Practitioners

1 Introduction

Communication major is a major designed to teach effective communication. The course guides students in how to apply communication science to fields such as media, public relations, and advertising. Even the field of cinematography. If the high school students feel they have the ability to convey ideas to large audiences or like to write critical opinions about various phenomena in society, then this communication science major is believed to be able to answer all the desires of students in the communication science study program.

Perhaps the students have realized that because the rhythm of the world's citizens is becoming more globalized and connected, the science of communication is considered to be more important and relevant from day today. Those students will not only stand out

from the crowded applicant pool. They will also be expected to have career advancement skills and be valued assets wherever they are. It all happens if communication science becomes the focus of their choice in college.

The researcher stated that in his view as a media practitioner who had long been assigned to be a teaching staff in several communication science study programs. At least the researchers are focusing on assigning themselves to share practical experiences in the academic world which are considered to be always good at theorizing. As a lecturer who started his career in college as a media practitioner, the researcher is very aware of the importance of formal education in communication science if you want to have a career in the field of practical communication science (media). Although in pursuing a career, it is not uncommon for communication science alumni to often get “lost” from their scientific path. But sometimes some of them have a successful career on the “lost” path.

According to Deddy [1], communication science is not just knowledge in the human head. Communication science can always metamorphose as a skill. Therefore, communication science students are expected to always be active in organizations. Of course without abandoning their studies to practice communication skills. Communication science students should always be encouraged to join constructive activity units on campus. For example, being a member of the English club, the Arabic language club, being a campus da’wah activist, and managing the campus press [1].

What was conveyed by the communication science academy from the Faculty of Communication Science, Padjadjaran University, Bandung, maybe a solution to overcome the shortage of communication science materials in classes taught by communication science lecturers. The limited teaching in the classroom can be offset by the activities of the students in the student activity units mentioned above.

The researcher believes that the activities of communication science students outside the classroom will greatly benefit users, especially in broadcasting, public relations, and advertising institutions. Researchers are grateful that not a few research students who researchers teach them about camera techniques, editing, and television broadcast production, have successful careers in the work path they used to study communication science both at PTS and at PTN. Not a few of them are also successful in the same field, even in non-media institutions.

2 Methodology

The method of this study is to review some pieces of literature including books, journals, and other relevant sources. The data obtained were compiled, analyzed, and concluded so as to get conclusions regarding the literature study.

3 Result and Discussion

Imagining communication science graduates to become graduates who provide practical benefits in society is the highest goal of communication science lecturers. Lecturers of communication science will be calm in their graves if they always find that their students can benefit from the knowledge they gained when they were in college.

According to Deddy [1], communication science is a construction made by humans like clay that can be shaped into anything. Or water that can fill the shape of the container. Whether or not communication science is absorbed by students depends on how strong the construction of practical and theoretical understanding given by lecturers to students in the communication science study program is [1].

Construction of social science thinking and understanding of communication science which is often conveyed by student scientists from liberal schools, such as Wilbur Schramm, Everett M. Rogers, Daniel Larner, William Dobs, and other communication scientists have made Indonesia grow, but still have many problems and challenges in the social field. This of course also raises many problems and challenges for communication science and its supporters (academics), especially those related to social communication, business communication, and political communication [2].

Modernization, democratization, and industrialization of mass media, and interactive (internet and social media) have given birth to many new professions, such as presenters, podcasters, content creators, YouTubers, political communication consultants, visual communication designers (graphic design), and animators. All of these require special formal education at the communication science study program campuses. At the same time, many other professionals, such as itinerant photographers, print media journalists, are also in danger of being no longer needed in society.

As a lecturer in the communication science study program at the University of North Sumatra State University and the Communication Science Study Program at a private university at the Muhammadiyah University of North Sumatra since 2007 until now, the researcher feels that he has no small responsibility in teaching science. Practical communication science (media practice) to students as researchers gain experience in the fields of coverage as well as in journalism training forums at local, national, and international levels.

