

# INFLUENCE OF MASS MEDIA ON SOCIAL CULTURE OF COMMUNITIES

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## Abstrack

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The mass media is one of the factors that play an important role in social and cultural change in society. The role of the mass media in social and cultural change in society is always related to the diffusion of innovation, where change is driven by the spread of new knowledge in society. The mass media has a role in the occurrence of social change in three aspects 1) Changes in people's mindset, 2) Changes in people's attitudes and 3) Changes in culture. The mass media is the benchmark for society to get information. By using a literature review, this paper aims to see how the role of the mass media and its contribution to all innovations that develop in society. The role of the mass media in education makes changes in the mindset and mentality of the nation. The role of the mass media in the field of information dissemination can change people's attitudes. The role of the mass media in the entertainment community produces cultural material. In carrying out all these roles, the mass media has a positive or negative impact according to people's readiness to accept something new and the mass policy of media owners to carry out their role in society

Keywords: Mass Media, Socio-Cultural, Community

## 1. INTRODUCTION

Technological changes put communication at the forefront. From social change. In the context of mediation, media technology plays a role in shaping the way humans interact and communicate with one another. Media technology, like a structure, limits what humans can and cannot do. This happens none other than because each medium has different technical capabilities in conveying text, sound or images. Media has implications for the balance of the use of human senses. For example, print media, which can only convey text and still images, makes more use of the eye senses. Meanwhile, the radio maximizes the function of the ear senses.

The media is an important element that is the basis of social change. The media is seen as an external social force that enters (or is included) in a particular social situation and causes a cascading change effect. The media that created the "Highway" not only created a global economy, but also blurred socio-cultural boundaries, because the world that is being built today is impossible to maintain sovereignty over information, because "information and its flow also cover the free sky, to be used together." -sama Culture, as the identity of a society, cannot escape the influence of the media.

With the support of technology, the media has helped break down the distance between macrosocial and microsocial as well as between macrocultural and microcultural. The media brings public themes into the private sphere where it enters and is influenced by local conditions, orientations and customs. Therefore, the public world has been reconstructed in the age of electronics (media), both technologically and socio-culturally.

Mass communication media is a big factor in influencing social and cultural changes in society. Mass communication is communication using mass media, both print and electronic, which is managed by an institution or an institutionalized person, which is addressed to a large number of people who are spread over many places and has a specific purpose and effect on society. In general, the mass media is defined as an intermediary or delivery of messages from the sender to the general public or the

public. Through the mass media various kinds of information are easily obtained and also disseminated.

Likewise, the development of the impact and effect of the media has become very important in socio-cultural life and behavior in society. The rapid progress of information technology systems has had both negative and positive impacts on global and significant changes to people's lifestyles, including the younger generation, which postscript is the backbone of the nation's hopes, with their various imaginations and creative powers, they have been able to create and enjoy the results of sophistication. information and communication technology. The constellation of societal socio-cultural complexity items influences the information and communication culture system, which increasingly must be able to keep up with the dynamics of society.

With the accelerated industrialization of printing presses, information, recording and communication processes are increasingly becoming the main needs of society. This also marks the development of the mass media as a part of the process of mass communication which has become an important matter. It can be said that the modernization of the media industry, society and the social system formed within them have also become an integral part of the development of mass communication. In other words, human understanding of mass communication is no longer placed in a single perspective, in the sense that mass communication media is not seen as an independent entity, but an industry in which there is a totality that dynamically interacts between media actors, society and the state. The mass communication media has played a significant role in changing the culture and behavior of Indonesian society in general. The current rate of development of information has provided a lot of information for all those who need it or not. So it would not be wrong to say that our social and cultural values change along with the fast pace of information that hits us. Culture is very closely related to society, according to Melville J. Herskovits and Bronislaw Malinowski who argue that everything in society is determined by the culture that belongs to the community itself.

Meanwhile, Andreas Eppink in Culture – Indonesian Wikipedia, the free encyclopedia in Indonesian language.htm (2007) argues that culture contains all the meanings, values, norms, knowledge and all social, religious and other structures, as well as all intellectual statements. and artistic characteristics that characterize a society. From these various definitions, an understanding of culture can be obtained, namely a system of knowledge which includes a system of ideas or ideas contained in the human mind, so that in everyday life, culture is abstract. The embodiment of culture in the form of objects created by humans as creatures that cultured, in the form of behavior and objects that are real, for example behavior patterns, language, tools of life, social organization, religion, art, and others, all of which are intended to help humans in carrying out social life . In this paper the author attempts to present the role of the media in the process of socio-cultural change, particularly in relation to the media paradigm for socio-cultural change and the implications of the media for socio-cultural change.

