

## *Post-Discipline Communication On The Straight Way*

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### **ABSTRACT**

*The development of communication studies is currently driven by the information technology paradigm, making the discipline of communication a very sexy study, leaving other disciplines behind. Old communication studies traditions such as media effects, framing studies, agenda- setting, as well as various media impact studies, public relations, broadcasting, journalism and thelike are grouped as traditional communication studies. Meanwhile, the development of the world of communication driven by social media and internet-based technology has made the world of communication very sexy and has attracted the attention of various disciplines by starting to connect disciplines outside of communication with communication disciplines, so that communication is referred to as post-communication. discipline. This study examines thinking by classifying the development of thinking in traditional communication disciplines and post- discipline communication. Collecting data using interviews and conducting library research. The conclusion of this study is that the communication discipline in today's world is distinguished between traditional and post-discipline disciplines. In developed countries, these two disciplines become an equally important conversation, while in new developing countries, communication of traditional disciplines becomes dominant. In Indonesia, communication stakeholders must maintain these two communication disciplines, this is what is meant by straight way communication.*

**Keywords:** *Communication discipline traditional; post-discipline communication; communication street straight*

### **INTRODUCTION**

Moment this various studies communication performed by various circles, such as media effects, framing studies, agenda-setting, and studies of various media impact. Studies on communication are also done in various related disciplines with communication like communication health, communication education, communication defense, communication student, communication environment, communication culture, entrepreneurial communication, communication law, and so on.

In one side we are happy that communication gets welcome in various fields of life, but on the other side, we worry that communication has lost its discipline as the knowledge of

communication. Silvio Waisbord wrote the book *Communication a post-discipline* (2019). Waisbord tells a story about the development of knowledge communication currently has been post-disciplined, regardless from discipline communication traditional. That the birth of disciplineknowledge communication originated from various discipline, and it develop, become post- discipline, where knowledge communication not again notices the importance discipline as the tradition of knowledge communication.

In Indonesia, developments in post-discipline communication start signaling since the reforms rolled. The field of communication seems like get its world return after 33 years shackled by the New Order. Removal of momentum rules establishing mass media and freedom of the press became the initial momentum development post-discipline communication in Indonesia. Despite fields communication finally Becomes field work dream and give hope to various college tall accept as many students studying communication, up to communication finally become a wide field for hunting disciplines as other sciences claimed related to communication.

Understanding the peculiarities of post-discipline helps us understand the specific nature and locus of contemporary communication studies. Communication science is now at this level that contemporary communication has a special nature and a post-disciplinary locus, a caste of disciplines of a very high degree, where communication can be approached by the views of various disciplines, but still considers the discipline of communication as a locus of discipline.

Post-disciplines avoid traditional ways of defining a field of study. Post-discipline assumes that disciplinary boundaries are fluid. Approaches to certain issues ignore disciplinary loyalties or are believed to be questions about a discipline that should only be examined from the perspective of a particular discipline. While interdisciplinary cross traditional boundaries and remains based on theoretical and analytical parameters traditionally defined by the discipline, post-disciplines do not. so. It is primarily concerned with knowledge of specific phenomena regardless of clear disciplinary fidelity.

The current Growth of post-disciplinary interest in western academia dates back to the early 1970s. It reflects a scientific interest in tackling social problems that go beyond the traditional thematic and analytical boundaries of the disciplines of communication. This was driven by academic engagement with contemporary issues after the social upheavals in America in the 1960s and in Indonesia it is felt since 1998 marked by the ripple effect of movements on college campuses high. Movement outside the discipline is not deal with the theoretical questions

and traditional research puzzles that define the foundations of the discipline communication.

Post-disciplinary communication grew out of the realization that the disciplines had thematic similarities and that knowledge needed to bring together different but complementary perspectives (Jacobs 2014). Post-disciplinary communication reflects dissatisfaction with traditional research lines and the recognition that the discipline of communication is not broad enough to answer real-world questions. Social problems that are faced today do not fit into the intellectual division and the academic unit today thrives in discipline communication. Researchers are more interested in specific research questions and taking on various theoretical frameworks rather than preserving classical ideas about the discipline.

