MEDIA AS A MEANS OF PUBLIC PERCEPTION MODIFIER

Rudi Umar Susanto
Surabaya State University

Email: rumar49@yahoo.com

This article generally discusses the power of the media in changing public perception. Media is a means to disseminate information to the public. The mass media is one tool in the process of mass communication, because the media able to reach a wider audience and relatively more, heterogen, anonym, the message is abstract and scattered. Broadly speaking, the mass media is a "fourth force" (The Fourth Estate) to exercise social control over the public after the executive, legislative, and judicial branches. This article aims to answer several research questions as follows: (1) how a media change public perception? (2) how media language used to influence society? (3) how is the public to sort out reliable information? (4) how the media's impact on the development of society? This article is useful for the community in mapping out a mass media that can provide the information is correct, current, and reliable. The information presented in the mass media in general assessed the community has high credibility, so that what is disclosed is considered a truth that exists in society. Such information is also able to affect the thoughts, feelings, attitudes and human behavior.

Keywords: Media, Mass Media, Means, Public Perception

INTRODUCTION

In an age of globalization, human beings can not be separated by the media. media is a companion of everyday human life. The mass media is a tool or means used by humans for the delivery of information or messages obtained in the daily life of the source or person providing the information to the public the information recipient either by using the tools of visual communication, audio-visual, electronic, or tool print media communication. The mass media is one of the factors contained in our environment that can change people's behavior, either directly or indirectly through a process that is simple yet complicated in the human mind. If the observed mass media have the functionality to meet the need for fantasy and information desired by modern humans. If the observed mass media have the functionality to meet the need for fantasy and information desired by modern humans. Every day, people interact with media, both through print and electronic media. It has become a fact and

not a secret in the life of society. Through the mass media we can learn a lot of things that can be a lesson. All the events around us has been entered in the mass media and publicized to the general public. News about the events that occurred abroad and within the country can be identified quickly and easily through the mass media. This is because the media has the ability to provide information effectively.

Based on the problems that exist in today's society and has been described above, hence the need for the review of the media as a means of public perception changers. In this paper focuses the discussion which can be used to support this paper, As for the focus of the discussion as follows: (1) how the media is changing people's perception? (2) how media language used to influence the society? (3) how the community to sort out the information reliable? (4) how the media's impact on the development of society? Below will be discussed in academic and detailed so that it can serve as a reference for observers and media researchers, especially the mass media in Indonesian.

Literature review
Society

Society in terms of English is a society that is derived from the Latin word meaning socius (companion). When traced deeper, defined set of human society associating with each other, in scientific terms is interacting. A man can have a unified infrastructure through its citizens can interact. Other definitions, society is the unity of human life which interact according to a certain customs system that is continuous, and which is bound by a sense of shared identity. Continuity is a community unit which has four features, namely: 1) the interaction between its citizens, 2). Customs, 3) Continuity of time, 4) Taste strong identity which binds all citizens (Koentjaraningrat, 2009: 115-118). Society can not be separated from the unity of human life that interact with each other according to a system of certain customs which are fixed and bound by a sense of shared identity. In a society there are interactions among its citizens, customs, Continuity time, Taste strong identity which binds all citizens. it has become an integral part in the life.

All citizens are people who live together, live together can be interpreted the same as living in a social order and this situation will be created where human intercourse, Mac lver and Page (in Soerjono Soekanto 2006: 22), explained that society is a system of habits, manners, of authority and cooperation between the various groups, classification, and monitoring behavior and habits of humans. Society is a form of life together for a long enough period of time so as to produce a custom, Ralph Linton (in Soerjono Soekanto 2006: 22), explains that

society is any group of people who have lived and worked together long enough, so that they can organize themselves and think of themselves as a social entity with boundaries clearly defined while according to the society Selo Soemardjan (in Soerjono Soekanto, 2006: 22) describes the people who live along that produce culture and they have in common territory, identity, have customs, traditions, attitudes, and feelings were bound by a common unity.

