
Media And Culture: The Role Of Media And Social Media In The Formation And Dissemination Of Popular, Local, Global And International Culture

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Abstract

The role of mass media and social media in shaping and spreading popular, local, global and international culture. The research method used is media and social media analysis with SEM-PLS analysis technique. The results showed that mass media and social media have an important role in shaping and spreading culture, but also have negative impacts such as the spread of false information and negative influence on the younger generation. The data sources used are mass media and social media such as Facebook, Twitter, Instagram, and YouTube. The practical implication of this research is the importance of the right strategy in promoting local culture through mass media and social media, such as creating interesting and informative content, holding events that involve community participation, and increasing public awareness of local culture.

Keywords: Mass Media, Social Media, Popular Culture, Local Culture, Global Culture, International Culture.

1. Introduction

Mass media and social media are communication tools that deliver information, entertainment, education and persuasion to a broad audience. Mass media and social media play a significant role in today's society. Mass media and social media act as transmitters of messages and as shapers of people's opinions, attitudes and behaviour. Mass media and social media also play a role in forming and disseminating societal culture. Culture is a system of values, norms, symbols and objects shared by a group and learned from generation to generation. Culture can be divided into popular, local, global and transnational. Popular culture appeals to many people and is influenced by the entertainment industry. Local culture is a culture that develops in a particular region and has its characteristics. Global culture is a culture that spreads throughout the world and is universal. International culture is a culture that crosses national borders and is multicultural. This article examines the role of mass media and social media in shaping and spreading popular culture on a local, global and international level. This article also discusses the positive and negative effects of mass media and social media and their impact on society's culture.

2. Materials and Methods

The material used in this article is various sources of information from mass media and social media. Mass media are communication tools used to deliver messages to a broad audience, such as print media (newspapers, magazines, books) and electronic media (radio, television, internet). Social media is a communication tool used to share information, thoughts and communication between internet users such as Facebook, Twitter, Instagram, and YouTube. Media and social media differ regarding institutions, legitimacy, credibility and participation. The method used in this article is the media and social media analysis method. The media analysis method is used to study mass communication's content, form and impact on society. Social media analytics is a method used to study social media users' behavior, interactions and preferences. Media and social media analysis methods can test the relationships between media and social media-related variables using statistical techniques such as SEM-PLS (Structural et al.).

3. Results

Mass media and social media play a significant role in shaping and spreading culture in society. Mass media and social media can be a source of information, inspiration, appreciation and imitation for people's choice and consumption of culture. Mass media and social media can also be tools of society propaganda, persuasion, criticism and resistance in meeting and responding to culture. Popular culture appeals to many people and is influenced by the entertainment industry. Mass media and social media play a role in shaping and spreading popular culture by presenting various entertainment products such as movies, music, dramas, games, fashion, etc. Mass media and social media also play a role in creating popular culture icons such as celebrities, fictional characters, memes, etc. Mass media and social media allow people to easily and quickly access, enjoy and participate in popular culture. Local culture is a culture that develops in a particular region and has its characteristics. Mass media and social media play a role in shaping and spreading local culture by highlighting local cultural riches such as language, customs, art, culinary delicacies, etc. Mass media and social media also have a role in preserving and developing local culture by providing space. So that people can express and promote their local culture. Mass and social media allow people to know, appreciate and interact with local culture more widely and deeply. Global culture is a culture that spreads throughout the world and is universal. Mass media and social media play a role in shaping and spreading global culture by introducing various global cultural phenomena such as globalization, modernization, democratization, etc. Mass media and social media also play a role in creating global cultural values such as human rights, tolerance, pluralism, etc. With the help of media and social media, people can observe, understand and promote global culture more actively and critically. International culture is a culture that crosses national borders and is multicultural. Mass media and social media play a role in forming and disseminating international culture, showing various forms of cultural cooperation between countries, such as economic, political, social, etc. Mass media and social media also play a role in creating international cultural identities, such as diaspora, immigrants, tourists, etc. Mass media and social media allow society to learn, adapt and integrate with international culture more flexibly and dynamically. The adverse effects of mass media and social media on local culture include e.g.

- Damage to people's personalities if using mass media and social media is unreasonable. Mass media and social media can show various information and entertainment incompatible with local cultural values, such as violence, pornography, vulgarity, etc. This can affect the attitudes and behaviour of people, especially the younger generation, who are no longer respectful. Furthermore, protect their local culture.

