



OPTIMIZING MASS MEDIA, ONLINE MEDIA, AND SOCIAL MEDIA IN THE ISLAND COMMUNITIES

Mas'amah*

Nusa Cendana University (Faculty of Social and Political Science, Nusa Cendana University, Kupang, Indonesia)

**Corresponding Email: mas'amah@staf.undana.ac.id*

ABSTRACT

Mass media continues to develop from time to time. In the early stages, the delivery of information to a wide audience used traditional media such as stones, bark, bones, leaves, and others. The later mass media was then rapidly evolved because it was driven by the discovery of paper by Tsai Lun in China. At this time newspapers or books were handwritten so that only certain circles could use the newspaper or book. Furthermore, after the invention of the printing press by Gutten Berg in Germany, newspapers or books could already be printed and began to be accessible to the public at large. The next development of mass media is marked by the emergence of magazines, radio, television, and the Internet. Through internet channels, mass media continues to grow, which gives rise to online media and social media. The various uses of mass media, online media, and social media are quite diverse, and island communities are surely not left out. Island communities have their uniqueness in using these media because they are influenced by cultural factors in the places where they live.

Keywords: (a) Mass Media, (b) Online Media, (c) Social Media, (d) Island Communities

1. INTRODUCTION

In this modern era, the technology is advancing at a rapid pace. The development of communication and information technology is no exception. The sophistication of this new technology makes it easier for each individual to communicate, get information, and even produce and disseminate information. The spreading of information is increasingly massive and reaches many people by using mass media. The expansion of mass media began with the existence of books, newspapers, magazines, radio, television, and the Internet.

The Internet is a medium that has many functions and is currently very popular throughout the world. The internet has many advantages, as it combines text, image, and video displays. The internet also offers other conveniences such as being easily accessible and having a wide range and the costs required are also cheaper. The emergence of the internet has led to the emergence of various new media that are loved by the public such as online media and social media.

Mass media, online media, and social media have various benefits depending on the media user. This variation in media use also occurs in island communities. Therefore, this article aims to discuss the use of mass media, online media, and social media in island communities.

Mas'amah

Cendana International Conference on Social and Political Science:

Global Knowledge Production from the Southern Region in Social Science 2024



2. RESEARCH METHODS

This article uses a literature study. According to Zed (2004), a Literature study is a method of collecting the necessary data by understanding and studying theories and concepts sourced from various literature that are related to the literature review conducted. There are four stages in the literature study, which are: preparing all the required equipment and tools, setting up a working bibliography, organizing time, and reading, understanding, and recording research materials. The data needed is collected by finding sources of information, and then in-depth analysis is carried out to answer the purpose of writing. Sources of information can be obtained through books, journals, news, and previous research.

Mass Media

Media in the context of communication is a tool, means, or medium used to transfer messages from source to receiver. This is different from the context when the message conveyed is aimed at a wide audience, large in number, geographically dispersed, and the audience is anonymous, so it usually uses mass media. Mass media itself can be defined as a tool medium or means used to convey messages from communicants to communicators (Cangara, 2018).

Mass media has its characteristics. According to Ardianto et al (2017), the characteristics of mass media are that the communicator is institutionalized, the message conveyed is general, the communicator is anonymous and heterogeneous, mass media creates uniformity, communication prioritizes content over the relationship, the communication is restrictive and the stimuli of the sensory organs are also limited and the feedback is delayed and indirect.

Mass media has an important function and role in society. According to Haris (2008), the functions of mass media are to: 1). Broadcasting information; in broadcasting information, the mass media must fulfill the basic criteria, namely actual, accurate, factual, interesting, important, true, complete, clear, honest, balanced, relevant useful and ethical. 2). Educating; mass media content contains knowledge so that audience insight increases. 3). Entertaining; media content can provide entertainment to its user audience. 4). Influence; mass media content can influence the audience or audience of its users. 5). Social control function; the mass media becomes a supervisor and provides correction, criticism, and admonition if some deviations or injustices occur in society or the state. Therefore, the media needs to be independent, and objective and maintain the same distance from all groups and organizations.

