

# Diseminasi kepada PTN dan PTS di Indonesia tentang Urgensi Mengembangkan Kajian Sejarah Komunikasi

## *Dissemination to State and Private Universities in Indonesia about the Urgency of Developing Communication History Studies*

Nisa Alfira<sup>1</sup>, Antoni<sup>2</sup>, Verdy Firmantoro<sup>3</sup>

<sup>1-3</sup> Department of Communication Science, Faculty of Social and  
Political Sciences (FISIP), Brawijaya University (UB)  
Ketawanggede, Lowokwaru District, Malang City, East Java 65145

Correspondent Author

Nisa Alfira [nisa.alfira@ub.ac.id](mailto:nisa.alfira@ub.ac.id)

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**Abstract**

Communication History falls under Communication Studies, which aims to study human communication practices from a historical perspective. This study is growing rapidly in several countries. Simonson et al (2013) wrote The Handbook of Communication History which became one of the main references for studying Communication History. In Indonesia, this study is relatively undeveloped by Communication Studies academics. This has become a concern for the Department of Communication Science FISIP Brawijaya University (UB) in the last decade. Several lecturers in the department formed an informal community called Komunitas Pengkaji Komunikasi (KPK). KPK contributes to the development of Communication History studies both within UB and nationally. Our community service programme this year targets the academic community, namely lecturers and students at various state and private universities in Indonesia. Our team aims to introduce and invite the Communication Science academic community to participate in developing the study of Communication History. This goal is achieved through the production of videos containing dialogues that talk about what is the scope of Communication History studies, the importance of this study, and how the Department of Communication Science FISIP UB contributes to the academic world by developing Communication History studies.

**Keywords**

Communication History; University; Department of Communication Science; Brawijaya University.

## Abstrak

Kajian Sejarah Komunikasi (Communication History) bernaung di bawah Ilmu Komunikasi, yang ditujukan untuk mengkaji praktik komunikasi manusia dari perspektif historis. Kajian ini berkembang pesat di beberapa negara. Simonson dkk (2013) menulis *The Handbook of Communication History* yang menjadi salah satu referensi utama untuk mengkaji Sejarah Komunikasi. Di Indonesia, kajian ini tergolong belum dikembangkan oleh para akademisi Ilmu Komunikasi. Hal ini menjadi perhatian bagi Departemen Ilmu Komunikasi FISIP Brawijaya University (UB) dalam satu dekade terakhir. Beberapa orang dosen pada departemen tersebut membentuk komunitas informal yang diberi nama Komunitas Pengkaji Komunikasi (KPK). KPK berkontribusi pada pengembangan kajian Sejarah Komunikasi baik dalam lingkup internal UB maupun dalam lingkup nasional. Program pengabdian masyarakat yang kami laksanakan tahun ini menyasar masyarakat akademis, yaitu para dosen dan mahasiswa di berbagai PTN dan PTS di Indonesia. Tim kami bertujuan memperkenalkan dan mengajak civitas akademika Ilmu Komunikasi untuk turut mengembangkan kajian Sejarah Komunikasi. Tujuan ini dicapai melalui produksi video yang berisi dialog yang membicarakan tentang apa yang menjadi ruang lingkup kajian Sejarah Komunikasi, nilai penting kajian ini, dan bagaimana Departemen Ilmu Komunikasi FISIP UB turut berkontribusi dalam dunia akademis dengan mengembangkan kajian Sejarah Komunikasi.

## Kata Kunci

Sejarah Komunikasi; Perguruan Tinggi; Departemen Ilmu Komunikasi; Brawijaya University.



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## 1. Introduction

The study of Communication History is a field that has not yet been consistently and extensively developed within the trajectory of Communication Science in Indonesia. According to Simonson et al. (2013), the study of Communication History can be pursued through the exploration of ideas, practices, processes, institutions, materials, communication events, circulation and exchange, or by studying the history of Communication Science as a discipline and its subfields. Nerone (2006) emphasizes that attention to the future has always been a central focus of Communication Studies.