According to Emile Durkheim (in Soleman B. Taneko, 1984: 11) explains that society is an objective reality independently, free from the individuals who are its members. As a set of human society in which there are some elements that cover. The elements are: 1. People are the people who live together; 2. Mixed up for quite a long time; 3. They are aware that they constitute a single entity; 4. They constitute a system of living together. According to Emile Durkheim (in Djuretnaa Imam Muhni, 1994: 29-31) the whole science of society must be based on fundamental principles, namely the social reality and social reality. Social reality interpreted as a symptom of social forces in society. Society as the most perfect container for coexistence between humans. Customary law community regard as a kind of living together in which man saw his neighbor as a common goal. Some expert opinions can be concluded communities have meaning join or participate, while in English is called society. It could be said that the community is a group of people interacting in a social relationship, mutual petrified each other because people can not live alone. They have in common a culture, region, and identity, have customs, traditions, attitudes, and feelings were bound by a common unity. That matter is said to be as a society.

Perception

Humans can not be separated with the mindset to perform an activity, if the mindset is negative, the activity was negative, and vice versa if the mindset is positive then all the activities was positive. But behind the mindset of human beings, there are some things that can affect the mindset that perception. A perception will always be humans to become an additional foothold in the do or express something. Sunaryo (2004) explain perception is the end of the observation process initiated by the sensing process, ie the process of receipt of the stimulus by means of the senses, then the individual is no concern, then transmitted to the brain, and then the individual is aware of something called perception. With the perception of the individual is aware can understand about the state of the environment in the surrounding areas and about things that exist within the individual concerned. In the human brain there was an end of an observation process by the five senses of vision of human

beings. The process is a process of stimulus and response of the process becomes more focused man will stimulus resulting in brain receives a signal and transmitted within the human subconscious. When the process into the human subconscious, the man was aware of a signal called perception, the perception held by humans can result in the determination process or action to do activities based on the information that has been obtained previously. Sugihartono, et al (2007: 8) suggests that the perception is the brain's ability to translate the stimulus or process for translating stimulus into the human sensory organs. Human perception standpoint there are differences in sensing. There are perceiving something is good or perception of positive and negative perceptions that will influence human actions are visible or tangible.

Bimo Walgito (2004: 70) reveals that perception is a process of organizing, penginterpretasian to the stimulus received by the organism or individual to be something meaningful, and is an activity that is integrated within the individual. The response as a result of the perception can be taken by individuals with various forms. Stimulus which one will get the response of the individual depends on the individual's attention. Based on this, feeling, thinking ability, the experiences of the individual is not the same, then in perceiving something stimulus, the results may be different perceptions between one individual with another individual. Everyone has a tendency to see the same thing in different ways. Such differences may be influenced by many factors, including the knowledge, experience and perspective. Perception is also interlocked with the eyes of a person against a particular object in a different way by using sensing devices owned, then attempt to interpret it. Both positive and negative perceptions like files that have been stored neatly in the realm of our subconscious mind. The file will soon appear when there is a stimulus that triggered it, there are events that open. Perception is the result of a brain to understand or assess something that happened in the vicinity (Waidi, 2006: 118).

Rachmat (2007: 51) states perception is the observation of objects, events or relationships obtained by concluding information and interpret the message. While, Suharman (2005: 23) states: "The perception is a process of interpreting or misinterpreting information obtained through the system of the human sensory organs". He said there are three aspects in perception that are considered relevant to human cognition, namely the recording of the senses, pattern recognition, and attention. From the above explanation it can be a common ground that perception is a process that starts from a vision to form a response that occurs within the individual so that the individual aware of everything in the environment through the senses holds.

Mass Media

Said the mass media came from the medium and the masses, the word "media" is derived from the Latin word which indicates the existence of various means or channels that are applied to communicate ideas, images, feelings, and that substantially all of the means of mental activity of man, the word "mass" coming from Anglo-Saxon area means an instrument or tool that is essentially directed to all who have the nature of the massif. His job is in accordance with the circulation of messages or news, presents a new type of communicatif in accordance with the fundamental needs of society today. Soehadi (1978:38) explains Media is the plural of medium, which means the middle or intermediate. Mass derived from English, namely mass, which means a group or set. Meaning, definition of the mass media is the medium or the means used by the masses in relation to one another.