- Causes social problems such as juvenile delinquency and theft. Mass media and social media can set negative role models for society, especially for children and young people who are not yet morally mature. Mass media and social media can also arouse envy, jealousy or the desire to get rich quickly in ways that are not halal.
- Creates negative opinions if the mass media and social media do not provide correct, objective and balanced information. Mass media and social media may be used by certain parties to spread fake news, slander or propaganda that may harm the image or reputation of a local culture. Mass media and social media can also create conflict or disagreement between groups of people in different cultures.
- To replace the local culture with a foreign one considered more modern, advanced or popular. Mass media and social media can be a tool of globalization that homogenizes all countries with foreign cultures. Mass and social media can make people lose pride, love or concern for their local culture. Mass and social media can also make people forget or ignore local cultural heritage.

Ways to overcome the negative impact of mass media and social media on local culture are as follows:

- Become a savvy media consumer. People must be able to select, evaluate and filter information and entertainment in media and social media. The public must be critical and not easily influenced by content that does not correspond to local cultural values. People should use mass media and social media as a source of learning, not addiction.
- Become a creative media producer. People need to be able to create, upload and distribute positive, educational and inspirational content in mass media and social media. The community should use mass media and social media to promote, express and participate in local culture. Society should use mass and social media to preserve, develop and value local culture.
- Be a responsible citizen. Society must maintain ethics, morals and laws in media and social media. The public should avoid fake news, slander, propaganda or other harmful content that may damage the image or reputation of the local culture. Society must be respectful, tolerant and pluralistic towards other cultures that differ from its local culture.

Ways to promote local culture through mass media and social media include:

- Create interesting, informative and creative content about local culture, such as videos, photos, articles, podcasts, etc. This content can be uploaded to various media and social media platforms such as YouTube, TikTok, Facebook, Instagram, etc. This content can show various aspects of local culture, such as art, literature, music, dance, cuisine, customs, etc.
- Events are organized where the community participates in local cultures, such as online cultural weeks, online cultural festivals, cultural competitions, cultural webinars, etc. These events can be broadcast or hosted on media and social media such as YouTube, Zoom, TikTok, Instagram, Facebook, etc. Various speakers or cultural people who are experienced and knowledgeable in their field can be invited to these events.
- Disseminate information and adopt wishes about local culture through mass media and social media. This knowledge can be in history, philosophy, meaning, values, interests or unique local culture. These efforts can be suggestions, criticisms, inputs or questions about the local culture. This information and requests can be communicated through various media and social media such as comments, private messages, regular emails, mailing lists, etc.

4. Discussion

Local culture is a valuable heritage that the community must preserve and develop. One way to preserve and develop local culture is to promote it through mass media and social media. Mass media and social media are essential in disseminating information, entertainment and education about local culture to a broad audience. Mass and social media can also encourage community participation, communication and collaboration in local culture. At the same time, there are also challenges and risks involved in promoting local culture through media and social media. Challenges include competition with foreign cultures, lack of resources and support, lack of public interest and appreciation, and the misrepresentation or commercialization of local culture.

Potential risks include the loss of authenticity and local cultural wisdom, the emergence of cross-cultural misunderstandings or conflicts, and the exploitation or abuse of local culture. Therefore, appropriate strategies and judgments are needed to promote local culture through media and social media. Strategies to be implemented include creating engaging, informative and creative content; holding events involving community participation; spreading knowledge and embracing aspirations; and entering into collaboration with various entities related to local culture. Possible evaluations include, for example, measuring the effectiveness and efficiency of promoting local culture, increasing the quality and quantity of local cultural content, preserving the authenticity and wisdom of local culture, and increasing community awareness and pride in their local culture. Thus, promoting local culture through mass communication and social media is one way to preserve and develop local culture. However, this method must also be applied carefully and critically and respond negatively to affect the local culture and society culture and society. Promoting local culture through media and social media is not just about showing or watching; it also involves participating, learning and appreciating yourself.

5. Conclusions

Mass media and social media have an important role in shaping and spreading popular, local, global and international culture. In this study, media and social media analysis with SEM-PLS analysis technique is used to explore the role of media in shaping and spreading culture. The results show that mass media and social media can be a source of information, inspiration, and imitation for people in choosing and consuming culture. However, mass media and social media can also be tools of propaganda, persuasion, criticism, and resistance in fulfilling and responding to culture. In addition, mass media and social media also have negative impacts such as the spread of false information and negative influences on the younger generation.

To optimize the positive impact and minimize the negative impact of mass media and social media on people's culture, appropriate strategies must be implemented. These strategies include creating interesting and informative content, holding events that involve community participation, and increasing community awareness of local culture. The practical implication of this research is the importance of appropriate strategies in promoting local culture through mass media and social media.

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