A comprehensive process of knowledge production, distribution, and consumption is required, including discussions on the historical roots of a discipline's development. At the Department of Communication Science (DIK) FISIP Brawijaya University (UB), a community has been established under the name Komunitas Pengkaji Komunikasi (KPK - Communication Studies Community). KPK consists of four lecturers of DIK FISIP UB: Dr. Antoni, M.Si., Nisa Alfira, M.A., Sri Handayani,

M.I.Kom., and M. Fikri AR., Ph.D.

Since its founding in 2014, KPK has actively carried out research and community service programmes with the theme of Communication History. KPK's focus on this field stemmed from a concern that, empirically, Indonesia has a wealth of communication practices of historical significance, yet relatively few have been studied and developed as authentic sources of knowledge. For example, one alumnus of DIK FISIP UB, Verdy Firmantoro, conducted research on classical Nusantara manuscripts for his undergraduate thesis. Firmantoro (2016) applied action research methods with the goal of advocating for the preservation and recognition of Nusantara's classical manuscripts. These manuscripts are considered to have historical value, knowledge content, and wisdom that are worth rediscovering. Firmantoro carried out a series of activities to collect data and advocate for the importance of safeguarding and recognizing Nusantara's classical manuscripts. These efforts included inviting collectors of Nusantara manuscripts to organize exhibitions, conducting public campaigns regarding these

manuscripts at Car Free Day events in Malang, and meeting with the then Minister of National Education, Anies Baswedan, to advocate for greater government attention to Nusantara's classical manuscripts. Such steps were taken out of concern that the existence and content of these manuscripts have been relatively neglected by both Indonesian society and government.

The Communication Studies Community (KPK) initiated research and community service activities in the field of Communication History by studying the thoughts of Indonesian communication scholars, the perspectives of Indonesian press figures, and the trends of Communication Science studies developed at long-established universities such as Universitas Indonesia (UI) and Universitas Gadjah Mada (UGM). KPK's historical research on intellectual figures began with the study of Ashadi Siregar, a leading figure in both journalism and Communication Science in Indonesia. Ashadi Siregar is a significant figure in the development of Communication Science in Indonesia, having served as a senior lecturer at the Department of Communication Science, Faculty of Social and

Political Sciences (FISIPOL) UGM until his retirement in 2010. In addition, Siregar was an active journalist and observer of the Indonesian press. He founded the Institute for Research, Education, and Publishing in Yogyakarta (Lembaga Penelitian, Pendidikan, dan Penerbitan Yogya - LP3Y). LP3Y actively engaged in research, published various books, and also served as a training ground for journalists. Through LP3Y, Siregar consistently aimed to educate journalists to become both professional and ethical (Antoni, Alfira, Mahdiatari, Inayah, 2014).

Research on Ashadi Siregar's intellectual contributions, conducted by Antoni and Alfira (2014), also revealed that Siregar adopted a critical stance in analyzing the relationship between government and the media. For Siregar, "human beings" were the "key figures" in journalism, making journalistic ethics a central concern of his thought. He positioned himself as a critical thinker against the New Order regime. According to him, the New Order had become a "virus" that negatively affected the ideals of the media and journalism. Therefore, for Siregar, educating journalists was a key step to improving conditions that had become "diseased" due to strong

government intervention in media organizations during the New Order era.

As an expression of his critical stance toward the New Order government, Siregar also established a weekly publication called "Sendi". Eventually, Sendi was "temporarily banned" by the Soeharto government for publishing a preamble that criticized the construction of TMII (Taman Mini Indonesia Indah). Daniel Dhakidae, in his writing (in Gautama et al., 2010:154, cited in Antoni, Alfira, Mahdiatari, Inayah, 2014, p. 8), recorded the following preamble:

"That in truth, the fruits of independence have become the privilege of a mere handful, and therefore oppression and arbitrariness have duly arisen, in accordance with dictatorship and militarism. And the struggle of the rulers and their consorts has now reached a joyous moment, for while life endures they may amass as much wealth as possible. Atas berkat rachmat Thereafter, in order to establish a mighty authority to govern the whole of the Indonesian nation and all its wealth, and to exalt personal

prestige while impoverishing the people, there has been decreed a "Mini Indonesia," embodied within a foundation called -Our Hope. Thus it is declared."