## 2. METHOD

This research is literature research which is one of the qualitative studies which in general does not require researchers to go directly to the field when looking for sources of information. Literature review is a technique that is used when looking for information or observation methods on a concept that is studied in depth in order to obtain answers or hypotheses from problems that have been discovered for the first time when no further research has been carried out. In another sense this literature research is a technique of finding, analyzing and collecting information for processing and presentation in the form of reporting.

The purpose of library research is that the research carried out is only adapted to written works, including the results of studies that have or have not been published. Examples of literature review include research on the ideas of figures, history, review (research) of books and various other types of research related to literature study.

According to Saryono, literature review has the aim of obtaining information and data through various types of material in the library, for example magazines, books, notes, documents, and other historical stories. In essence, the information obtained through literature review can be a basis and

basic equipment for carrying out field studies. Saryono also explained that this research is a study that explains information from secondary sources.

This research is a qualitative study that focuses on literature studies regarding da'wah strategies using social media. Several things that must be considered in this scientific writing are the results of the analysis of various kinds of material that are in accordance with this discussion. The writing of this scientific paper uses descriptive techniques. The descriptive technique is defined as a research process to solve observed problems through depictions of subjects or objects of study in the present and adjusted based on existing facts. It aims to describe anthropological and sociological realities that can be taken by researchers.

Descriptive studies seek to solve problems regarding the latest phenomena but the systematic implementation of this technique is not only concentrated on the activities of compiling information or includes interpretation and analysis of information. So that the descriptive technique is to explain, tell and then use the repeated information that has been collected and selected as the reality. Then the researcher will conduct criticism in order to obtain the reliability and validity of the information obtained. Analysis of information like this uses a deductive, inductive and reflective perspective, namely a combination of deductive and inductive perspectives.

### 3. RESULTS AND DISCUSSION

#### 3.1 Mass Media and Its Role

Media is a tool or means used to convey messages from communicators to audiences. The term "mass" refers to the formless collectivity. Its components are difficult to distinguish from one another. Mass media is a tool used in conveying messages from sources to recipients either through print media such as newspapers, magazines, bulletins, tabloids and electronic media (film, radio and television). McLuhan together with Quentin Fiore, stated that "the media in every era has become the essence of society. This shows that society and the media are always related and the media is an important part of people's lives, consciously or unconsciously that the media has a positive or negative impact on patterns and behavior." social behavior Characteristics of the mass media according to Hafied Cangara (1998 ) are:

- a. It is institutionalized, meaning that those who manage the media consist of many people, starting from collecting, managing and presenting information.
- b. It is one-way, meaning that the communication made does not allow dialogue between the sender and the receiver. If there is a reaction or feedback, it usually takes time and is delayed.
- c. Widespread and simultaneous, meaning that it can overcome the barriers of time and distance, because it has the speed of moving widely and simultaneously, where the information conveyed is received by many people at the same time.
- d. Using technical or mechanical equipment, such as radio, television, film and the like.
- e. It is open, meaning that the message can be received by anyone and anywhere regardless of age, gender, and ethnicity.

The existence or existence of the mass media in the midst of society has an important role. This is proven or manifested through writing or news from journalists, reporters, editors, observers, writers and other writers. The works in print and electronic media highlight various issues that adorn page after page of newspapers, magazines or tabloids in each edition or are broadcast on radio and television to convey information to the public.

The mass media is an institution or institution that acts as an agent of change, namely as a pioneering institution for change. This is the main paradigm of mass media. In carrying out its paradigm, the mass media plays the role of:

- a. Institution of public enlightenment, namely its role as an educational medium. The media is a medium that at any time educates people so that they are smart, have an open mind and become an advanced society.

- b. Media information, namely media that at any time convey information to the public. Information that is widely owned by the community makes the community a world community that can participate with various abilities.
- c. Entertainment media. As an agent of change, the mass media has also become a cultural institution. As a pioneer of change, the media has also become a cultural institution, that is, an institution that at any time becomes a mouthpiece of culture, a catalyst for cultural development. So that the development of culture is beneficial for moral people and a sakinah society so that the media plays a role in preventing the development of cultures that actually damage human civilization and society.