As a key moment in the evolution of the social sciences and humanities, embracing communication post-discipline is not an act of abandoning or betraying the roots of discipline communication, however, a wrong assumption to understand communication post-discipline as an attack on various disciplines outside communication or assert that the discipline of communication already died. On the other hand, action This is an attempt to overcome the limitations of a discipline-based approach communication traditional only studies the phenomenon of communication certain, while the world of communication a long time ago touched with various other disciplines and that we can't avoid in the world of communication media technology that has the more massive moment this and will come.

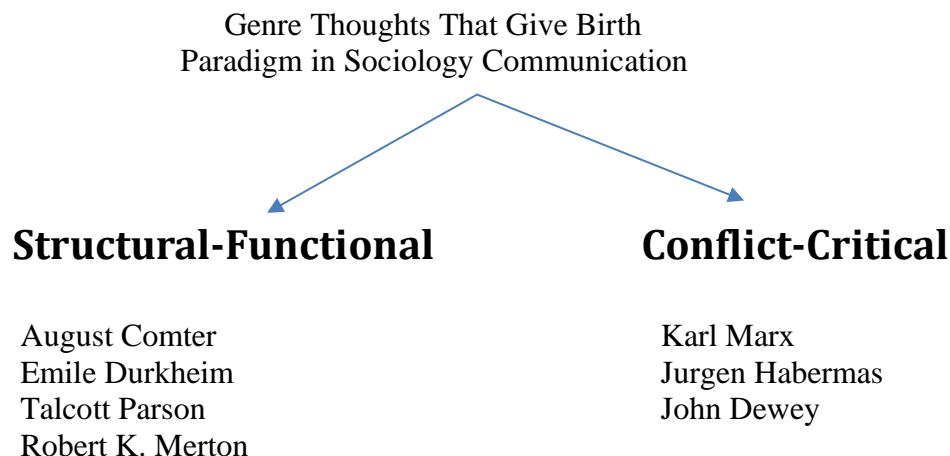
## **TRADITIONAL DISCIPLINE COMMUNICATION**

It is undeniable that the birth of the communication discipline comes from the intersection of various communication disciplines, such as sociology, psychology, management, anthropology, and so on. It is also unfair to say that communication discipline is born only through critical thinking. In fact, the origin of the study of communication stems from the roots of the thought tradition of Karl Marx, where Marx is the founder of German sociology while Claude Henri Saint-Simon, August Comte, and Emile Durkheim are the names of French sociologists. Meanwhile, Marx's initial ideas were never separated from Hegel's thinking. Hegel had a strong influence on Marx, even the young Karl Marx became an idealist (not a materialist) precisely from Hegel's radical thought about idealism. As for Marx, who later became a materialist, it is a personal human experience in the process with the social context experienced by Marx himself.

According to Ritzer (Ritzer, 2004; Burhan, 2021), Hegel's main thought in producing conflicting and critical traditional thoughts is his teaching on dialectics and idealism. Dialectics is a way of thinking and an image of the world. As a way of thinking, dialectics emphasizes the importance of processes, relationships, dynamics, conflicts, and contradictions, namely more dynamic ways of thinking. On the other hand, dialectics is a view of the world not composed of a static structure, but consisting of processes, relationships, conflict dynamics, and contradictions. This dialectical understanding of the world (especially seeing the world as a part that is related to one another) later gave birth to ideas about communication as proposed by Jurgen Habermas with communicative action (interaction). Habermas explains this difference, although he tends to use the terms rational-purposive action (work) and communicative action (interaction) (Ritzer, 2004; Burhan, 2021). In *The Theory of Communication Action*, he also mentions this communicative action as part of the foundations of social science and communication theory (Habermas, 1996; Burhan, 2021). During the 1970s Habermas expanded his studies of the social sciences and began to reorganize critical theory as a theory of communication. Key stages of this development are contained in a collection of studies co-authored with Niklas Luhmann, namely *Theorie der Gesellschaft der Sozialtechnologie* (1971); *Legitimationsprobleme des Historischen Materialismus* (1976); and a collection of essays in several more books. Habermas himself is currently a professor of philosophy and sociology living in Frankfurt (Kuper and Kuper, 2000: 424). Contributions of thought were also given by John Dewey, who is often referred to as the first philosopher of communication (Riger, 1986; Burhan, 2021) who is known to this day for his pragmatic philosophy, a belief that an idea is true if it functions in practice.