Research on Ashadi Siregar's thought illustrates the importance of exploring the intellectual contributions of Indonesian Communication Science scholars and press figures. This is because Indonesian thinkers often exhibit distinctive analytical orientations. Figures like Ashadi Siregar are able to provide an "authentic" Indonesian perspective, as they capture the "heartbeat" of Indonesia's empirical realities from a close vantage point.

Since 2014 to the present, research and activities related to the Tri Dharma of Higher Education within the scope of Communication History have been consistently carried out, both by lecturers who are members of KPK and by students completing undergraduate theses and master theses of the Bachelor and Master Program of the Communication Science Study Program at Brawijaya University.

In 2015, Sri Handayani and Nisa Alfira conducted a study

on the ideas of two key figures in Development Communication: M. Alwi Dahlan and Santoso S. Hamidjojo. These figures laid an important foundation for the development of communication studies in Indonesia. Both were academics as well as practitioners; moreover, Alwi Dahlan was also a senior bureaucrat, having served as the Minister of Information during the final 100 days before the collapse of the New Order regime on May 21, 1998.

Also in 2015, Sri Handayani, Nisa Alfira, and Abdul Wahid conducted a study entitled "The Dynamics of the Islamic Press during the National Movement." This research sought to examine the role of the Islamic press in Indonesia's nationalist movement, particularly in the period 1914-1927. The study was based on archival materials from the National Library of the Republic of Indonesia, focusing on newspapers such as Fajar Asia, Oetoesan Hindia, Islam Bergerak, and Suara Muhammadiyah. The researchers found that the Islamic press played a central role during the nationalist movement. Two principles were especially emphasized in these publications: the spirit of

independence and anti-colonialism. Fajar Asia, Oetoesan Hindia, and Islam Bergerak in particular called upon the public to resist Dutch colonialism. The spirit and values of Islam became the foundation for this "struggle through the written word".

Although the Dutch colonial administration exercised strict control over Islam in its territories, the Islamic press remained firm and unapologetic in presenting its ideological stance. This was evident, for example, in the use of Islamic taglines, symbols written in Arabic script, and references to verses from the Qur'an and Hadith. The Islamic press openly articulated its ideology through its publications and did not hesitate to deliver sharp and explicit criticism of colonial government policies. In addition to fostering anti-colonial sentiment and the call for independence, the Islamic press also promoted solidarity and unity. Newspapers such as Fajar Asia even provided space for writers from nationalist as well as communist circles. For the Islamic press of the time, differences in thought among indigenous groups were far less important than the common

struggle against colonial domination.

In 2016, a research team consisting of Antoni, Nisa Alfira, and Sri Handayani received a Fundamental Research Grant from the Ministry of Education and Culture (as it was named in 2016). The team conducted a study on the ideas of Indonesian press figures from the era of the national movement through to the post-independence period, with the aim of formulating an Indonesian theory of the press.

In 2017, a team of lecturers – Antoni, Nisa Alfira, and Sri Handayani – presented their work at the National Conference of ISKI (Association of Indonesian Communication Scholars). Their presentation addressed the journey and contributions of the Department of Communication Science, Faculty of Social and Political Sciences, Brawijaya University (which at that time was still called the Department of Communication Science FISIP UB) in advancing Communication History studies. The presentation was entitled: “A Historical Approach to Communication Studies: Some Notes from the Experience of the Department of

Communication Science, Brawijaya University”

In the field of community service, the KPK team has also consistently worked to build and contribute to the development of Communication History studies. In 2016, our team documented the development of Communication Science in the city of Malang. We conducted interviews with lecturers from all public and private universities in Malang that had Communication Science programs, at least at the undergraduate level. At that time, interviews were conducted with Brawijaya University, University of Muhammadiyah Malang, Merdeka University of Malang, and Tribhuwana Tunggaladewi University. The lecturers were asked to describe the trends and distinctive characteristics of Communication Science as taught at their respective institutions. These interviews were documented in audio recordings stored on compact discs (CDs), which were then distributed to various universities in Malang, as well as submitted to the National Library of the Republic of Indonesia (PNRI) and the National Archives of the Republic of Indonesia (ANRI) for preservation.

