

The Role of Mass Communication in Shaping Changes in Culture and People's Behavior in Indonesia

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Abstract

This research is a type of qualitative research, using descriptive methods, while the purpose of this study is to determine the role of mass communication in shaping changes in culture and behavior of people in Indonesia, and the results of this study explain that, the development of communication technology in this modern century as an advancement in the field of culture that is mass, so that its influence also occurs in all aspects of human life, both urban communities and people who are far from government centers also experience changes that occur as a result of the development of communication technology. Technology and culture itself basically grows and develops along with the progress of human civilization which has been preceded by a concept of religion and the state, but when viewed in detail the rapid progress of the existing information technology system has had a very diverse impact on human growth and development as a whole, both on the positive side and vice versa. Seeing the effectiveness and role of the mass media is so great as one of the important components for the formation of people's personality, as well as the behavior and experience of public awareness. Therefore, many community groups are trying to make the mass media as a means of propaganda ideas, ideals, values and norms that they want to create. In addition, the mass media can also change the lifestyle or local culture by influencing the way of thinking of a particular group or community to like or follow something new or foreign to them.

Keywords

mass communication; change;
culture and behavior



I. Introduction

The development of communication and information technology at this time has reached a very rapid level of progress, even the process often affects all human activities and activities in carrying out their daily lives. Not only in its use as a channel of communication between individuals when they are interacting socially, but it can also function in a wider scope, for example interactions between institutions and institutions, regions and regions to between countries and continents (Audinovic, 2012).

The era of globalization has indeed greatly affected the complexity of the order of human life as a whole, starting from the social system, government system, and even in certain cultural systems of society. Such rapid development then triggers a level of change and shift in lifestyle and interaction in terms of human thinking. If in the past people were very familiar with direct communication delivery systems, now this habit is slowly starting to be abandoned and since then humans have turned to using media as a device that can make it easier for them to exchange information and convey messages quickly and accurately. So we can underline that the later influences have slowly brought humans to a much broader context of customs and culture.

Communication is the process of delivering messages by someone to other people to tell, change attitudes, opinions or behavior either directly orally or indirectly through the media (Hasbullah, et al: 2018). The development of communication technology in this modern century as an advance in the field of mass culture, so that its influence also occurs in all aspects of human life, both urban communities and people who are far from government centers also experience changes that occur as a result of technological developments. communication. Technology and culture itself basically grows and develops along with the progress of human civilization which has been preceded by a concept of religion and the state, but when viewed in detail the rapid progress of the existing information technology system has had a very diverse impact on human growth and development. as a whole, both on the positive side and vice versa (Cahyono, 2016).

Communication technology can also be seen as the application of scientific principles of communication through the creation of materials (technical tools) in order to improve the quality and quantity of the role of communication elements such as sources, messages, media, targets, impacts according to the context of communication. in the perspective of communication science, communication technology is a macro system which includes telecommunications technology and electronics. The concept of information technology itself is the most important public discourse from the world community, precisely in the 21st century, why is that, it is suspected as world-scale changes driven by the presence of information technology where, all of its effectiveness is supported by a unified set called the media. Internet.

Newer technological developments also give influence and the process of interaction between humans becomes easier, more practical, and of course not hampered by space and time, besides that this process can also reach all levels of society without exception, so that community interactions in various parts of the world become very open. The internet as one of the impacts of the development of new technology basically can not only be a door to find out how the culture that exists in people in certain areas, but also becomes a tool in cultural expression itself (Fitriansyah, 2018).

Mass media is a medium of communication and information that disseminates information en masse and can be accessed by various groups of people, besides that mass media also consists of various forms and various uses, for example the presence of radio, television, internet, newspapers or magazines into a vehicle. new for the growth and development of information dissemination in the human environment in this era. Social changes resulting from the rapid development of mass media are changes in people's lifestyles and behavior that may deviate somewhat from existing social values. In addition, for people who are not ready for this progress, it will lead to a confusing attitude pattern, especially for people who live on the border between villages and cities.

Mass communication media is the biggest factor in influencing social and cultural change in a society. Mass communication is communication that uses mass media, whether printed or electronic, which is managed by an institution or an institutionalized person, the process is addressed to a number of people scattered in various places and has certain goals and effects on people's mindsets. In general, mass media is defined as an intermediary or delivery of messages from the sender to the general public or public. On the other hand, through the mass media, humans can also receive various kinds of information for further distribution and publication with very diverse purposes.