Pragmatism rejects the dualism of mind and matter, subject and object (Ibrahim, 2005; Burhan, 2021). So, ideas should be useful for society, messages should be conveyed, and contribute to the level of people's behaviors. Messages of ideas shape actions and behavior in the field. Thus, the history of the development of the communication discipline takes two paths. That the study and contribution of the thoughts of Auguste Comte, Durkheim, Talcott Parson and Robert K. Merton is a contribution of the functional paradigm for the birth of structural-functional theories of communication. The contribution of Karl Marx and Habermas' thoughts is to contribute a conflict paradigm for the birth of critical theories in the study of communication. Sociology from the beginning has been concerned with problems that have to do with social interactions between one person and another. What Comte called "social dynamic", "collective

consciousness" by Durkheim, and "social interaction" by Marx and "communicative action" and "communication theory" by Habermas are the origins of the perspective of the communication discipline. Even looking at such a reality, in fact the ideas of a communication discipline perspective have existed simultaneously with the birth of other disciplines such as psychology, sociology itself, both in a structural-functional perspective and in a conflict perspective (Burhan, 2021).



*Source: Burhan, 2021*

In addition to the contributions of Karl Marx and Habermas regarding critical theory in communication, contributions from a structural-functional perspective in sociology taught by Talcott Parson with the theory of action systems and with the AGIL scheme (Ritzer, 2004), as well as Robert K. Merton's study of structures-functional, social structure, and anomie (Sztompka, 2004: 18), are very important contributions to the birth of communication theories in the following times (Burhan, 2021).

Currently, the theoretical perspective on the discipline of communication rests on the focus of studies on social interaction and all aspects that come into contact with the focus of this study. The study of social interaction requires the existence of deeper communication functions, such as the existence of social contact and communication. Social contact occurs not solely depending on the action but also depends on the response to the action, while an important aspect of communication is when someone gives an interpretation to something or the behavior of others. In communication, the issue of meaning is also very important to be interpreted by

someone who gets information (news) because the meaning sent by the communicator (receiver) and recipient of information (audience) becomes very subjective and is determined by the social context when the information is disseminated and received. From the roots of this thought, the communication discipline developed the disciplines of journalism, broadcasting, public relations, marketing communication, and the study of media effects, all of which were based on social interaction by making the media an extension and strengthening of human communication. On the other hand, the communication discipline also develops the discipline of interpersonal communication, organizational communication, and persuasive communication. These disciplines are what Waisbord (2019) calls traditional communication disciplines.

### **COMMUNICATION AS A POST-DISCIPLINE**

Communication studies today embody post-disciplinary communication. These studies have historically been less concerned with the boundaries of the communication discipline than the traditional communication discipline. Attempts to define communication as a discipline or field cannot stop the arrival of new themes and approaches that are constantly embedded in multidisciplinary epistemology from psychology to anthropology. The fields of communication have become meeting points for various disciplinary approaches in particular lines of communication research (Sholle 1995) which considers the communication research groups that have long been central to the study of communication in the West from information processing to media representation, from use and impact. various media to internet architecture, from news framing to public rhetoric, from political communication to organizational communication. They all borrow ideas from various disciplines (Waisbord, 2019).

From the very beginning, communication studies recognized multidisciplinary as central to the study of communication processes because it was born at the intersection of many disciplines. It emerged as an open intellectual discipline from traditional communication efforts interested in defining the epistemological boundaries of communication science. Recent studies of communication frenzy, epistemologically, theoretically and methodologically, show that “disciplined” projects are not wholly successful. Post-disciplinary communication models have become too diverse to be subject to a single vision of science or discipline, in the United States, Europe, or any other region of the world (Waisbord, 2019).