In 2018, we carried out



dissemination activities highlighting the role of the Department of Communication Science, Faculty of Social and Political Sciences, Brawijaya University (at that time still called the Department of Communication Science, FISIP UB) in developing studies on the History of the Indonesian Press. As part of this effort, we produced a mini-booklet that compiled a range of undergraduate theses, master's theses, and faculty research within the department related to the History of the Indonesian Press. This booklet was distributed to press observers and other stakeholders concerned with Indonesian press studies.

In the same year, we also took part in the commemoration of National Press Day at the Press Monument in Surakarta. The event was attended by representatives from the Ministry of Communication and Information (as it was named at the time, before later becoming the Ministry of Communication and Digital Affairs), representatives of various media organizations and companies from Central Java, and the Governor of Central Java, Ganjar Pranowo. During the event, we distributed the booklet to invited guests, including

these stakeholders, while also conveying the commitment of the Department of Communication Science, FISIP UB (as the unit was then named) to advancing studies of the Indonesian press from a historical perspective.

In 2019, a research team from the Department of Communication Science, FISIP Brawijaya University (UB) – consisting of Sri Handayani, Nisa Alfira, and Fikri Abdurrachman – conducted a study entitled “A Meta-Study of Research Works under the Umbrella of the Communication Studies Community (KPK)”. The team adopted a meta-research approach because, by that time, a significant body of work on Communication History had already been produced under KPK. The aim was to identify and map recurring patterns, including patterns of theoretical or conceptual frameworks, research methods, research findings, and data analysis. Through this meta-study, we intended to evaluate whether certain weaknesses could be identified in KPK's body of research on Communication History.

Since 2017, Antoni, as the chair and founder of KPK, has also consistently conducted research on the national figure Abdul Muis. In the same

year, Antoni also conducted a study on presidential communication, spanning from the era of Sukarno to Joko Widodo. This research was exploratory in nature, aiming to identify communication patterns of Indonesian presidents across the nation's history since the independence day. Among Antoni's findings was the observation that Abdurrahman Wahid (Gus Dur) was a president uniquely characterized by his use of humor. Gus Dur adopted a "non-distant" strategy with people from diverse backgrounds. For instance, he once opened the Presidential Palace for an open house events during the celebration of Eid al-Fitr, allowing the newly purchased palace carpets to be freely enjoyed by visitors from different social and economic classes. He also frequently visited Islamic boarding schools (pondok pesantren), reflecting his deep-rooted connection to the pesantren community and to Nahdlatul Ulama (NU), where he served as a leading figure.

In 2021, a community service team from FISIP UB, consisting of Nisa Alfira and Abdul Hair, carried out a program entitled "The Role of the Department of Communication Science, FISIP Brawijaya University, in

Initiating and Developing the National Consortium of Communication History (KNSK)." The program included several online seminars, the launch of the KNSK website ([knsk.or.id](http://knsk.or.id)), and the initiation of online discussions via a WhatsApp Group. The KNSK WhatsApp Group consisted of lecturers and researchers from various universities and institutions in Indonesia who shared an interest in Communication Studies, particularly from a historical perspective.

To establish what later became the National Consortium of Communication History (KNSK), coordination was carried out among initiators from several universities. These initiators included:

- a. Dr. Antoni, M.Si (Brawijaya University)
- b. Nisa Alfira, M.A (Brawijaya University)
- c. Abdul Hair, M.A. (Brawijaya University)
- d. Abdul Wahid, M.A. (Brawijaya University)
- e. Dr. Ignatius Haryanto, M.Hum (Universitas Multimedia Nusantara)
- f. Justito Adiprasetio, M.A. (Padjadjaran University)
- g. Holy Rafika Dhona, M.A.

(Islamic University of  
Indonesia)

In the post-COVID-19 period, the KNSK forum, with its main activity of online discussions involving communication science lecturers from various public and private universities across Indonesia, was considered important to continue – particularly with the aim of introducing Communication History studies to the academic community in Malang.

This account demonstrates our consistency, as part of the Department of Communication Science, FISIP Brawijaya University (UB), in developing Communication History studies. Moreover, the Undergraduate Program in Communication Science at FISIP UB has offered a course on Communication History since the 2023 curriculum revision. Therefore, conducting community service activities aimed at disseminating the importance of developing Communication History to state and private universities across Indonesia represents a strategic step aligned with the academic initiatives our team has pursued over the past decade.

