Preface

The 5th Brawijaya Communication International Conference (BCIC) 2025 was an academic forum where scholars, researchers, practitioners, and students convened to discuss and present their ideas, research findings, and scholarly reflections in the field of communication studies. Organised as a virtual conference by the Department of Communication Science, Faculty of Social and Political Sciences, Universitas Brawijaya, BCIC 2025 provided a constructive platform for intellectual exchange across institutions, countries, and disciplinary perspectives. The papers presented at the conference are now transformed into scholarly papers in the Proceedings of BCIC 2025, hosted under the Pertanika Journal of Social Sciences and Humanities, UPM Press.

It is a privilege and an honour to be part of this publication, which brings together papers related to the conference theme, "Decolonising Communication for an Inclusive Society: Transnational and Local Perspectives for Sustainable Development." This theme reflects the growing need to rethink communication beyond dominant perspectives and to recognise the importance of local knowledge, transnational dialogue, inclusivity, and sustainability in contemporary society. As communication practices continue to evolve within complex social, political, cultural, technological, and environmental contexts, the conference sought to encourage critical engagement with communication as both an academic field and a practical force for social transformation.

Several papers in this proceeding reflect the spirit of the conference theme. Research titles such as "Reclaiming Digital Collectivism: The Digital Enactment of Communal Identity in Kampung Digital Mintorejo, Indonesia," "Rethinking the Linearity of DMIS: Hybrid Cultural Traditions and Intercultural Sensitivity in Asian Contexts," and "Reimagining Sustainability through Freirean Communication Praxis: A Study of Dialogical and Decolonial Approaches in Indonesian Schools" demonstrate how communication scholarship can engage with local knowledge, cultural plurality, and decolonial perspectives. Other papers, including "Digital Empathy as Moral Communication: Inclusive Coffee Consumption and Moral Identity Formation among Generation Z," "The Voice Behind the Stigma: Self-Disclosure and Identity Negotiation of Young Adults with Disabilities," and "Pastoral Health Communication in Reducing Health Inequalities among Rural Mothers," highlight the importance of communication in building empathy, inclusion, and social responsibility. Together, these works contribute to broader conversations on how communication can support inclusive, locally grounded, and globally connected responses to social transformation.

We would like to express our sincere appreciation to UPM Press and the Pertanika team for supporting this academic endeavour and for facilitating the publication process of the proceedings. We also extend our gratitude to our keynote speakers, partner institutions, reviewers, authors, presenters, and participants who contributed to the success of BCIC 2025. Our appreciation also goes to all collaborators who supported the organisation of this conference.

Finally, we would like to thank the BCIC 2025 committee members for their dedication, commitment, and hard work in managing the conference and the publication process. The Proceedings of BCIC 2025 stand as a testament to the collective effort of all parties involved and as a contribution to the continuing development of communication studies in addressing the needs of an inclusive, transnational, and sustainable society.

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