The rationale for post-disciplinary communication studies differs from standard post-disciplinary cases such as, in the case of US academics, American studies, African-American studies, women's studies, Asian-American studies, Chicano/Mexico studies, environmental studies, and cultural studies. On US campuses, this post-discipline sometimes appears in both state politics and academia, particularly the rise of social mobilization and scholarly interest in certain social issues in contemporary society rather than purely theoretical developments. Post-disciplinary communication responds to the dynamics of social-intellectual movements discussed by Frickel and Gross (2005) – forms of collective action that result in the institutionalization of types of knowledge in the academic world adjacent to social movements (Waisbord, 2019). Meanwhile in Indonesia, the rise of post-disciplinary communication has existed since 1998. This means that the post-discipline movement in Indonesia occurred earlier than in other third-world countries. Its existence encourages the birth of post-discipline communication which coincides with world conditions that are experiencing a monetary crisis involving several countries in Asia, including Indonesia. One of the things that encouraged post-discipline was the anger of the Indonesian people against the Suharto regime, which was considered unable to overcome the monetary crisis that hit Indonesia at that time, during more than 30 years in power in Indonesia. Meanwhile, traditional communication studies are not able to provide hope, especially in the academic response to social turmoil in Indonesia. If anything, the study of communication was born and continues to change according to the mix of technological innovations and related social phenomena – the rise of mass public opinion, propaganda wars, and large-scale influence campaigns (political elections, health programs, public relations). So according to Waisbord (2019) the status of post-disciplinary communication is the result of scientific developments from the social upheavals and thoughts discussed at that time.

Overall, the study of communication does not wait for the arrival of communication theory, armed with great arguments and methodologies, to qualify as a field or discipline. Areas of specialization are constantly shifting in the direction of increasing specialization. It reflects a non-disciplinary mindset that is not burdened by disciplinary constraints and is more likely to take a pragmatic approach to study a particular research problem (Waisbord, 2019). Scientific feuds generally occur within specific research groups rather than in broader fields, such as within specific lines of research in the media effects literature. Old debates, such as "technology of



freedom" versus "technology of control," "critical research" versus "administrative research," and "materialism versus idealism," have mutated into underlying tensions and antipathies and remain firmly committed to the "scientific" method under the influence of positivism, quantitative socialscience, and the study of "media effects" in the United States (Delia, 1987; Waisbord, 2019).

### **BUILDING BRIDGES POST-DISCIPLINE**

Undoubtedly, the many fused traditions in the study of communication constantly raise new questions, especially in light of the unprecedented changes brought about by the digital revolution and globalization. Persuasion communication continues to answer questions about the credibility and influence of opinion leaders, the impact of entertainment narratives on prosocial attitudes, the impact of different emotions, and the design of effective messages to influence beliefs and behaviors in a digital environment. The study of public expression is filled with studies of new conditions for speech, the commercialization of the Internet, the centrality of corporate platforms in shaping public expression, and other new questions. The study of communication and dialogue profoundly influences changes to public deliberation and participation, digital inequalities, and certain ethical norms and behaviors. The symbolic interaction approach has grappled with new forms of understanding of the digital environment, self-presentation in the digital world, and the reshaping of multiple identities in individual settings, families in social media to the workplace (Hogan 2010, Waisbord, 2019). One way is to develop and refine theoretical propositions informed by a large number of studies drawn from various areas of specialization. The problem of communication is not too little theory, as Berger (1991) warned decades ago, or too much theory (Craig 1999), but rather an impressive array of intermediate theories informed largely by evidence from a particular area of specialization (Waisbord, 2019).

One way is to develop and refine theoretical propositions informed by a large number of studies drawn from various areas of specialization. The problem of communication is not too little theory, as Berger (1991) warned decades ago, or too much theory (Craig 1999), but rather an impressive set of intermediate theories largely informed by evidence from a particular area of specialization (Waisbord, 2019).

One way of dealing with this is to think of big ideas that cross several areas of



specialization, say from information uncertainty to news framing; from the factors that drive the distribution of information to mediation; from effective message design to suitable conditions for democratic design. Find commonalities from various scientific fields and develop and refine post-disciplinary arguments (Waisbord, 2019).

Highlighting the need for broad theoretical propositions is important in achieving several goals: to generate generalizable arguments, to engage with cross-sectoral debates, and to reach out to the global scientific community. Often, a preoccupation with grounding studies in previous literature and particular methodologies seems to distract from the need to refine theoretical positions. These issues are clearly important. The problem is insufficient interest in generating ambitious theoretical arguments that bring together various studies that exist mostly in parallel.