Mass communication is communication through mass media (communicating with media), or communication to many people (masses) using media facilities. The mass media itself is a summary of the media or means of mass communication. The mass media itself consists of print media and non-print media, while those belonging to print media, for

example, such as newspapers and magazines, while non-print media consist of radio, television, and the internet. While the content of the word mass has the meaning as a crowd, a group of people, groups, or crowds, the public. Every aspect of mass communication is mediated, because mass communication is not defined based on technological achievements. However, it is determined by social communication that involves the characteristics of a typical audience, in mass communication the audience is relatively large, heterogeneous, anonymous to the source and the nature of the experience is public and fast. So based on the description and description of the background above, the researcher is interested in focusing more on the core problem on the Role of Mass Communication in Shaping Cultural Change and Community Behavior in Indonesia.

II. Research Method

This research is a type of qualitative research, using descriptive method. The definition of qualitative research can be understood as a research procedure that utilizes data and has the aim of describing and analyzing events, social dynamics, phenomena and attitudes of individual and group perceptions of something. The process of collecting these data begins with making observations in the form of taking data that is relevant to various problems that arise in the surrounding environment. The data collection tool is the researcher himself who functions as an instrument, the researcher must be able to approach the respondent so that the data obtained is valid.

Next, the researcher begins activities systematically to collect, process, and conclude data by using certain techniques to find answers to the problems at hand. The data analysis technique uses descriptive qualitative analysis, where this technique describes the existing data and makes conclusions so that they are easily understood by themselves and others. The subject in this study is mass communication, while the object of research is related to social and cultural changes that occur in the community, and secondary data is obtained from articles, journals, and communication science books (Ngaisah, 2015).

III. Results and Discussion

3.1 Effects of Mass Communication on Changes in People's Behavior

As previously stated, the mass communication process is a communication that uses several mass media in its delivery practice, both print media and electronic media managed by an institution or person who is institutionalized and addressed to a large number of people scattered in many places. as for anonymous and heterogeneous. The rate of development of mass communication is so fast and has its own value weight on each side of socio-cultural life which is full of changes in people's behavior. Culture becomes a part of communication behavior and in turn communication also determines, maintains, develops or inherits culture. The influence of mass communication media through a one-stage model considers the audience to experience a change in attitude after seeing media messages directly without going through intermediaries (Nida, 2014).

The two-stage plot states that messages from the mass media are indirect but through intermediaries namely opinion leaders where they are very influential in persuading people to change their behavior and attitudes. Communication is done to achieve a number of goals, including pleasure, affection, inclusion, escape, relaxation, and control. Communication has become an ingredient of human life, the success of a communication process can be seen from how we know and study the elements contained in the

communication process, which consists of source, message, channel and receiver (audience).

A communication is said to be effective if the message conveyed is received by the recipient of the message and obtains the same meaning, for example in a group communication, building an effective relationship is not as easy as in interpersonal communication, because the more members there are in the group communication will cause a distortion.

Mass communication is a communication process that occurs between humans by using mass media devices as a connecting tool, in that context there is a goal where listeners, readers, and mass media connoisseurs can understand simultaneously the meaning of the content of the message conveyed by the communicator, both messages from personal as well as messages representing an agency or an institution. Mass communication itself can be defined in terms of three specific characteristics, namely, mass communication is directed at a relatively large, heterogeneous and anonymous audience, then messages are disseminated in general, often scheduled to reach as many audience members as possible simultaneously and are temporary and lastly. communicators tend to be or operate in a complex organization which may require very large costs (Pradana, 2018).

The effect of the presence of mass media is a characteristic that comes from the treatment of the mass media to the general public, while several approaches are often involved in the mass communication process, namely, the economic effect that causes various production, distribution, and consumption of mass media services, both through electronic media. as well as print media. Second, social effects, where this process relates to character, how we can judge someone who is influenced by mass media, the results of behavior, way of thinking, disposition, interaction with someone or the audience with him. Furthermore, the effect of the loss of certain feelings often occurs when someone uses the media to eliminate bad feelings, such as loneliness, anger, disappointment, where the media is used without questioning the content of the message conveyed. The influence of mass communication is related to the problem of communication effects that have been caused previously, this effect becomes the center of public attention through messages conveyed to the public about what they want, so that they can try to find a path or channel that can influence their interests and desires. they.