Messages conveyed by mass media to audiences go through a process. The process itself can be interpreted as an ongoing event, it is not known with certainty when it starts and when it finishes. The process in mass communication can be understood using the famous Lasswell formula, such as 5 W + 1 H, which consists of who is the communicator, the person who says the message in mass communication; what is said, through what channel, to whom, with what effect (Ardianto et al, 2017).

The components of mass communication are divided into seven by Ardianto et al (2017), including communicators, codes and content, gatekeepers, regulators, media, audiences, filters, and feedback. Meanwhile, the types of mass media are books, newspapers, magazines, broadcast



radio, television, movies, and the internet. Each of these mass media has different characteristics, as well as the audience.

Online Media

Online media is a new form of media based on multimedia telecommunications, which can be accessed using the internet. The internet has become very effective as a medium of information exchange compared to telephones, newspapers, or modems. Four characteristics make the Internet superior to other communication media, such as low cost of use, real-time, borderless, and providing public spaces that cannot be penetrated by the ruling authority (Jack, 2002).

Online media usually contains text, images photos, and sound. According to Romly and Syamsul (2012), online media consists of portals, websites, online radio, online TV, online press, and others. Thus, it can be concluded that online media is a press media that presents various kinds of journalistic works such as news, articles, and features online.

Online media in Indonesia emerged during many contexts, such as social, political, economic, and technological developments. Margiyanto & Syaefullah (2012) stated that online media in Indonesia was driven by Republika Online, tempointeraktif.com, Waspada Online, and Kompas Online. These media were initially only online versions of print media, which meant simply moving the print edition to the internet so that the content was not up to date quickly from time to time, there was no discussion forum and so on which is a characteristic of online media. At that time, the existing online media was more in the interest of the image of the media concerned than in business or political interests.

In 1998, the online media, detik.com, was launched. This media is the first news portal that sells content and real time outside the auspices of print media. Ainun (2015) mentioned that detik.com is an autonomous media and a pioneer in the rise of online media in Indonesia. These days, online media is increasingly populous in Indonesia because it is considered to have a good future. The current condition is that Indonesians are starting to leave print media and switch to online media for reasons they consider easier to access, cheaper, and others. This has also caused many print media to go out of business and no longer make the print version.

Social Media

Social media is used as a means of interaction between many people, spreading information and ideas using the internet network which aims to form a virtual community. According to Liliwery (2015), social media is a group of internet-based applications formed based on Web 2.0 ideology and technology that allows a mobile person to create and exchange content, or called user-generated content. Meanwhile, according to Nasrullah (2020), social media is a media platform that focuses on the existence of users who facilitate these users to do activities and collaborate. Social media is considered a tool that can be leveraged to strengthen relationships between users as well as a means of binding social relationships.

Social media itself can appear in many versions such as wikis, podcasts, internet forums, or discussion forums. Tools that are often used when using social media such as email and instant messaging. Social media content can be in the form of graphics, text, photos, and audio. Social



media that are widely accessed by people today include YouTube, Facebook, Twitter, Instagram, and Google.

Social media has its characteristics. According to Purnama (2011), social media has characteristics: 1). Reach; the reach of social media from a small scale to a global audience. 2). Accessibility; social media is more accessible to the public at an affordable cost. 3). Usability; social media is relatively easier to use because it does not require special skills and training. 4). Immediacy; social media can provoke a faster audience response. 5). Permanence; social media can replace comments instantly or easily carry out the editing process.

The characteristics of social media as stated above cause social media to be widely utilized by all levels of island society in Indonesia. In addition to having characteristics that make it easier for people to use social media, social media also has functions that can answer the needs of its users.