The second avenue is to address relevant communication issues across the research group. An infinite post-discipline must try to find common ground by drawing on collective expertise and various approaches around the study of specific communication problems in public life. Coping with social problems is one of the distinctive aspects of post-discipline (Hadorn, Pohl, and Bammer 2010; Waisbord, 2019).

Post-discipline communication problems in people's lives show three characteristics. First, they are at the intersection of different traditions in communication studies with research clusters, between traditional disciplines and post-disciplinary traditions. They are analytical bridges in many fields. Second, it demands post-disciplinary analysis because it is multidimensional and complex. Understanding and addressing communication problems requires a perspective that is permeated by transdisciplinary multilevel analysis. Third, it is a global problem that makes them different in expression and intensity in certain places (Waisbord, 2019).

Communication studies alone cannot fully capture the barriers and opportunities for communication across differences. Psychological processes explain public tendencies and ideas that reinforce beliefs and norms, self-categorization, avoidance of "counter-attitude" content, rigidity of stereotypes and prejudices, difficulty listening to others, and the magnetic attraction of narrow individual and collective identities. Historical and sociological analysis can underlie the verification of communication difficulties across societies in the legacy of social backwardness, conflict, competition, domination, and even colonialism. Political studies can show the importance of certain political arrangements (e.g., party politics, institutional design,

elite deals) that prevent the infiltration of outside groups that foster distrust. A philosophical approach might warn of a very different encounter with ethical conceptions of “someone or something else” and the value of curiosity and tolerance. Similarly, possible ways to promote communication across social differences transcend the boundaries of communication studies. Depending on the particularities of certain cases, say, partisan polarization, racial tensions, or inter-ethnic rivalries, certain interventions can help promote post-disciplinary communication among the small and large-scale public. Some experiments are based on psychological frameworks, such as contact theory and Gordon Allport's effective theory to understand what happens when audiences are exposed to media content that positively describes a particular public and the benefits of parasocial interactions with emotional content. Also, political initiatives, such as multiparty meetings and "truth" commissions, as well as sociological interventions, integrated environments, and school curricula, can contribute to listening, understanding, and developing empathy for others. Media actions can also help reduce prejudice and foster pro-social sentiments, such as content that stigmatizes certain publics, news with a sympathetic portrayal of outsiders, conflict resolution journalism, digital speaking involving others, social diversification of media staff, viewing media content online collectives, and media literacy programs.

In summary, answering questions related to the challenges and opportunities for post-discipline communication has the potential to address issues of global significance, draw upon the rich variety of literature inside and outside communication studies, and make communication studies relevant to many societies, for example, all societies. People care about intolerance, exclusion, and issues of hate, racism, and bullying. This requires a more in-depth review of the manifestations of local ideas into large-scale global problems in order to generate and refine theoretical propositions that unify findings and conclusions from various areas of specialization in communication studies. “Misinformation” is another example of a range of communication problems in contemporary public life that cuts across research groups and areas of specialization. It refers to the flow of information that is factually inaccurate and the enforcement of public trust that does not correspond to reality. This reflects a deliberate attempt to misinform the public as well as anti-factualism which is understood as the tendency to uphold a belief, regardless of the actual evidence that might underlie the claim. As a subject of analysis, misinformation is at the crossroads of risk communication, journalism, communication politics,

communication science, health communication, and several more intersections (Waisbord, 2019). Some are concerned about the impact of misinformation on individual decision-making regarding the natural and engineered risks of buzzers. There are even those who are concerned about the impact of "toxic information" such as hoaxes, fakes, and hate. Advertisements for drugs or vaccinations involving doctors and health scholars may turn out to be toxic information for the public because the aim is not to explain the benefits of drugs and vaccines, but to turn into calls to buy drugs and use vaccines that are not necessarily true. Science communication studies are often also concerned about the detrimental effects of misperceptions and beliefs in public opinion on a number of issues – from the effects of social media, and the effects of tobacco, to sex education, from natural situations to harmful social constructs.