This one-stage communication model states that mass media channels communicate directly with communicants without the passage of a message through others, but the message does not reach all communicants and does not cause the same effect on every communicant. The single-stage communication model is a purified hypodermic needle model. Furthermore, the single-stage model allows mass communication channels to transmit direct communication effects. Scientists argue that the effects of mass media are as direct as the needle theory suggests. However, another theory explains that a lot of information conveyed by the media to the public can affect the mindset, understanding, and even behavior of the community. The function of the media in addition to providing entertainment in the form of impressions or light information also has an anesthetizing function. Where this function can have a negative effect on society. If you look at the two functions of the media, then the mass media is like a double-edged sword. On the one hand, the public needs entertainment and information from the media, but on the other hand, the information, messages, or impressions conveyed can have a negative effect on society (Pratyaksa & Putri, 2021).

In addition to entertaining functions, the media also has a more serious function, namely convincing (persuasion). Persuasion can come in many forms such as (1) confirming or reinforcing someone's attitudes, beliefs, or values (2) changing someone's attitudes, beliefs or values (3) moving someone to do something and (4) introducing ethics, or offering a certain value system. One way to educate (or persuade) is through teaching values, opinions, and rules that are considered correct to viewers or readers. That is, part of the educational function of the media is directed at making the audience socialized, they do this in the form of dramas, stories, discussions, articles, comics, and advertisements.

There is nothing wrong with the presence of mass media in the midst of this very high modern human life, because its presence is eagerly awaited, especially in supporting various community mobility. The mass media has a role as social control and cultural maintenance within the community. The position of the audience or society will always be attacked by various mass media exposures such as television, radio, newspapers, magazines, books, and films. Where the mass media is directed directly at passive audiences and bombards them with all kinds of stimuli to their senses. Someone's behavior that is published by the media can sometimes encourage others to take action to adopt that behavior. The act of duplicating what is seen in the media is not only done by children but also by some adults. The mass media, especially television, has a strong impact on the spread and influences people's perceptions and behavior, this is explained in the strong impact theory where the contents state that under certain circumstances, the mass media can have a significant impact on a large number of people (Putri et al. ., 2021).

Mass media is something that is familiar in people's daily lives, both print and electronic media, its presence makes it a separate supplement, especially for people with high mobility as well as functioning as entertainment, besides that the media also has a very diverse influence on people's mindsets and habits. certain. Through the dissemination of information from the mass media, the influence that occurs can be in the form of the influence of opinions, audience perceptions, absorption of information, even paradigms and behavior. Mass media is a channel or channel used in the process of mass communication where between the communicator and the communicant, a tool or channel is needed in conveying messages to the communicant, in this case the audience. Initially, the mass media had a function to disseminate information to a wider audience, which could not be reached in the face-to-face communication process.

The role of the mass media also cannot be separated from the function of the mass media itself, when carrying out its role, the mass media must pay attention and remember its function. Based on Law Number 40 of 1999 concerning the press, the mass media has the function of informing, educating, entertaining, social monitoring, monitoring public behavior and authorities. The success of the mass media in acting as an agent of change can be seen from the influence of the mass media on individuals and society. Media can influence not only what one already knows but also how one learns about their world and interacts with one another. The influence of mass media includes three aspects, first, the cognitive aspect, which means from not knowing to knowing, for example someone who is in the house will not know an event that is happening outside, but with the mass media a person becomes aware of events that are or have occurred. occurs outside the home, outside the region, even abroad through television broadcasts, social media, or listening to the radio (Raharjo, 2018).

Second, the affective aspect which means from dislike to like, in this aspect it can also increase or decrease moral support. Examples of this affective effect are advertisements for makeup equipment on television or the internet, a woman who initially does not like makeup will be tempted by advertisements on television and the internet

because she sees the beautiful actress, and the language style used so that there is a desire to buy. and wear it to look beautiful like the actress of the product. Third, the conative aspect, namely changing attitudes and behavior. The mass media plays a very important role in the development and even changes in the behavior of a society, therefore the position of the mass media is very important. In addition to changing individual attitudes for the better, the mass media is also able to change the culture of a society as previously explained in the role of the mass media. Then social media has succeeded in transforming the practice of one-way communication into the practice of dialogical communication between many audiences. The role of social media in human life is as a tool for dialogue or interaction between humans using the internet and technology, for example to exchange information, exchange ideas and so on.

Broadly speaking, the mass media do not work in a social vacuum, but have access to a very complex network of social relations, and compete with sources of ideas, knowledge, and power. As in the two-stage communication model, it explains the process of influencing the dissemination of information through mass media to the public. This model explains that the dissemination and influence of information conveyed through the mass media to the audience does not occur directly (one stage), but through intermediaries such as opinion leaders. Thus the process of influencing the dissemination of information through mass media occurs in two stages, first, information flows from the mass media to opinion leaders. Second, opinion leaders pass on the information (opinions) to a number of people who become their followers (Ritonga, 2018).