Entering the current third wave of the Covid-19 pandemic, the challenges for managers of communication science study programs at universities are quite heavy. They will not only deal with the interests and demands of students studying communication science. However, the managers of the communication science study program will continue to be faced with the problem of adjusting the right curriculum in the face of the globalization information situation which is marked by the emergence of new methods in research and the discoveries of branches of science in the social sciences by academics, world scientists and researchers.

Researchers, or also fellow lecturers at universities (communication science study program) are highly demanded by the community to solve their problems by conducting scientific studies in the field of interactional communication in the 'political black market'. It should be noted that the term 'Political black market' is a manifestation of pragmatism in various election events and the appointment of public officials.

The researcher aims to encourage academics in communication science and scientists from other social sciences groups to conduct serious studies on communication ethics in a society that is very easily tempted by propaganda and 'gifts' (money politics). This is not to mention other demands that require communication scientists to focus on studies on the development of 'instant culture' which is a side effect of intense advertising

through mass media, especially television broadcast media. This is a challenge that is not easy, but it must be carried out by communication science academics in universities.

The heart of the researcher wants this communication science to advance and develop in the future. The researcher's desire is for research students to absorb and utilize the science of mass communication and its derivatives practically in actualizing them according to their talents, character, and passion in journalistic fields. They do not expect researchers to reduce and produce works of cheap journalism, journalism fighting against each other, journalism agitation, journalism slander, all of which are far from the ethics and formal law of the media.

In addition to teaching, researchers and maybe some other lecturers always take the initiative to focus and have a passion for continuous learning. For example, always adapting to the swift scientific climate in universities, for example conducting excellent research, writing scientific articles of international standard, reading and reviewing communication science-based articles in many scientific journals.

You also have to be determined to rack your brain up to a level of 180 degrees so that lecturers' articles in international journal publications are indexed on a Scopus scale. As one of the important elements in higher education, there is no other choice for communication science lecturers to continuously focus and consistently learn to dedicate community service activities. Practically share knowledge with the community. Because, outside of formal universities, there are still informal universities called "universities of life". University of life most of its curricula are not offered at formal universities. It is from this 'university of life' that the lecturers and teaching staff of communication science learn the life curriculum. Because afterlife, they will continue their studies to a more eternal 'next life'.

At this point, according to the researcher, these lecturers must always instill a sense of empathy for other humans. For example, applying empathy to students who are treated arbitrarily by their lecturers, can foster politeness to other lecturers' colleagues [3]. Respect for seniors and love their juniors, commitment, focus, passion, integrity, and responsibility. The point is that communication science teachers need to be encouraged to constantly update and integrate their emotional intelligence with their spiritual intelligence to produce innovations and superior research in the communication discipline.

4 Conclusion

In the future, communication science will increasingly become a specialized field of knowledge. Like medical science, communication science can be used as a more sub-specialist study. Professor of Communication Studies at Padjadjaran University, Prof. Deddy Mulyana, gave a sympathetic idea so that in the future the Communication Studies Study Program at all private universities (PTS) and state universities (PTN) in Indonesia encourage themselves to develop new concentrations and study programs, such as criminal communication, crisis communication, digital communication, big data-communication, defense, and security communication, even prophetic communication (prophetic transcendental communication that refers to the Al Quran and Al-Hadith). In the future, the researcher hopes that the lecturers of the communication science study

program will be able to create and optimize mutual and synergistic collaboration in the research and scientific fields between communication science scientists or communication science study programs at private universities and state universities in Sumatra. with the diaspora, domestic scientists, as well as all related entities. The point is none other than that the quality of lecturer resources in the communication science study program can align with the diaspora abroad.

Acknowledgments. Researchers would like to thank the leadership of the Universitas Muhammadiyah Sumatera Utara (UMSU) and the leadership of the UMSU Faculty of Social and Political Sciences who have provided support to researchers for the completion of this article.

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