Hadiono mention that the role of mass media in social life is not simply a means of diversion in social life, release tension, or entertainment, but the content is presented has a significant role in the social process. Besides a role in the process of social, mass media also have a major role in supporting the development of language, especially Indonesian (Putera, 2010). The mass media provide information about the change, how it works and the results achieved or will be achieved. The main function of the media is to provide information on the importance of widespread and advertise products. The hallmark of the mass media that is not aimed at individual contact, easily available, the content is common and is a one-way communication. The main roles are expected to be associated with the change are as knowledge first. The mass media is a kind of resources favored by farmers at this stage of awareness and interest in the process of innovation adoption. The mass media is a remarkable discovery technology, which allows people to conduct communication not only with the communicant that may never be seen but also generations to come. Thus, the mass media can overcome the barriers in the form of restrictions held by time, place and geographical conditions. Thereby enabling the use of mass media communication with the number of people more. Each type of media has the properties typical therefore its use should also be taken into account in accordance with abilities and their particular features.

Methods

An article called "media as a means of public perception modifier" uses an objective approach and dokumentatif, while for the method used by the author is descriptive method that focuses on social

issues. A more thorough knowledge of the problems and phenomena and social provisions can be obtained if the relationships within an interval studied the phenomenon of development in a period of time. With attention to detail changes dynamically within a certain interval, the generalization of a situation or phenomenon can be created dynamically. Comparative research is a descriptive study seeking fundamental responsibility of causality, by analyzing the factors causing terjadinnya or the appearance of a particular phenomenon. Reach is the present time, because if the range of the time is past, then these studies are included in the historical method. In this comparative study, it is difficult to determine the causal factors that made this phenomenon, because the relationship between the phenomenon of a lot of numbers. Moreover, the phenomenon of the mass media has always been a main topic in the community.

RESULTS AND DISCUSSION
Media Change Public Perception

Communication is an important thing that can not be separated from all walks of life. Each person would never do it, because in fact humans are social beings who are always dependent on other human beings. So the only way and the tools used in order to remain in touch with each other is to communicate with each other. Either through simple communication or communications that are categorized as sophisticated as the delivery through channels called mass media. The media or the press is a term that came into use in the 1920s to mengistilahkan media types are specifically designed to reach a very broad community. In everyday speech, the term is often called the media. The mass media has undergone rapid development since the reform era. Nowadays, in the era of globalization, the mass media is able to be used as an effective propaganda tool used in addition to the public as a reference in seeking information and news. Similarly with the mass media, the public is able to participate and provide their aspirations in public policy making. The existence of the mass media very easily be encountered and we earn. We should not be hard to find an information and news. The mass media are also used in order to governance and development of a country can be known to all levels of society and prevent abuse of power. The mass media are also used for public entertainment that is not saturated. The mass media are believed to have the power of an all-powerful to influence attitudes and behavior. Even the mass media can determine what kind of society development will be established in the future. The mass media capable of directing, guiding, and influencing life in the present and the future.

The effects of mass media is very big, especially in the current era. Mass communication is a kind of social force that can drive social process toward a goal that has been set in advance. But to know exactly and in detail about the social power held by the mass communication and the results that can be achieved in moving the social process is not easy. Therefore, effects or results that can be achieved by mass communication is carried out through various media. According to Steven M. Chaffe (Ardianto et al, 2004) effects of the mass media can be seen from several approaches, namely: (a) Mass media effects associated with the message or the media itself. (b) See the kind of changes that happen to the audience in the form of mass communication that changes attitudes, feelings and behavior, or by other terms known as changes in cognitive, affective, behavioral. When observed mass media effects in influencing the mindset of the community so that people can not escape from the mass media. The presence of the mass media in the midst of human life can lead to various business of production, distribution and consumption of mass media services. The existence of both television and private television state television can provide jobs to the bachelor of science communication, the cameraman, the director, makeup and other professions. Besides the effects associated with the business side, there are also social effects associated with changes in structure or social interaction as a result of the presence of mass media. Given the social effects associated with changes in perception caused by the mass media, it makes the scheduling of daily activities undertaken by the community, for example, before going to the office of the urban community will first look at the news on television.

More recently, the public has been invited to be confused by the mass media with news about the presidential election in 2014. One of the data titled *Pilpres, Warga Dibingungkan Tayangan Televisi* explained that the contestation of presidential elections (presidential) made a private television station 'split' in the map support. It makes citizens or voters confused as swayed by the opinions are always different viewpoints on several television stations.