The role of the mass media in social life, especially in modern society, the media has played such an important role. According to McQuail in his book Mass Communication Theories, there are six perspectives in terms of seeing the role of the media:

- a. Seeing the mass media as a window on events and experiences Media is seen as a window that allows the public to see what is happening out there. Or the media is a means of learning to know various events.
- b. The media is also often seen as a mirror of events in society and the world, implying a faithful reflection. A mirror of various events that exist in society and the world, reflecting what is. Because of this, media administrators often feel that they are not "guilty if media content is filled with violence, conflict, pornography and various other vices, because according to them this is the fact, the media is only a reflection of facts. Regardless of whether you like it or not. In fact, the angle, direction and framing of the content which is considered as a mirror of reality is decided by media professionals, and audiences are not completely free to know what they want.
- c. Seeing the mass media as a filter, or a gatekeeper who selects various things to pay attention to or not. The media always chooses issues, information or other forms of content based on the standards of its managers. Here the audience is "selected" by the media about what is worthy of being known and getting attention.
- d. The mass media is often seen as a guide, guide or interpreter, which translates and shows the direction of various uncertainties or various alternatives.
- e. Seeing the mass media as a forum for presenting various information and ideas to the public, thus enabling responses and feedback.
- f. The mass media as an interlocutor, which is not just a place for information to pass, but also a communication partner that allows interactive communication to occur.

### 3.2 Social and Cultural Changes in Society

Basically the concepts of social change and cultural change are two different concepts, but social change is part of cultural change. Each change is associated with a different aspect, one related to the changing cultural field and the other to the social field. Social change includes changes in terms of structure and social relations, while cultural changes include changes in the cultural aspects of society. Social changes include differences in changes in age, birth rate and a decrease in the sense of kinship among communities as a result of urbanization and modernization. Cultural change covers many aspects of life such as art, science, technology, rules of life and philosophy. Societal change is in principle a continuous process, meaning that every society will in fact experience changes, but changes between one society and another are not always the same.

Betrand (1980) states that social change basically cannot be explained by and adheres to a single factor, because society is dynamic and not static so that social problems that occur or develop in society are a consequence of social changes that occur, even social change cannot be only seen from one side, but almost all social problems and environmental problems that occur cannot be separated from social change or related to issues of social change. Rogers (1985), suggests that an

adequate theory of change must summarize the main questions that become the basic assumptions of the theory of social and cultural change, namely:

- a. What factors experienced the change.
- b. To what extent did the change occur.
- c. How the speed of change takes place.
- d. What conditions existed before and after the change occurred.
- e. What happened during that transition
- f. What are the stimuli that drive this change?
- g. It is through me that the change occurs
- h. What elements create stability at a certain point in the change.
- i. Can humans determine the direction of that change.

The process of occurrence of social changes that occur will be known because there are several adequate characteristics:

- a. There is no stagnant society, because every society experiences changes that occur slowly or quickly.
- b. Changes that occur in certain social institutions will be followed by changes in other social institutions.
- c. Social changes usually result in disorganization which is temporary in nature in adapting.
- d. Changes that cannot be isolated are only in the material or spiritual fields, because these fields have a strong reciprocal relationship. The factors that encourage social change can be divided into three, namely social factors, psychological factors and cultural factors.

Social factors are driven by the existence of aspects of social organization that exist in society. For example social institutions, families, organizations and so on. In addition, psychological factors are related to individuals who carry out roles in society. When creative and innovative individuals automatically have an impact on changes in society. Cultural or cultural factors related to the habits of the local community. The wider and more open the public's acceptance of culture or culture, the more it will affect social change in people's lives.

### 3.3 Mass Media and Society

Society is a large or small group consisting of several human beings who are with or because of themselves group related and influence each other. According to the Big Indonesian Dictionary, society is a number of human beings in the broadest sense and bound by a culture which they consider to be the same. Society is also defined as a unit of human life that interacts according to a certain system of customs that is sustainable and bound by a sense of shared identity. Continuity is a community unit that has four characteristics, namely: 1). Interaction between citizens, 2). Customs, 3) Continuity of time; 4). A strong sense of identity that binds all citizens.

Society is any group of people who have lived and worked together for a long time, so that they can organize themselves and regard themselves as a social unit with clearly defined boundaries. Society as a group of people in which there are several elements that include. The elements are:

- Society is human beings who live together;
- Mixed for quite a long time:
- They are aware that they are a unit;
- They are a system of coexistence.

