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INTERNATIONAL JOURNAL OF ADVANCED RESEARCH (IJAR)

Article DOI: 10.21474/IJAR01/15311

DOI URL: <http://dx.doi.org/10.21474/IJAR01/15311>



RESEARCH ARTICLE

THE ROLE OF MEDIA ON SOCIO CULTURAL CHANGE

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Manuscript Info

Manuscript History

Received: 28 June 2022

Final Accepted: 31 July 2022

Published: August 2022

Key words:-

Role, Media, Social Change, Cultural Change

Abstract

Socio-cultural change is a change that occurs in various social elements and cultural elements in people's lives, for example structures, institutions, and the role of community components, while cultural elements such as science, technology, belief, livelihoods, kinship systems and live equipment system. Basically the socio-cultural changes that occur in society are certainly greatly influenced by technological advances as well as problems that can trigger socio-cultural changes that occur due to technological developments. The media have helped bridge the gap between macrosocial and microsocial, as well as between macro and microculture, with the use of technology. Because with the mass media, norms, habits, and attitudes are slowly eroded and increasingly forgotten by the public for the sake of new habits, which make the socio-cultural changes of the community very real.

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Introduction:-

Social and cultural changes in Indonesia are interrelated, social change can be caused by cultural changes. Cultural changes can be caused by social changes in society. Thus, socio-cultural change includes various factors, including mentality and behavior patterns. People also notice changes in their way of thinking, such as the ability to accept things objectively and use only logic-based thinking. Social elements are related to the elements that make up society, such as structures, institutions, and the role of community components. Meanwhile, cultural elements such as science, technology, belief, livelihood, kinship system, and life equipment system. Social and cultural changes can also occur when the social and cultural norms of a society shift. This indicates that society is dynamic. Society always experiences changes, whether it is changes that lead to progress or changes that lead to setbacks.

The social phenomenon that social change and cultural change are interrelated so that they cannot be distinguished from one another. Culture will change as a result of changes in society, and vice versa. Although interrelated, social and cultural development can be distinguished from one another. Cultural change is a change in the collective culture of a community, while social change is a change in social structure and interaction, such as changes in the distribution of general groupings, types of education, and population birth rates. (HadiWiyono et al, , 2019:05-05). When discussing social change, it cannot be separated from technological developments because technology affects the process of social change. Without including technology, our discussion of social change is actually inadequate. Although technology is usually always a sign of modernity, if someone doesn't interact with technology, it doesn't feel right to brand him as a modern person. (NanangMartono, 2012:203). Information can spread easily in society thanks to the expansion of communication and information technology through the media. Any kind of information

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can spread quickly and easily, influencing the views, way of life, and culture of a nation. Media information will have a direct impact on how people think and act, which will change the social system in society. This happens as a result of the role of the media as agents of change in the process of disseminating information, both for the community and for individuals, misinformation can lead to unwanted social changes. As a result, the mass media plays a significant influence on socio-cultural development, both positively and negatively influencing what happens in society.³ (Yuliza, 1998). Thus, what will be discussed is the role of the media in socio-cultural changes in society.

Literature Review:-

Rolek.

According to Narwoko (2004:158) Someone who has exercised his rights and obligations in accordance with his position, then that person has carried out a role (Narwoko and Bagong, 2004). According to Horton and Hunt (1999:143) the role is the behavior expected by someone who occupies a certain status, even in a single status people are faced with a group of roles called a set of roles. various kinds of roles that allow the emergence of stress or satisfaction and achievement. (Horton, Paul B and Chester L. Hunt, 1999). According to Horton and Hunt (1999: 118), the role includes two aspects, namely: a). We must learn to carry out obligations and claim the rights of a role, b). We must have attitudes, feelings, and expectations that are appropriate for the role. From these two aspects, they both give important values that must be done by a person, in order to live a balanced and good life. The most important role begins in early childhood when a person begins to form attitudes towards roles and status. According to Ely Chinoy (Soekanto, 2015: 213), the importance of the role is because it regulates one's behavior. The role causes a person to have limits in his life. A person will adjust to the role in question to him. In society, the role is regulated by the norms that apply in society. (Soekanto, Soerjono, 2004)

Mass Media

Media is the plural form of the word medium, media comes from Latin. Media literally translates to "intermediary,". There are several types of intermediaries between the source and recipient of the message, such as film, television, print media, computers, and other goods. (Dian Indriana, 2011:13). The ability of the media as a tool to help the needs and activities make it easier for anyone who uses it. More specifically, graphic, photographic, or electronic tools for recording, processing, and rearranging visual or verbal information tend to be described as media in the teaching process (AzharRasyad, 2011: 3). Media freedom and technological support can present two conditions, namely, on the one hand, easier access to information for the public will increase public awareness to participate in government administration, which will ultimately create democratic conditions. not accompanied by responsibility, will lead to undirected behavior. On a larger scale, technology supports the connectivity process. Globalization is a phenomenon of economic, political, social and cultural growth.