Of course, misinformation is not a new challenge in the public world. But the tectonic shift in public communication driven primarily by the digital revolution has unleashed new forms of misinformation. This is not a problem confined to powerful actors, such as governments, companies, and news organizations, who deliberately misinform the public by sowing hoaxes that cause confusion, fear, and even become public lies. This also involves netizens who are always surfing social media by creating communication content, sharing content, and even being a buzzer for certain content that exacerbates misinformation. It is no longer a relatively centralized process with multiple actors above the state, companies, media, and citizens. Rather, it is a complex and multi-layered process, with multiple data flows that cripple traditional truths in the real world such as in journalism, universities, and scientific organizations. In some social groups and information content, misinformation makes a condition of continuous rift in the public sphere as a space for opinion formation and becomes segregation of new justifications and beliefs that are independent of the conventions of scientific knowledge that make evidence, falsification, doubt, caution become something unimportant in determining the truth. Indeed, misinformation can be comprehensively verified through traditional communication studies approaches, as long as we involve the principles of data production, dissemination, exposure, and processing. This includes the connection between the public, data, beliefs, and general values held by society and how the mechanism by which society uses certain data to link one another. Apart from that, there are other ways to avoid misinformation, namely dialogue among communication stakeholders which has become a model in traditional communication studies so far. Dialogic communication is believed to be the main way of communicating in the

community to avoid all parties from misinformation, including avoiding hoaxes, fakes, and hate (Waisbord, 2019).

### **CULTIVATE COMMUNICATION IMAGINATION: A STRAIGHT PATH**

Waisbord (2019) argues that the search for theoretical and analytical bridges should not be seen as merely an important scientific exercise for finding intellectual commonalities in post-disciplines. It is also a way of approaching an important question that is always faced by communication schools in Indonesia: What do we have in common? What is the common intellectual thread? How are we unique and different from other programs? How do we stay relevant when the communication scholars we produce are taking part in society. How do we design a comprehensive curriculum that exposes students to broad ideas and helps them navigate dispersed research groups?

Undisciplined knowledge and friendliness to various disciplines sounds beautiful. They evoke intellectual openness, curiosity, and creativity. However, such wandering spirit does not always correspond to the fact that institutional and administrative boundaries remain the key to academic life. Boundaries may be more flexible, but organizational and institutional expectations demand a constant redefinition of institutional identity, especially because communication schools are required to constantly change in connection with technological innovation and the times, the face of communication media technology has changed.

Building bridges is also a way of cultivating (to quote the classic expression of the sociologist, Mills [1959; Waisbord, 2019]) a “communication imagination.” Imagination is needed both to search for connections between different research relationships and to relate the abomination of communication to public life. We must have a communication imagination to give a new color and face to communication that has a certain uniqueness in Indonesia, we don't want to say that it is a specialty of every communication school.

It is encouraging, that "communication imagination" revives the Indonesian young generation who have hopes and dreams of becoming citizens who are beneficial to themselves and their families through social media opportunities to revive them economically, but it is also a concern that everyone can perform various skills in the field. the field of communication as described by Waisbord (2019) on post-discipline. Therefore, one way is that we must maintain communication science as a strong disciplinary tradition both at the theoretical level and at the

practical level. In this way, we take a straight path of communication, between traditional and post-discipline disciplines.

When we face the question what does it mean to think “communicatively about specific theoretical problems as well as global social problems? What counts as a communication problem? What characterizes the “communication argument,” given the theoretical scaffolding and subject matter found in many disciplines? What is not well understood about today's world without discussing communication? Even communication problems are often cited as the source of many social problems; such as family disputes, communication climate, gender, political failures to health disparities, from ethnic conflicts to racial animosities. What can the communication imagination contribute to some of the social problems embedded in the failure to communicate in so many different fields?

We must develop convincing answers to the above questions involving the search for equality, tolerance, and humility. A communication discipline alone will not be able to answer those questions, while a too non-specific post-discipline communication can answer them. We must avoid public ridicule about the dullness of the communication discipline to address societal problems by branding communicators as “talkers”, but a “communication imagination” needs to identify a common thread, a straight path across the breadth of communication studies. This can help generate fundamental analytical propositions that are informed by insights from various specializations and post-disciplinary studies of communication. In lieu of traditional and post-discipline approaches, such a “straight path” proposition can serve as a theoretical touchstone – as a common ground where different traditions meet, all of which requires the imagination of communication.