Society and the mass media are two things that are interrelated because the mass media is one of the means used by society to meet human needs for information and entertainment. Mass media is the product of modern technology as a channel in mass communication, and is an important element in the process of mass communication. The mass media is a channel of mass communication to convey information or messages to a wide audience.

Shirley Biagi mentions three important concepts about mass media, namely, (1) Mass media is a form of business that is centered on profits, (2) Developments and changes in the delivery and consumption of mass media, are influenced by technological developments, (3) The mass media always reflects as well as influencing the life of society, the world of politics, and culture.

The era of mass media development has made the mass media a means of information in Indonesia, this development is inseparable from the course of national development in all sectors of people's lives, especially the information technology sector which places the mass media in an important position in national development. In line with the rapid development of information technology, communication methods are also experiencing rapid development. But all of that, has the same accentuation, namely the communicator conveys messages, ideas, and ideas, to other parties (communicants). The mass media has attracted so much social energy from clothing, taste, to the use of language. Through the mass media, elements of foreign culture seem to become a menu that melts and forms the character of culture in Indonesia, which spreads from big cities to small towns in Indonesia.

The pace of development of mass communication is so fast and has its own value weight on every aspect of socio-cultural life which is full of changes in people's behavior. Mass communication has different functions, at least mass communication functions as a hint to build self-concept, self-actualization, for survival, to gain happiness, to avoid stress and tension, among others, through entertaining media. When carrying out cross-cultural communication, it is likely that there will be cross-cultural barriers, which are caused by semantics, connotations of words, differences in tone and differences in perception. Besides that, there is also a cultural context that can be achieved by considering the concepts of high context culture, namely a culture that relies heavily on subtle and non-verbal situational cues in communicating, as well as a low context culture that is very rely on words to convey meaning in communication (Stephen R. Robin, 2001).

The era of industrialization affects the complexity of the social system of society. At least there is a process of mechanization and massification of factors of production, distribution and public consumption. This means that there is an acceleration of the cultural complexity of the existing society. The community is no longer seen in a simple cultural process, but the community is seen as a cultural system that has a more complex cultural level. In its modern form, the theory of society and the function of the mass media-in an empirical-critical perspective-looks optimistically at the perceptions that develop in society regarding the development of mass media. This means that society also has the ability to control the mass media and its impacts.

From such an understanding, it appears that the mass media plays a role in shaping cultural diversity which is produced as a result of the influence of the media on the value system, thought and human action. At some point, mass society developed a mass culture system. In almost the same context, there are two kinds of mass culture that can be produced by society. In one piluak, culture in the context of mass society supported by mass media is seen as a liquid entity and capable of hegemony in a society (you can see how the media is able to shape people's tastes or form a certain perspective on a reality, etc.). But on the other hand, culture in the context of society must be seen as an entity that also forms the mass media.

In the function of cultural communication, culture becomes part of communication behavior and in turn communication also determines, maintains, develops or transmits culture. "Culture is communication" and "communication is culture" (Edward Thall), both of which have a reciprocal relationship. The mass communication media in cultural change also functions in conveying messages of ritual messages which are usually carried out collectively. Such as broadcasting or notifying the celebration of religious holidays, ritual ceremonies. Wedding ceremonies are often expressive, namely expressing one's deepest feelings. In addition, the function of mass communication also contains persuasive content, in the sense: that the speaker wants the listener to believe the facts and information conveyed are accurate and worth knowing, sometimes what educates can entertain and what entertains can both educate and explain and is subtly persuasive. It turns out that there are many functions of the mass communication media which ultimately can be developed from the results of

observations of the events that occur around us. The mass media also has an important role in upholding the nation's morals, including in forming the identity of the nation's generation and changing the social structure of society which is supported by values and cultural norms. These values or norms become elements of the personality of members of society, which is called a person's "super ego". For example, acculturation will encourage people to adapt and socialize themselves to deal with these changes. Humans, will not be separated from the name "communication, especially communicating through mass media which in each delivery or broadcast contains important messages and is a form of knowledge, entertainment or just a momentary distraction in every activity.