The functions of social media according to Liliwery (2015) are: 1). Identity; identity as a pillar of social media details how users reveal their identity during connections with other users. Information related to personal identity that appears on social media such as name, age, gender, occupation, and location. 2). Conversation; contains the activities of social media users communicating with other users. There are many social media designed to prepare interpersonal and group communication facilities. Through this conversation, many social media users make new friends, build self-image, find love, convey new ideas, or spark discussions related to issues or topics of concern to the wider community. 3). Sharing means that social media helps users to share messages, receive messages, and exchange messages. 4). Presence is the function of social media to make users aware of the presence of users both personally and as individuals from where they come from. Social media helps users so that they open access easily through cyberspace and agree to communicate directly. 5). Relationship, which shows the extent of the user's relationship with other users. Through this relationship, social media users have several forms of relationships that encourage social media users to communicate, socialize, meet, or just get to know new friends. 6). Reputation is a function of social media that relates to users being able to identify the social status of others, even including showing their own identity. This reputation can be interpreted differently, depending on the type of social media used. 7). Groups refer to social media can be used to form groups, communities, or even new societies. The groups typically involve more people who share the same interests.

The role of social media will differ depending on who is using social media and depending on the type of social media used. This is because when choosing or using social media, each person is driven by certain motives. Whereas the motives for using social media can be different.

Island Communities

Indonesia is the largest archipelago in the world hence it is often referred to as an archipelago. Indonesia's territory consists of oceans and has more than 13,000 large and small islands, while the length of the coastline is approximately 81,000 km. The location of the Indonesian archipelago is in the tropics with a cross position between two continents, Asia and Australia,



and two oceans, the Pacific and Indian. According to its geographical location, Indonesia is influenced by a seasonal climate.

The people of the Indonesian archipelago have their uniqueness. Society itself can be defined as a group of people who have independence, live together for a long time, and most of their activities are carried out together in the group. Society can also be defined as a group of people who have lived and worked together long enough so that they can organize and consider themselves as a social unit with clearly defined boundaries (Linton, 1956).

Furthermore, what is meant by islands is a transitional area between land and sea, which when viewed from the coastline, the coastal area has two kinds of boundaries, namely the boundary parallel to the coastline and the boundary perpendicular to the coastline.

Looking at the concept above, the island community can be defined as a group of independent people, who live together long enough, have lived in a coastal area, have the same culture, which is identical to the coastal nature, and carry out their activities in the group. The characteristics of island communities are: 1). Has a unique identity; 2). Limited population; 3). Know each other's personalities well; 4). Homogeneous; 5). Have limited life needs so that they do not depend on outside markets; 6). Hard character, assertive and open; 7). Accept change quickly, competitively, and prestige; 8). Have diversity in economic levels and behavior. Furthermore, according to Emil Durkheim, island communities have a shared collective consciousness, whereas island communities are traditional societies characterized by mechanical solidarity.

3. RESEARCH RESULTS & DISCUSSION

Social Media, Online Media, and Mass Media Use among the Archipelago Community

The evolution of communication technology makes it easier for humans to fulfill their deity. Several human needs can be fulfilled by using the mass media. In terms of using mass media, a person is driven by various motives. The motives for using mass media according to McQuail (2011) are (1). To get information, mass media is used to obtain information on events and circumstances related to the immediate environment, wider society, and also the world, seek guidance related to practical problems, opinions, and matters related to making choices, satisfying curiosity and general interest, learning, self-education; (2). To strengthen personal identity where by using (3). To get entertainment where by using mass media a person can escape or separate themselves from the problems they face, relax, get mental and aesthetic pleasure, and fill their leisure time.

Observing the motives for using the media by the community as previously described, the media must be responsible for its content. According to Nurudin (2020), mass media need to have gatekeepers (information filters) such as several individuals or groups in charge of conveying or sending information from individuals to other people through conventional mass media and online media. With this gatekeeper, the information received by the audience has been processed and adjusted to the vision and mission of the media concerned. It is often adjusted to



the interests of investors or government officials who often intervene in media content. Therefore, people must have media literacy skills.