The assumptions underlying this two-stage communication model are (1) Community members basically do not live in isolation, but actively interact with each other, and become members of one or several social groups (2) Responses and reactions to media messages The mass media does not occur directly and immediately, but through intermediaries, namely social relations. (3) Opinion leaders are generally a group of people who actively use mass media and act as sources and references of influential information. Basically, the pattern of information dissemination does not always run in two stages, but can also only be in one stage, or even more, depending on the individual conditions of the audience, this model is then referred to as multi-stage communication. Mass media messages do not all reach the audience directly, most of them take place gradually. The first stage is from the mass media to certain people among opinion leaders who act as message filters and from here media messages are passed on to other members of the audience as a second stage so that media messages finally reach all levels of society (Setiawati , 2008).

However, in its development the function of the media has also changed along with the demands of society, especially the competition factor between the mass media itself. Because every media certainly has a target to get more attention from the public, they often ignore the limits of norms and ethics that apply in public just to get sympathy and support from the audience. If everything has gone too far and has not been heeded by the authorities, then what is born is artificial information without including elements of education and responsibility to the general public. And when talking about the dissemination of information carried out by the mass media to the general public, then there is a theory that is closely related to this, namely the theory of information diffusion, where if interpreted briefly, information diffusion has an understanding of how quickly news or information moves and passes through channels. Where to reach society, diffusion is described as a process that allows "a deed of news to seep into the stream of people's lives to spread through that stream of life, color it, change its style, and affect almost everyone in it.

3.2 Formation of Popular Culture in the Packaging of Mass Communication Media

If we observe carefully, that mass communication media, both printed and electronic, are actually able to change a culture that exists within the scope of society from traditional to new culture or better known as modern culture. However, the question here is how far the role of mass communication can change the culture that has long been embedded in society and why this can happen. Culture is essentially the result of human thought, which is illustrated through the expression of the soul and manifested in ways of life, thought patterns, associations, literary arts, religion, entertainment, all of which are connected and related to each other, especially in meeting the needs of human life. As a guide for a group of people to act and behave, culture is embodied, studied and applied, one of which is through communication media. For example, when the process of parents caring for and raising their children transmits culture through interpersonal communication, then, the more complex the state of a society, the more complex the communication behavior that is carried out (Tambunan, 2018).

Communication as a social interaction behavior becomes a tool for culture to maintain itself and ensure this through social inheritance. However, communication is also a medium for the inheritance of a counter-culture or counter-culture that is secretly rooted and growing as an alternative to the high-culture of a society. High culture is one aspect of the culture of a society whose existence comes from the basic values of that culture, high culture is the embodiment of aspirations, basic morals, people's appreciation of life and tends to require special abilities to apply them (Tanudjaja, 2007).

When discussing culture and culture, what is imagined is a series of totalities that includes all human behavior and activities. In other words, culture and culture are both products and processes of cultivating itself. Culture is also often seen as an overall complexity that includes beliefs, morals, laws and other capabilities including habits acquired from members of the community, then this concept is transmitted socially and is justified for external cultural interventions that enter due to the advancement of increasingly sophisticated information technology. Entering the dominance and hegemony of the mass media which is increasingly out of control as we have seen in this digital era, many people speculate and question the extent to which foreign cultures are able to change a local cultural order that has been embedded since time immemorial. Basically the concept of culture, although it seems complicated because it involves the values believed by a certain group of people, but culture still moves dynamically towards shifts and changes. This view is caused by the increasingly open society in this interactive era, almost no nation in the world has never interacted with foreign cultures (Triartanto & Suriyanto, 2019).

If we look further, basically every human being must experience a change, be it social change or cultural change, the process is essentially a normal phenomenon and must occur in a scope of human life. Changes here can be rooted in aspects of values, norms. social order, patterns of organizational behavior, structure of social institutions, power and authority, social interaction and so on. Its influence can spread quickly to other parts of the world thanks to modern communication used in the dissemination or delivery of information, either to an individual or a group.

Mass communication media is one of the biggest factors present in influencing social and cultural changes in society. Mass communication is communication that uses mass media, whether printed or electronic managed by an institution or institutionalized person, which is addressed to a large number of people who are spread in many places and have certain goals and effects on society. In general, mass media is defined as an intermediary or delivery of messages from the sender to the general public or public, through mass

media also various kinds of information are easily obtained and also disseminated (Valdiani, 2018).