It is hoped that the mass communication media will not only convey and take commercial benefits from these results if many communicants are listening to them, but must be able to convey moral messages that educate the nation's generation, as well as participate in the process of maturing the thoughts and attitudes of the Indonesian people in particular. Through the mass media, many young people choose a westernized lifestyle, such as how to dress, enjoy entertainment with dance and disco music, as well as the habit of talking to their elders. Electronic media, especially audio-visual, has proven to accelerate the process of imitation that occurs in people's lives. In this case there has been social contact which must be through a medium, both print and electronic. Mass communication media is a secondary contact that occurs when messages from communicators are communicated through third parties, namely the mass media. There is a possibility that communication errors or distortions can occur, if there is no synchronization between the communicator and the communicant. During that subjectivity and self-interesting factors also affect the delivery of information, so that there may be many wrong perceptions and analyzes, social culture changes and deviates from the values and norms that are But of course there are still many changes that have brought us to a better and more advanced condition than before. The number of foreign cultural influences that enter through mass communication media should be adapted to the culture and ethics of our life as an eastern nation.

### **3.4 Implications of the Mass Media on Socio-Cultural Changes in Society**

The influence of the media is different for each individual. This is due to differences in mindset, differences in traits that impact on attitudes, daily social relations, and cultural differences. Social change in society is oriented towards leaving behind elements that must be abandoned, oriented towards forming new elements, and oriented towards values that existed in the past. The presence of media in social life is not just a means of diversion, releasing tension or entertainment, but the content and information presented, has a significant role in the process of social change. For example, the content of mass media is brain consumption for the audience, so what is in the media will affect the subjective reality of social interaction actors. Or in other terms, the media is able to instill the pictures in our heads (Walter Lippmann's term) about the reality that is happening in this world. The picture of reality that is "formed by the contents of the mass media is what will later underlie the response and attitude of the audience towards various social objects.

Incorrect information from the mass media will also create a wrong image in the audience, so that it will also lead to wrong responses and attitudes towards these social objects. Therefore, the mass media is required to convey information accurately and with quality. The quality of this information is the ethical and moral demands of presenting media content. Unknowingly the media has brought people into new cultural patterns and began to determine the mindset and behavior of society. The change in behavior pattern that is most pronounced is from the aspect of lifestyle and this aspect is most visible in the younger generation. The impacts caused by the mass media are varied, including: the occurrence of deviant behavior from social norms and cultural values where this deviant behavior is considered as part of the current trend. Another impact is the increasing trend of consumerism which demands an instant lifestyle and reduces interest in learning among the younger generation. Media is an institution that connects all elements of society with one another through the media products they produce. The broadcast products try to adapt to heterogeneous audiences and various

socio-economic, cultural. Media production in the form of news, family programs, quizzes, films, children's programs is referred to as a mass effort, namely cultural work.

Media and its implications in the global context, the media has made--a first in history--a fast (instant) communication system possible between a number of points in the world which is referred to as the global village. The phenomenon of accelerated transformation of ideas is referred to by Koentjaraningrat as diffusion, when cultural elements that arise in one place on earth take place very quickly, often without even contact between individuals. This is due to the existence of broadcasting tools that work effectively, such as newspapers, magazines, radio, books, films and television. The spread of cultural elements was also brought about by job shifts caused by the Industrial Revolution. In the late 1800's and. In the early 1900s, people in large groups migrated from agricultural sector jobs in villages to industrial workers in cities. This urbanization is generated by the mass media, because simultaneously they get information about what they will do in the future for their lives through the mass media." This migration led to encounters between groups of people with different cultures. As a result, the individuals in these groups are confronted with elements of a foreign culture. The process that can occur from this cultural encounter is cultural acculturation, and at the same time a process of assimilation.

Currently, cultural encounters are no longer limited to the integration of different groups of people, but are more influenced by the mass media. The flood of symbolic images in this decade has led to radical changes in cultural synthetics around the world. The meeting of cultures and the process of studying culture is also caused by the large amount of time humans spend interacting with the mass media. Communication media and technology are very important components in human life.

#### 4. CONCLUSION

The mass media as an agent of change (pioneer of change) plays a role in encouraging social change in society as a change in people's mindset, change in people's attitudes and as a change in people's material culture. These three aspects of social change will be in a good direction if people are mentally prepared and accept these changes as enlightenment of knowledge and progress of life without losing norms and morals. The mass media is the spearhead of change, especially social change in society. The role of the mass media is very influential in the formation of the growth of human personality and also influences the formation of the personality of the community itself. The behavior and experience of human awareness as individuals that are built on the foundation of communication, of course, will also immediately affect the behavior and awareness of humans as citizens. In its development, mass communication has a significant influence on changes in culture and behavior, both in the mindset and lifestyle of the community which is summarized in a behavior. Mass communication media has an important role in shaping national identity. Besides that, it also has a role that can change culture in society so that values and norms sometimes deviate from the rules that have long been attached and eventually become the nation's way of life.

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