Warga Jalan Swadaya Kelurahan Pejaten Timur, Pasar Minggu, Jakarta Selatan, Kaharjo (72 tahun) mengaku bingung dengan 'suguhan' dua stasiun televisi swasta antara TV One dan Metro TV. Keduanya selalu menunjukkan data hasil survey yang berbeda satu sama lain. Apalagi, kata dia, satu calon selalu dibaik-baikkan dan calon lain dijelek-jelekkan. Begitu juga sebaliknya pada TV satunya. "Saya itu bingung, yang benar itu datanya TV One atau Metro TV, surveynya selalu berbeda. Kan mestinya nggak begitu, kita

(masyarakat) yang jadi bingung," kata pensiunan pegawai BUMN itu kepada Republika, Senin (23/6). (http://www.republika.co.id)

People use the mass media to satisfy psychological needs with the goal of eliminating perassan not convenient, eg for eliminating feelings of loneliness, anger, upset, disappointed and so forth. The presence of the mass media not only can eliminate the discomfort in a person, but also to foster feelings. Sometimes someone will have a positive or negative feelings towards certain media. The growing feeling of pleasure or believe in a certain mass media is closely related to individual experiences along the mass media. When the mass media have to go deeper in people's lives, it will result in changes in the perception that people have in any case. A public perception of the emergence of the mind itself, this change resulted in the emergence of self-perception changes in society that are informative for him. The cognitive effects discuss how the media can help people to learn useful information and develop cognitive skills. Through the mass media we obtain information about objects, people or places we have not visited in person. Reality shown by the media is a reality that has been selected. Televisions choose certain figures to be displayed and the exclusion of other figures.

How the mass media provide benefits desired by the community. When television cause us to better understand Indonesian language is good and true, then television has proportionately cognitive effects. This effect levels are higher than the cognitive effects. The purpose of the mass communication is not just to tell the audience about something, but more than that, the audience is expected to contribute to feel compassion, touched, sad, happy, angry after receiving messages from the mass media. Judging from the extent to which the media has changed the public perception. It can be seen from the events presidential elections in 2014, every mass media is not the same in the news broadcast on a quick count. *Di media sosial Twitter, kini ramai memperbincangkan TV One telah menayangkan quick count yang memenangkan Jokowi-JK . Dalam foto yang beredar, dalam pemberitaan TV One menayangkan hasil survei Litbang Kompas yang hasilnya PrabowoHatta 47,66% dan Jokowi-JK 52,34%. (www.solopos.com).* Given this phenomenon, the people who saw television news presidential elections have been confused. Public perception has changed and this has resulted in social conflict that exists in society.

Language Media Used To Influence Society

Language is an important thing in human life, the human language to communicate later interact with each other, it makes a new order in society. In the narrow meaning, the language can be understood

as the language of journalism news, because the variety of language which was used to deliver the news. By looking at the various cases of the use of Indonesian journalism diversity, there are some great lines, that the language of mass media also has affected the community. It is as follows: in the essay writing for the mass media should be used pithy words (straightforward and stylish, but do not confuse the reader), because the vocabulary is the basis for a writer of mass media. In writing the essay for the mass media should be used in an effective sentence that the process of delivering and receiving news or information is complete, rapid and precise meaning, because the effective sentence is able to describe the intent of a writing. Regularity language and patterns that effectively able to deliver a clear picture in the reader's mind. In addition, the use of a compact and integral paragraphs will support the delivery of information that is complete and intact in the reader's mind without causing distortion of information.

In the process, the language is often used as a medium to influence the public, especially the language in the media is very flexible, there is one word that is in the spotlight because of the language media can affect society. (http://www.metrosulawesi.com) *Peliputan Terorisme Dapat Mempengaruhi Masyarakat*, That's the title contained in the online news. The news has the goal of all forms of terrorism in the context of news coverage is not expected to cause widespread perspective with the news package that can give peace to society. Not only that, the language media can also be used to disseminate information, both positive and negative. It is in line with the headline (http://lampost.co) *kampanye hitam dinilai tak mampu mempengaruhi warga DKI*, Thus the awareness of journalists Indonesian language contains a number of components including, mastery of skills of speech acts, master EYD, diction, descriptive and persuasive, in the sense of not intentionally want to inflame people's emotions reader.

When observed the task of the mass media on the one hand is to express public opinion, informing the facts and reality to the public. It is very difficult especially in the current era of globalization, a lot of information received by the community. When people are not sensitive, then the language media would disrupt our understanding of the information. The mass media adheres to the barrel of journalistic language, which is a variety of language that has the characteristics: short, simple, clear, straightforward, interesting, and typological. However, all that remains is framed by the rules of grammatical correctness and politeness oriental society that upholds the values of culture and religion without losing objectivity, truth values, and social responsibility.