Culture

The fact that changes in the media always coincide with the development of society should not be ignored, because all these factors society has to deal with the exploitation of the media alone. Of course, a number of oft-cited arguments suggest that media evolution reflects the evolution of society, or, in other words, that society influences media evolution in a certain way, and media content reflects consumer preferences and goals, (DediKusumaHabibi, 2018). Various forms of communication media, namely: 1). Based on its function: a). Production Function A useful communication tool to produce information is the production function, for example a word processing machine, b). Reproduction function Reproduction is the process of reproducing information through communication media, such as cassettes, audio, recorders, and video cassettes, c). Information Submission Function. Communication media that functions to convey information is the media used to disseminate and convey messages to the communicators who are the target, such as telephone, fax, and others, 2). Based on the form: a). Print Media Newspapers, brochures, bulletins, and other printed materials that can be used to convey messages are all considered print media. b). Visual media or viewing media Receiving communication through visual media, such as television, pictures, etc., involves using the visual senses to understand the message, c). Audio Media Receiving communication using audio devices, such as radios, tape recorders, and others, involving the use of the sense of hearing, d). Audio Visual Media To access the communicated information, the senses of sight and hearing must also be involved, such as television and film, which are examples of audio visual media, 3). Based on the reach of information dissemination, namely: a) External Communication Media Is a communication channel to form connections and share information with others. Frequently used external communication channels include: Print media, Radio, Television, Telephone, Smartphone, Mail, Internet,. b) Internal Communication Media. Internal communication media are all non-commercial and generally non-commercial means of disseminating and receiving information among the internal public. Information is sent and received by members of the internal public. The media used internally consist of: Use the telephone,

letters, bulletin boards, home diaries (monthly magazines), printed materials. (Media for meetings and discussions in the form of communication materials and printed publications). (Gary B, S., Thomas J, C., 2007; 68)

Social Change

Change is a transformation from the current state to the expected state in the future for the better, although the change does not always have a positive effect. Or, change is a transformation from a current state to a state that is expected in the future for the better. Change doesn't just happen overnight, but requires careful planning to ensure that the outcome is what was anticipated and doesn't even make things worse. According to Hussey in Sriyana: Advances in technology that continue to accelerate, increase and globalize competition, increasing customer expectations, shifting national demographics, and business privatization are the forces behind the change.⁸ (Sriyana, 2001; 2). A social system changes when there is a social change. More specifically, because there are variations in the state of a given system over time, social change must have a clear direction and purpose. Only someone who has conducted research on the way of life in a society at one point in time, which is then contrasted with the situation at another point in time, can determine the impact of social change. Social transformation can be forward or backward, depending on the situation (regression). People's lives are affected by social changes both positively and negatively. Changes that occur can represent progress or setbacks. Usually, social values, norms, patterns, behavior, social organization, institutions, social stratification, power, responsibility, leadership, and other aspects of society change. Whether a society is mature or emerging, social and cultural development is always closely linked to economic expansion. Scholars often encounter some ambiguity about the breadth, limits of understanding, and the main characteristics of this highly complex social development when studying it. The definition of social transformation itself is the most crucial thing to know and understand in order to prevent these problems from occurring (Sriyana, 2001:39-40). Forms of social change such as: 1). The forms of social change based on the process are: a). Planned change Organized transformation is a planned transformation. This adjustment was made as a response to parties who declared themselves as agents of change. To bring about social change in society, change agents plan ahead, b). Unplanned changes. There was an unplanned change. Society could be negatively affected by these developments. Planned adjustments are sometimes accompanied by unexpected changes. 2). Unforeseen changes may be: the introduction of the internet, which was supposed to make the delivery of information easier overall but is still being misused by certain individuals for bad purposes, because of this, these unplanned changes, some call natural changes, or there are also call it a sudden change. 3). Social change over time: Rapid change (revolution) A revolution is a rapid and substantial change that occurs in a short period of time. Since this transformation undoubtedly includes issues relating to social institutions that are challenging to change, it is known as change that rapid and fundamental, evolutionary change is long-lasting and often unplanned. 4). Social change based on its impact; a). Minor changes. Minor social changes are limited changes. These modifications have little or no effect on social change in society as a whole. Examples of minor adjustments include phone models. New, more comprehensive functions are always added to the updated phone models, and they are obviously very different from the first time they are used. b). Major changes. Major changes have a significant impact on the social structure that exists in today's society. Communities are directly affected by these developments. 5). Social change based on the method or method, namely: a) Violent change is a social transformation carried out using physical and psychological violence with the intention of bringing about the desired changes. Violence is often used to make changes to speed up the desired transformation process. b) Peaceful shift of power Nonviolent change is when the desired change is achieved through a friendly approach, such as solicitation and sympathy, 5). Change based on the nature of the change. 6). Change for improvement purposes A process change, also known as a non-fundamental change, is a change that is ideal for addressing a particular problem. Among other things, these changes were made for the purpose of improvement. In other words, modification only intensifies the existing one. The change in selection procedures for hiring future federal workers is an illustration of a shift in the process. The previous system of selecting candidates for civil servants had weaknesses, which were overcome by a new approach to electing future civil servants, 7). Social change based on the side of progress and its direction, namely: a). Change progress (forward) Progress is caused by change. Changes in progress usually reflect the expectations or desires of society. Progress in social transformation, for example, involves gender. Men and women have the same rights and obligations. b). Regressive change (backward) A change is seen as a setback if it proves to be unfavorable to society. Regressive social change is a change that is seen as a setback for society. Wars, natural disasters, and other events can have a negative impact on society. (AgusSuryono, 2000; 31-35).