### **STRAIGHT WAY COMMUNICATION**

Conditions in Indonesia, it is estimated that the birth of post-disciplinary communication symptoms in 1998 from the reform movement so as to open the widest door to various communication disciplines, including opening up opportunities for disciplinary bridges or recognition of other disciplines for communication.

For 33 years since Suharto ruling in Indonesia, especially in the middle until with end of power Suharto, concept Indonesian communications are controlled through Department Explanation, with implement the "Pancasila press, responsible press freedom ", but in fact the

freedom in question is silencing press freedom with action ban for media that do not obey to the New Order. Press freedom opened by Suharto at the end of his reign is key fall of Suharto and the birth of post-discipline communication at the beginning of the reform era until the moment this. Many experts communicate evaluate the freedom of the press in the reform era in Indonesia exceeds press freedom in America and Europe, however actually the freedom of the press is post-discipline will communication, as consequence from dozens year of discipline communication shackled by Suharto for control of Indonesian nation.

Today, when post-discipline communication becomes a choice many people, and stakeholders of discipline communication feel that this is a threat to discipline communication long traditional this raises communication. For the experts in communication studies, especially in Indonesia, to face this problem, there must be another way you can put discipline communication in the middle of two interest studies communication. we don't want that communication traditional will extinct and become fossil communication, however, neither do we want post-discipline rejected because considered a critical thinking killer virus in communication. Because of that, we need discipline communication Street straight, be an alternative for saving discipline communication.

Character main communication Street straight is (1) can save discipline communication long traditional this thrive in discipline communication that makes communication as a large field, which can turn on various expertise, expertise, study as well as make discipline communication as a known discipline various lost community, such as journalism, *broadcasting*, *public relations*, interpersonal communication, persuasive communication, communication mass as well as turn on a various field such as mass media and communication media technology other; (2) open to discipline other helpful knowledge communication or assisted by communication for face a need problem thinking cross-discipline. Because it is realized that problems faced by society moment this, no could be solved with one approach discipline only, however, need solving problem lightning discipline; (3) communication Street straight is a discipline communication that does balance to development discipline communication in adopt thinking communication discipline traditional and post-discipline communication.

Several examples research communication Street straight that work conducted is as communication tourism, sociology communication, construction social media, communication health, who tried to build concepts new in studies communication with notice inheritance

traditional, however, try open self to post-discipline. Character main from studies communication Street straight this is put forward an alternative ontological, epistemological as well as axiological to studies carried out. Apart from doing without serving three of the aspects, still couldn't be called as communication Street straight however it studies post- discipline communication as referred to by Waisbord (2019).

## CONCLUSION

The discipline of communication science develops through various disciplines, giving birth to traditional communication disciplines, as we know it, journalism, broadcasting, public relations, persuasive communication, personal communication, mass communication, various media effects and so on. Progress and social change as well as the development of communication media technology that hit all sectors of life caused the communication discipline to come into contact again with various other disciplines, causing communication to enter a new era, namely post- discipline. The rapid social changes have caused post-discipline to have a respectable place in society, when compared to traditional communication disciplines, this is marked by the weakening of public interest in traditional communication disciplines. For example, some traditional communication disciplines are being replaced with computer technology roles, such as TV and radio broadcasting stations which have become automated, causing many media workers to be laid off. Newspaper publishing, which has been replaced with online newspapers, has caused many conventional media to have to close. Meanwhile, today's world of communication is developing so sexy that it attracts a lot of attention from various disciplines. Based on this fact, post-discipline communication was born that carried out multidisciplinary or interdisciplinary approaches, such as environmental communication which was born to discuss communication aspects from the environment, educational communication was born which gave birth to communication aspects from education aspects and so on. Looking at the two developing communication disciplines, it is necessary to have a new thought that becomes a middle ground, so that the two communication traditions that compete with each other do not kill each other. Therefore, there needs to be a straight path of communication that becomes an alternative to save the tradition of traditional communication disciplines and post-discipline communication. Straight path communication is a communication discipline that develops between two disciplines that pay attention to aspects of ontology, epistemology and axiology, communication disciplines that are truly beneficial in society, so that it can save the development of



communication disciplines today and in the future.

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