

CHAPTER I INTRODUCTION

1.1 Background of Research

Mass media, modes (or, less commonly, a single mode) of mass communication whereby data, supposition, advancement, purposeful publicity, publicizing, craftsmanship, excitement, and other shapes of expression are passed on to an awfully large group of onlookers. In this, the foremost common sense of the term, mass media have included print, radio, tv, film, video, sound recording, and the Web in specific, the World Wide Web and Internet-based social media. The term mass media is additionally utilized to allude collectively to sorts of open or private organizations that deliver or spread specific shapes of expression through such modes, counting daily papers and wire administrations, periodicals, book distributors, libraries, radio and tv systems, motion picture studios, and record companies. Brian Duignan (2024).

Eminently, since the late 20th century the Web as a mode of mass communication has come to supply elective stages for mass media organizations that were once limited to earlier-established technologies. It is presently common, for illustration, for daily papers, periodicals, and books to be distributed on the internet or through Web-based applications (without a question, a few distributing companies have surrendered the print medium altogether) and for melodic recordings, tv programs, and movies to be open on person websites or through committed gushing administrations.

Mass media is the bunch of for the foremost portion private organizations that distribute or broadcast

news and news commentary for a nationwide group of onlookers. Mass media in that sense have regularly been criticized, collectively and exclusively, for affirmed generous or traditionalist inclination in their specifying on crucial political, financial, and social issues. Brian Duignan (2024).

Mass media is one of the tools in the mass communication process, because mass media is able to reach a wider and relatively larger audience, heterogeneous, anonymous, its messages are abstract and scattered. The mass media itself in the study of mass communication is often understood as instruments that are organized to communicate openly and in situations that are remote to a wide audience in a relatively short time.

Saragih in Marzuki (2020) states that mass media is a tool used in conveying the message from the source to the audience by using mechanical means of communication, such as newspapers, radio, television and etc. In this case, here the mass media is print media or newspapers. Mass media is a means of transmitting information, such as newspapers, magazines, books, films, radio and television, or a combination of shapes of media forms.

According to Cangara (2002: 134), mass media is a tool used in the delivery of a message from the source to the audience (receiver) using a mechanical of communication such as newspapers, radio, film and television.

(Saragih, 2018) Mass media was originally known as the term press which comes from the Dutch language, which in English means press. Press literally means print, and literally means broadcast broadcasting in print or print publication (printpublications). In its development the press has two definitions, namely the press in a narrow sense and the press in a broad sense. Press in a broad sense includes all publications, including electronic mass media, broadcast radio and

broadcast television, while the press in a narrow sense is limited to printed mass media, namely newspapers, magazines and news agency bulletin.

The media has a very important role in daily life. Media has an important role in information about current events and whatever is happening in the world. Concurring to Arsyad (2002), media are all shapes of mediums utilized by people to communicate or spread thoughts, or conclusions so that the thoughts, or conclusions communicated reach the aiming beneficiary. Through the media Well-connected societies share many diverse threads and freely use different types of media to exchange news, create and promote associations, and make history.

M. Yoserizal Saragih (2020) The term "mass media", which stands for "mass communication media", is used to denote the application of a technical device (media) that transmits or constitutes a medium for mass communication. From that point of view, we can say that mass media consists of:

1. Printed or printed media, namely newspapers, magazines, books, pamphlets, can even be expanded with billboards, and many other technical tools that can bring messages to many people.
2. Electronic media, namely broadcast radio or program in the sense of being auditive in nature; broadcast television or programs; a live film or picture in the sense that it is audiovisual, can be heard or seen.

the types of mass media consist of:

1. Traditional mass media is a mass media with authority and has a clear organization as mass media. Traditionally the mass media are classified as follows: newspapers, magazines, radio, television, films (big screen). In this type of media there are characteristics such as:

- Information from the environment is selected, translated, and distributed.
- The mass media mediates and sends the information through certain channels.
- The recipient of the message is not passive and is part of the community and selects the information they receive. The interaction between source and receiver is minimal

2. Modern mass media. Over time and the development of technology and socio-culture, other media have developed which are then grouped into mass media such as the internet and cellular phones. In this type of media there are characteristics such as:

- A source can transmit its message to multiple recipients (via SMS or the Internet for example).
- Message content is not only provided by institutions or organizations but also by individuals.
- There is no intermediary, the interaction occurs between individuals.
- Communication flows (takes place) inward.
- The recipient determines the interaction time.

The mass media has encouraged a number of functions that were previously performed by other social institutions. Some of the functions of the mass media include:

1. Information Functions The media has become a tool to find information for the public. From local, national and international news media can be accepted.
2. Agenda Function Through the media, the human work agenda is determined. What people will do today are influenced by the media. Many people have the habit

of "eating breakfast" by reading the newspaper or watching news on TV. Children choose to read comics based on films shown on TV.

3. People Liaison Function It is undeniable that media has a function to connect humans to one another. Not only in terms of news, but also other information contained in newspapers will contain people in other areas.

4. Educational Function The mass media more or less give messages about education. For example, how to maintain health, how to use suffrage, and so on.

5. Coax Function After all, the media also has the power to persuade or seduce listeners, viewers or readers. The function of persuading is very thick when we see the advertising broadcasts in the mass media.

6. Entertaining function This function is very thick in broadcast media, with many soap operas, music, comedy, and sports programs.

The mass media is basically just a tool or means of mass communication. Thus the mass media is tasked with delivering messages in mass communication. The message that is delivered must have certain elements in order to be well received by the masses. These elements are:

1. New This differentiates mass media from other social media, for example scientific forums, political meetings or religious lectures. The message conveyed is a new message. Media that contain new information will be more attractive to the masses than media that carry old information. The mass media which contains today's news will be chosen by the masses over yesterday's news. The mass media that plays the latest film will be watched more by the masses than the mass media that plays the film (with the same quality as the latest film) produced last year.

2. Interesting The mass media will contain messages or information that the public considers interesting. The meaning of interesting here has a broad meaning.

Attractive can be in the physical sense, beautiful, nice, or beautiful. Interesting can also be in the sense that in the message there are aspects that attract the public, including conflicts, violence, human interest, sex, and so on. Negative information is more attractive than positive messages.

3. Important Apart from new and interesting factors, the mass media also cannot leave the substance of the message element, namely the "important" factor. The mass media will publish message content that is considered important to the public, for example political policy issues that have a wide impact on society, natural disasters that concern the safety of many people, economies that concern the fate of the people, and so on.

The media plays a crucial role in our daily lives by providing us with essential information and shaping our understanding of current events. Arsyad (2002) defines media as all forms of communication used to convey ideas or opinions to their intended audience. In today's interconnected world, diverse societies rely on various media platforms to exchange news, foster connections, and shape historical narratives.

Mass media has become one of the significant things in the modern era. All kinds of mass media communications, whether written, broadcast, or verbal, reach a larger audience, resulting in a huge impact. According to Nurudin (2014), the mass media performs a function to influence people's attitudes and behavior. Media has functions and can be used in various fields, such as education, politics, culture, media fields, journalism, and others.`

The significance of mass media in the modern era cannot be overstated. Various forms of mass communication, including written, broadcast, and verbal, have a profound impact on a wide audience. Nurudin (2014) highlights the role of mass media in shaping attitudes and behaviors. It serves multiple functions and finds applications in diverse fields such as education, politics, culture, journalism, and more.