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 relating 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 change includes changes in the cultural aspects of society. Social changes include differences in changes in age, birth rates and a decrease in the sense of kinship between communities as a result of urbanization and modernization. Cultural change covers many aspects of life such as art, science, technology, way of life and philosophy.

Community change in principle is a continuous process, meaning that every society will in fact experience changes, but changes between one society and another are not always the same. Social change basically cannot be explained by and sticks to a single factor, because society is dynamic 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 seen from one side only. rather, almost all social problems and environmental problems that occur cannot be separated from social change or are related to issues of social change (Wahyuningsih, 2014).

Factors that encourage social change can be divided into three, namely social factors, psychological factors and cultural factors. Social factors are driven by 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 individuals are creative and innovative, they automatically have an impact on changes in society. Cultural or cultural factors are related to the habits of the local community. The wider and open society's acceptance of culture or culture, it will affect social changes in people's lives.

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

The era of mass media development has made 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 mass media in an important position in national development. In line with the rapid development of information technology, communication methods also experience rapid development. However, all of them have the same accentuation, namely the communicator conveys messages, ideas, and ideas to other parties (communicants). Mass media has attracted a lot of social energy from clothing, taste, to the use of language. Through mass media, elements of foreign culture seem to be a menu that fuses and forms the character of culture in Indonesia, which spreads from big cities to small towns in Indonesia (Yoga, 2019).

Communication information technology through mass media is growing and allows information to spread easily in society. Information in any form can be disseminated easily and quickly so that it affects the perspective, lifestyle, and culture of a nation. The information provided by the media will directly affect changes in people's mindsets and behavior in translating social systems in society. This happens because the media is the institution that pioneers change in the dissemination of information. Misinformation can lead to bad social changes in society and vice versa. Therefore, the mass media has a very

large role in the socio-cultural changes that occur in society, both positively and negatively.

Media is a tool or means used to convey messages from communicators to the general public. The term "mass" refers to a formless collectivity, whose components are difficult to distinguish from one another. Mass media is a tool used in delivering messages from source to recipient either through print media such as newspapers, magazines, bulletins, tabloids and electronic media (film, radio and television). On the other hand, changes in the media every era have become more essential for 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. the wider community (Zuhri et al., 2020).

The existence or existence of mass media in the midst of society has an important role. This is evidenced or manifested through writings or news originating from journalists, reporters, editors, observers, writers and other writers. The works in print and electronic media highlight various problems that adorn page after page of newspapers, magazines or tabloids in each edition or broadcast on radio and television to convey information to the public. The characteristics of the mass media include (1) It is institutionalized, meaning that the party managing the media consists of many people, starting from collecting, managing to presenting information (2) It is one-way, meaning that the communication carried out is less likely to allow dialogue between the sender and the sender. and the recipient of the message (3) 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 (4) Using technical or mechanical equipment, such as radio, television, film and the like and (5) Open nature, meaning that the message can be received by anyone and anywhere regardless of age, gender, and ethnicity (Muhaimin, 2009).

The role of mass media in social life, especially in modern society, has played a very important relationship, as for the six perspectives in assessing the role of the media when viewed from its function, including, the media is seen as a window that allows audiences to see what is happening out there, or the media is a means of learning to find out various events, then the media is also often regarded as a mirror of various events that exist in the surrounding community and the outside world, which reflect what they are, therefore media managers often feel innocent, if the media content is full of violence, conflict, pornography and various other vices, because according to them that is the fact, the media is only a reflection of the facts, regardless of whether they like it or not. In fact, the angle, direction and framing of the content that is considered a mirror of reality is decided by media professionals, and the audience is not completely free to know what they want. And the last one sees the mass media as a forum for presenting various information and ideas to the public, thus enabling responses and feedback.

IV. Conclusion

Basically the mass media have a very important role in various aspects of life, both positive and negative impacts, although they are often viewed differently, no one denies their significant relationship in the various changes that occur in society. The mass media has a role in the occurrence of social change in four important aspects including, social change, changes in people's mindsets, changes in people's attitudes and cultural changes. Seeing the effectiveness and role of the mass media is so great as one of the important components for the formation of people's personality, as well as the behavior and

experience of public awareness. Therefore, many community groups are trying to make the mass media as a means of propaganda ideas, ideals, values and norms that they want to create. In addition, the mass media can also change the lifestyle or local culture by influencing the way of thinking of a particular group or community to like or follow something new or foreign to them.

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