Method:-

The type of research used is qualitative in nature which aims to describe information about the current state of the importance of media in socio-cultural communication. gradually, then strengthen it with a scientific theory so that

the meaning is gradual and strong. Primary data sources are data obtained directly in the field, how to collect by conducting observations, documentation and interview results. In this study, the data collection methods carried out by researchers include: interviews, observation, documentation. data processing and analysis methods in qualitative research, carried out during data collection, and after data collection is complete. to process the data used data reduction methods, data presentation, draw conclusions

Discussion:-

The Role of Media and Cultural Change

Society cannot be understood as a permanent state, but as a process that takes place at a certain time. Change is a process that will always exist in society and can always occur. Changes in one subsystem will have an impact on other subsystems as well as the whole system, that is, it is not impossible that changes at the individual level have an impact on community organizations or vice versa. It is not difficult to determine the economic state of political change, and vice versa. This can be seen from changes in the political landscape, perhaps to influence community organizations or vice versa. This can be seen from the political and economic situation that developed in the post-new order era, both of which worsened. Media and Cultural Change i.e. apart from beliefs, morality, laws, and other skills and habits that people take from society, culture is a complex system.

Cultural shift involves modifying systems of creativity, preferences, and intentions. Cultural change can include changes in beliefs, arts, science, morals, ideologies, values, attitudes and norms in society. These changes will greatly affect the condition of the social system of society. Therefore by being cultural changes, there will also be changes in the social system of the community, (HadiWiyono et al, 2019: 3). The factors that influence the occurrence of cultural change are: a). time factor. Cultural changes are certainly influenced by time, natural cultural changes are cultural changes that follow and are in accordance with the growth of individuals or social groups, as shown in the cultural shifts that occur during childhood, adolescence, and adulthood. There is a different culture for each era, b). Cultural contact factors in cultural change. The cultural transformation caused by cultural encounters is unnatural. Cultural interaction occurs when people imitate one another, or when they adopt external cultural components as a requirement for survival and advancement of civilization, c). The speed factor in cultural change. One of the fundamental ideas in cultural development is the rate of change. Every person and social group has seen some degree of cultural change, which cannot be ignored, d). Cultural acculturation. Direct and continuous interaction between groups of people with different cultures can lead to cultural acculturation, which changes the original culture of the two communities involved.

Cultural contact, which can take many forms, is one way to achieve cultural acculturation. 1) Cultural exchange can occur among all members of a community or even people from different communities in some cases. 2) Intercultural exchange can occur peacefully between two friendly groups of people or peacefully between groups, 3) Strong individuals are involved in cultural exchange both at the political and economic level. 4). Cultural assimilation. The process of learning about one another's cultures so that individuals and groups can form their own culture is called cultural assimilation. Because it is related to transformation, it is important to first find the cultural patterns among those who assimilate it before moving forward as a group with concrete cultural formulations and actions. Several factors, including the following, can affect how quickly or slowly the process of cultural integration takes place, namely: 1) There is a dispute between two people or groups. 2) Economic factors have the potential to accelerate or hinder the process of cultural assimilation. 3) When establishing initial cultural contact, there is a positive impression and a sense of sympathy. 4) The most important criterion for the implementation of cultural assimilation is the existence of mixed marriages.