Stages of Implementation of the Community Service Activities are as follows:

a. Need assessment

This stage was carried out by identifying potential partner targets and making efforts to recognize problems that might be faced by partner institutions. The initial partner of our activity was ASPIKOM (Association of Higher Education in Communication Studies) East Java. ASPIKOM East Java served as a liaison between us and various state and private universities (PTN and PTS) in Malang City. At first, our team intended to organize a live online discussion (synchronous) to encourage PTN and PTS in Malang City to introduce the importance of including Communication History studies in the curriculum of Communication Studies programs. However, there were technical constraints in gathering representatives of PTN and PTS at the same time for an online discussion. We then responded by recording the discussion and disseminating the material in the form of a discussion video. The production of discussion video on the importance of developing Communication History studies was chosen because, through this

mechanism, information could be disseminated more optimally. In the video, Dr. Antoni, M.Si. explained what is meant by Communication History, its development in other countries, why it is important to be developed in Indonesia, and the role of the Department of Communication Science, FISIP Brawijaya University in advancing Communication History studies. Later, in October 2024, our team also sent an official letter to the Association of Indonesian Communication Scholars (ISKI) Central Board and ASPIKOM Central Board, with the aim of requesting assistance from both associations to help disseminate the information and YouTube video link we produced to PTN and PTS in Indonesia that have Communication Studies programs, majors, or departments. Both associations consist of representatives from various PTN, PTS, and individual Communication Science academics in Indonesia. By distributing the information through these associations, the exposure of the video was expected to expand much more widely.

b. Delivery of Materials

This stage constituted the core of the program. The speaker, Dr. Antoni, delivered material regarding Communication History as a new field of study under Communication Science. He also shared UB's experience in conducting research, community service, and teaching courses related to Communication History, including supervising undergraduate theses and master's theses on this topic. The material was presented in the form of a dialogue recorded at the Communication Science Laboratory, FISIP UB, on 15 August 2024. The dialogue was moderated by Dr. Verdy Firmantoro, M.I.Kom. Dr. Antoni, S.Sos., M.Si., is a senior lecturer and initiator of the development of Communication History studies in the Department of Communication Science, FISIP UB. His efforts were welcomed positively by colleagues from various PTN and PTS in Indonesia. Such positive responses were evident, for example, in the Amir Effendi Siregar (AES) Forum, an online discussion forum established during the Covid-19 pandemic, which has been running since 28 June 2020. The first

speaker in the AES Forum series was Luthfi Adam, Ph.D., who presented a discussion topic titled "History as a Method of Communication Research." In the fourth session of the forum, Dr. Antoni presented a discussion titled "Communication History Studies at the Department of Communication Science, FISIP UB." This session was held online on 26 July 2020, and can be accessed at: <https://www.youtube.com/live/WntIHBQU7A0?si=4goAJDA6O-psq5Vz>. This discussion received strong support from many Communication Science academics, which eventually led to the establishment of the National Consortium of Communication History (KNSK). KNSK is expected to serve as an organic platform for scholars to gather and discuss the development of Communication Science in Indonesia from a historical perspective.

#### c. Dissemination of Materials

The materials from our community service activities were presented in the form of a discussion video discussing Communication History studies. The video was uploaded to the FISIP UB YouTube channel and can be

accessed via the link: <https://youtu.be/ZjF68i6tKJg?si=e9KoXizZIOli2yHC>. The choice of the FISIP UB YouTube channel was made because the community service implementation team is affiliated with the Department of Communication Science, FISIP UB.

## 2. Method

This activity was aimed at an academic audience (*civitas academica*), particularly scholars engaged in Communication Studies in Indonesia. Our team sought to convey and raise awareness about the importance of developing Communication History studies for state and private universities (PTN and PTS) in Indonesia. The development of Communication History studies is important because it enables academics and researchers to identify and analyze communication phenomena from the past or to trace the historical development of Communication Studies in Indonesia. Communication practices and phenomena from the past are essential to be explored and analyzed, one reason being that Indonesia needs to generate a diversity of communication concepts or theories that are "distinctively Indonesian".