The Way The Public To Sort Trustworthy Information

All information has been present in everyday life, whether the information is needed or not needed. It has become an integral part of life in society. Therefore, people must be smart in utilizing existing information. From there, the public should be able to sort the information so there is no double memory information in the human brain. Sourced from Information Skills in the School. Ryde: Departemen of Education, 1989, page 8 about The Information Process quoted (www.valahulalam.blog.walisongo.ac.id) explain stages of information literacy skills that should be possessed by information seekers through the process: Selecting Information, Organize Information, and Access Information. As for the explanation as follows.

The process of selecting the information is done by information seekers choose the relevant information, so that the required information will be used not let information. Information seekers determine which sources are appropriate or not, too easy and too difficult. The information obtained is to be trusted? And information seekers can criticize the relevant information by means of a note or make a recording and organizing visual such as graphs, charts, carta, and others as needed. Information diverse and manifold needs to be sorted out so that it can distinguish between facts, opinions, gossip or garbage information so that the information can later be used properly. Information seekers who know most about the adequacy of the information that will be used, whether to use all the information that is there or not. Information can be combined to from various sources are not the same. By learning can check whether there is bias in sources, organize information obtained in a logical sequence and use visual organization to compare or create contrast information obtained information.

By accessing the information, we can assess what is to be learned from this information, in any stage of the process can receive input information from another person or audience where the information is presented so that we get a response to the assessment of the work produced. And to reflect on how far the success they have done, so it can determine whether it is still needed new skills and be able to consider what can be done better at the next opportunity. From a brief explanation of the process information in the above information literacy, With the above skills. if it were to be supported by the other skills so that people get the right information and according to the needs of society. In addition to the information in the mass media, the public can also use the library and other knowledge. Due to the dynamic development of the era of such rapid and can only be followed by the mastery of information literacy supported by information technology.

The Impact Of The Media On The Development Of Society

The media active and effective role in disseminating information from one group to another, whatever the reason and importance. Unwittingly with the mass media has been made public as a new form of human and bring in to the habit patterns as well as a new culture and begin to determine the mindset and behavior. Changes in behavior patterns that most feel is of aspects of lifestyle and is the most visible aspect within the younger generation. According Nurudin (2007: 29) describes the mass media are the tools of communication which can spread the message simultaneously, rapidly to the broad and heterogeneous audience. Excess mass media than with any other type of communication is that it can overcome the barriers of space and time. Even the mass media were able to spread the message almost instantly on indefinitely.

The role of the mass media in bringing the direction for change of society can not be ignored. The impact of diverse mass media, among others: the occurrence of deviant behavior of social norms and cultural values which deviant behavior is considered part of the present trend. Another effect is the tendency of increasing consumerism lifestyle that demands instant paced lifestyle and make learning declining interest among the younger generation. The development of the mass media for humans could lead to a long debate about the meaning and impact of mass media on the development of society. In the development of the theory of mass communication, the concept of mass society gets stronger relationships with the products of mass culture, which in turn will affect how the communication process in the context of mass society formed and shaped by the mass culture that exists. The media contribute to shaping the cultural diversity that is generated as a result of the influence of media on value systems, thought and human action.

When observed, the effects of the mass media, baim impact is positive or negative. In the mass media, a lot of content that is both good and less good, one example of mass media television. Television is a well-known telecommunications media broadcast receiver that serves as a moving image along with sound, whether it is a monochrome (black and white) or color. In Indonesian there are approximately 12 (twelve) national station based in Jakarta: TVRI, Indosiar, RCTI, SCTV, Metro TV, TV One, Trans7, Trans TV, MNCTV, ANTV, Kompas TV and Net TV. In addition to several local TV stations headquartered outside Jakarta. The twelve national TV broadcasting for 24 hours straight. Part of the television broadcast or the programs aired by the television company. For the general public this is most often arise when talking about television, most people would refer to the programs aired by the

electronic media. Entertainment programs on television are not only entertain the audience with tales of romance or happiness, but also the stories are nuanced violence. Violence is not only about physical violence through the actions of the characters but also violence in the form of verbal language. Physical violence occurs in plain view so it can be easily seen action in the form of beatings, dings, and tweak, while verbal violence can be seen from the use of harsh words, insults, curses, shouts, and so on.