Cultural innovation. If the following elements are present, individuals or communities will be motivated to carry out cultural reforms: 1) People are aware of the shortcomings of the cultural paradigm they have so far adhered to. 2) The caliber and knowledge of the people who promote the discovery of new cultures. 3) There is a system in society that introduces artistic excellence. 4) The community in question is experiencing a crisis of trust. Cultural diffusion. The process of transferring culture from one individual to another, within society, between communities, or between communities is known as cultural diffusion. Impersonation is the act of doing it. Since people or social groups basically identify new cultures, cultural copying is not always viewed negatively. Trial and error is a sign of judgment, indicating that if you try something, it may or may not work. If it turns out to be right, the culture will remain a part of their lives and will eventually replace the previous culture (Sutiah, 2018; 38-41).

The role of the media in cultural change.

Change has resulted from the development of the media. Significant changes in social and cultural life. History provides strong evidence that media and religion have evolved together. The media significantly influence how culture changes. Because news is usually reported from upstream to downstream, namely from developed countries to developing countries or from urban to rural areas. The flow of media coverage is more dominantly monopolized by developed countries or regions. Likewise, the duplication of programs and events in the mass media generally comes from developed countries. The form of broadcasts and programs that are broadcast from the results of external adoption and duplication will certainly be absorbed (bring) outside culture (foreign culture) so that by itself it will affect local culture. Mass media can cause various effects, including the emergence of behavior that deviates from cultural norms or societal norms. Today, most people believe that this is not going against the grain and just part of a broader trend. In addition, individuals have a tendency to think practically as a result of the rapid and accessible development of mass media. The use of mass media in disseminating information often results in changes and greatly affects the way people live. Both positive and negative effects are expected to result from the diversity of information offered. Media gradually but significantly influences how individuals perceive themselves and how they are supposed to interact with the outside world. Mass media can create changes in behavior patterns in the family, class, and community. Lifestyle modification is another way to change behavior patterns. changes in imitating or overly imitating people as a result of information obtained from the media. Usually, someone will imitate everything about their idol, including the way they dress, look, cut their hair, and talk. The younger generation is more affected by the above factors. The media describes what a human standard of living looks like, which indirectly encourages individuals to judge whether their environment is respectable or has upheld these norms. What they see, hear, and read in the media greatly affects the way they see their surroundings. Media messages and information can help society become better, give people a sense of self-worth and sufficiency, or vice versa, they can cause them to lose confidence or feel inferior to others. The mass media began to shape people's attitudes and behavior by gradually bringing people into new cultural patterns. But without realizing it, the mass media has contributed to the regulation of our daily schedule, consuming our time and resulting in various unexpected demands and aspirations. (Zulfkar, 2015). Humans can learn various kinds of lessons through the media. The mass media make it easier and faster to find news about domestic and international events. This is so that information can be disseminated effectively through the mainstream media. The role of the media in promoting social change are: 1). As a source of knowledge. In this situation, the media themselves can perform the role of disseminating information. Accurate and timely transfer of information is not possible without the media, 2). as an act of choice. In this situation, the mass media serves as a support, requiring a decision-making discussion group. In addition, it is believed that there will be changes in attitudes, beliefs, and social norms. This shows that the media have a role in disseminating information as a topic of conversation, conveying messages from local authorities, and describing the issues raised. 3). The media serves as a teacher. The media can increase public awareness in this situation, (Andries Kango, 2015). Although often viewed differently, no one argues that the mass media has a vital role in various aspects of life, both positive and negative. This is especially true for changes taking place in society. In three areas of societal change, the mass media play a role in its emergence, namely: Changes in people's attitudes, changes in people's mindsets, and cultural changes.

Conclusion:-

The ability of the media as a tool to help the needs and activities make it easier for anyone who uses it. Information can now be easily disseminated throughout society thanks to the growth of information communication technology through communication media. Any kind of information can spread quickly and easily, influencing the views, way of life, and culture of a nation. Society cannot be viewed as a static entity, but as a dynamic process. Changes in one subsystem will have an impact on other subsystems as well as the entire system. Changes that occur can represent progress or setbacks. Usually, social ideals, social norms, patterns, behaviors, and social organization are the changing aspects of society. Cultural change can include changes in beliefs, arts, science, morals, ideologies, values, attitudes and norms in society. These changes will greatly affect the condition of the social system of society. Therefore, with a change in culture, there will also be changes in the social system of the community.

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