### 3. Results and Discussion

The community service program we conducted was carried out through an interactive dialogue that was recorded and disseminated via the YouTube platform. The dialogue featured Dr. Antoni, M.Si. as the main speaker, and Dr. Verdy Firmantoro, M.I.Kom. as the interviewer/host. The speaker, Dr. Antoni, is a lecturer at the Department of Communication Science, FISIP Brawijaya University (UB). He is the initiator of the development of Communication History studies within the Department of Communication Science, FISIP UB, which later evolved into a field of study that inspired external parties beyond UB to also pursue it.

This one-hour video was disseminated both internally within UB and externally. For internal UB: our team shared the YouTube link (uploaded on the FISIP UB YouTube channel) with faculty colleagues and students of the Department of Communication Science, FISIP UB. Our main goal in sharing the video with students was because the Undergraduate Program in Communication Science, FISIP UB has included a compulsory course titled

Indonesian and Asian Communication Perspectives (KPIA) since 2015, and an elective course titled Communication History since 2023. The KPIA course is relevant to the content of this video—and to Communication History studies in general—because it discusses the importance of developing communication studies from a non-Western perspective.



**Figure 1.** Photo during the dialogue and recording at the Communication Science Laboratory, FISIP UB (15 August 2024)

Such an approach directly “requires” the introduction and recognition of practices and values or philosophies embedded in Eastern societies. Identification and recognition efforts will be more optimal if carried out through a historical perspective.



Therefore, lecturers and students need to understand Communication History studies. Additionally, since 2023, the Undergraduate Program in Communication Science, FISIP UB, has updated its curriculum. In the 2023 Curriculum, an elective course named Communication History was introduced. This 2-credit course (2-0) covers several subtopics related to Communication History.

For external audiences: our team also disseminated the YouTube video link by sending official letters to two communication scholar associations and higher education networks with Communication Studies programs, namely the Association of Indonesian Communication Scholars (ISKI) and the Association of Higher Education in Communication Studies (ASPIKOM). In the letters, we conveyed that our team had produced a video recording intended to be viewed by ISKI and ASPIKOM members, whether by individual scholars or institutional members (universities).

In addition, we also participated in the National Seminar on Community Service organized by Brawijaya University. This seminar was held on 20-21 November 2024 in

a hybrid format—both online and onsite at the Widyaloka Building, Brawijaya University. The seminar carried the theme: “National Seminar on Community Service, Exhibition of Appropriate Technology, and Research, Community, and Industry Matching”.



**Figure 2.** Materials presented at the National Seminar on Community Service, Exhibition of Appropriate Technology, and Research, Community, and Industry Matching

Our team also published this activity in the form of a press release, which was published by Nusadaily.com under the title: “UB Communication Science Lecturers Develop Communication History Studies Over the Last Decade.” The press release was intended to inform the broader public about the community service activities we had carried out. The publication process began with submitting the manuscript to Nusadaily.com, an online media outlet headquartered in

Malang City, which publishes news in four languages: Indonesian, English, Arabic, and Chinese. By publishing a report on our community service activities through an online media outlet that publishes in four languages, we hope that the dissemination of information about this program can reach to broader audiences.

**Figure 3.** Screenshot of the press release article on the community service activity published by Nusadaily.com

#### 4. Conclusion

The conclusion of this article is that the community service implementation team from FISIP Brawijaya University has carried out efforts to advance knowledge. The primary beneficiaries of the community service activities we conducted were largely members of the academic community (lecturers, researchers, and students). This is because our activities served as an "extension" or continuation of the research work that we have undertaken over the past decade at the Department of Communication Science, FISIP UB—specifically, the scholarly activities aimed at developing Communication History studies in Indonesia.



NUSADAILY.COM – MALANG - Kajian Sejarah Komunikasi (Communication History) merupakan kajian yang belum secara konsisten dan massif dikembangkan dalam rentang perjalanan perkembangan Ilmu Komunikasi di Indonesia. Padahal, diperlukan suatu proses produksi, distribusi dan konsumsi ilmu pengetahuan yang mendalam, termasuk pengenalan terhadap fenomena atau praktik-praktik komunikasi secara historis.



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