Concerning social media, most of which do not have information filters, social media users are expected to have digital media literacy skills, to filter the information obtained before being widely spread. This digital media literacy skill needs to be possessed by social media users as well to avoid various unwanted things, such as legal cases and others.

Mass media, online media, and social media play a significant role in island communities. The media is used by island communities to expand their horizons of thought. Even people who are not properly media aware will be impressed when they interact with the media for the first time. This is because through the media one can see and know various things that are not yet known, either related to places, locations, events, or people they have never met. For people in developing countries, mass media is also used to get a new view of things. Even the mass media may serve as a bridge to a more modern direction.

In island communities, mass media are also used as sources of important information such as government programs, information about the price of nine basic needs (sembako), information related to crime and disaster, and anything attractive that is presented by the media. On the other hand, the proliferation of mass media has caused people to abandon their daily routines. For example, people no longer chat with residents during their free time. They prefer to attach themselves to the mass media that encompasses them.

Island communities also find inspiration from the media. Through content in today's media, people can follow the latest fashion trends, the latest hairstyles, modern ways of learning, and many more inspirations that can be acquired from the use of media. Nevertheless, the media also sometimes contains content that contains elements of violence, crime, and entertainment content that is less educational, so media literacy is needed for the users of the media. It is also essential to assist under-aged children in access to the media.

4. CONCLUSION

Mass media, online media, and social media play a very important role in island communities. Through these various media platforms, people enjoy a variety of information, education, and even entertainment. Island communities take advantage of the media to expand their knowledge, gather information, and also to gain positive inspiration. Realizing that media content sometimes includes information that contains elements of violence, crime, fake news, and also less educational entertainment content, it is a must to have an adequate media literacy skill in island communities to avoid any unexpected things, such as becoming entangled in legal affairs.



REFERENCES

- Ardianto, E., et al. (2017). *Komunikasi Massa: Suatu Pengantar* (Edisi Revisi). Bandung: Simbiosis Rekatama Media.
- Romli, A. S. M. (2012). *Jurnalistik Online: Panduan Praktis Mengelola Media Online*. Bandung: Nuansa Cendekia.
- Sumadiria, A. H. (2008). *Jurnalistik Indonesia: Menulis Berita dan Feature*. Bandung: PT. Remaja Rosdakarya.
- Cangara, H. (2018). *Pengantar Ilmu Komunikasi*. Depok: PT. Raja Grafindo Persada.
- Nasrullah, R. (2020). *Media Sosial*. Bandung: Simbiosis Rekatama Media.
- Van der Lijn, J., et al. (2014). Peacekeeping operations in changing world. *Netherland Institute of International Studies*, p. 6.
- Levy, J. S. (2002). Qualitative methods in international relations. In F. P. Harvey & M. Brecher (Eds.), *Evaluating Methodology in International Studies* (pp. 131–160). Ann Arbor: The University of Michigan. Available at web.unair.ac.id.
- Liliweri, A. (2015). *Dasar-dasar Komunikasi Antarbudaya*. Yogyakarta: Pustaka Pelajar.
- Linton, R. (1956). *The Study of Man: An Introduction*. New York: Appleton Century Crofts.
- Margianto, J. H., & Syaefullah, A. (2012). *Media Online: Antara Pembaca, Laba, dan Etika*. Jakarta: Aliansi Jurnalis Independen (AJI) Indonesia.
- McQuail, D. (2011). *Teori Komunikasi Massa*. Jakarta: Salemba Humanika.
- Purnama, H. (2011). Media sosial di era pemasaran 3.0. In *Corporate and Marketing Communication* (pp. 107–124). Jakarta: Pusat Studi Komunikasi dan Bisnis, Program Pasca Sarjana Universitas Mercu Buana.
- Zed, M. (2004). *Metode Penelitian Kepustakaan*. Jakarta: Yayasan Pustaka Obor Media.