One warning ever received by a television station in a program Pesbukers in ANTV. In this program, IBC has rebuked the program because there has been a violation of the Code of Conduct of Broadcasters and Standard Broadcasting Program (P3 and SPS) Indonesian Broadcasting Commission in 2012 on a Broadcast Program "Pesbukers" aired by the station quiz on February 5, 2014 at 19:09 pm, This type of violation is classified as a violation of the norms of decency and protection to children. KPI decided that the screening action has violated the Broadcasting Code of Conduct of the Indonesian Broadcasting Commission in 2012 clause 9 and clause 14. In modern society, our picture of a remote environment, we get from the media. Traditional societies are moving towards modernization also began to rely on the knowledge of the mass media. As a result, thinking about what is important, dangerous, interesting and so is generally derived from the mass media. Newspapers, radio and TV to act as watchdogs in various places have to decide what is appropriate for broadcast.

The existence of the mass media in presenting information tends to trigger changes and bring a lot of influence on the determination of the pattern of life. Various information presented assessed can influence the shape of the positive and negative. Slowly but effective, media shape public views on how people look at his personality and how one should relate to the everyday world. Media show to the public how a standard of living worthy of a human being, thus indirectly causing the public to assess whether their environment is feasible or whether it has met the standards and is heavily influenced picture of what is seen, heard and read from the media. Message / information conveyed by the media might encourage people to be better, to make people feel good about themselves, feel pretty or otherwise restore confidence or feel lower than the others.

Every day various television stations broadcast movies and soap operas are filled with scenes of violence and mysticism, as well as the coverage of natural disasters, riots, terrorist acts, kidnapping, crime or horrible crime that is watched by families including children. (http://health.kompas.com) explains there is an outcome study that

concluded, as the audio-visual media, television is able to seize 94 per cent of the entry channel messages or information to the soul of man is through the eyes and ears. TV is able to make people generally remember 50 percent of what they see and hear on the screen, although only one is shown. (http://health.kompas.com) Komnas PA also said, according to a study from 2006 to the end of 2009, revealed as much as 68 percent of impressions in 13 television stations violent majority. Shifting patterns of behavior that is caused by the mass media can occur in the family, school, and in social life. Form other changes in behavior patterns that lifestyle. Lifestyle changes in terms of impersonation or imitation excessively against themselves a firgur being idolized based on information obtained from the media. Usually someone will imitate everything connected with his idol both in dress, appearance, hairstyle or manner of speech that reflects self-idol (Trimarsanto, 1993: 8).

One of the above is likely to be more influential on the younger generation. Socio-psychological, information flow continues to hit our lives will lead to a variety of influences on the development of life, particularly for children and adolescents. Their behavior patterns, little by little influenced by what they receive which may deviate from the stage of mental development as well as the norms in force. This can occur when the impressions or information that should be consumed by adults was watched by children (Amini, 1993). The impact of the mass media can be varied among the behaviors that deviate from social norms or cultural values. In today's modern society generally considers it is not in violation of the norm, but considered part of a mass trend now. In addition, the development of mass media extremely rapidly and can be enjoyed easily lead people tend to think practically. Another effect is the tendency of increasing consumerism lifestyle. With the development of mass media, especially with the advent of electronic mass media (modern mass media) make people more or less always covered prerasaan not satisfied and lifestyle paced lifestyle like this instant will unwittingly kill the creativity that exists within us in the future. The rubric of the TV screen and other media that presents so many elements of pleasure from morning until late at night makes learning declining interest among the younger generation. From this it appears that the culture and behavior patterns that had long been embedded in public life began to fade and gradually began to take its role in the mass media in presenting information that is derived from a national network as well as from abroad are sometimes not quite fit with our culture as the eastern nations.

CONCLUTION

      Indonesia is a country that has a diverse community activity, with the activity of the society requires a link to get all the information. One of them by the mass media, the mass media have a few models, among others, print and electronic media. Both of these media has become a part in the life of Indonesian society. The media in general has an important role as aligning community activities. In general, the mass media is a means of delivering information from the information source (communicator) to the recipient of the information (communicant) so that the public can be a new understanding. The existence of a variety of current information that has been disumbangankan by the media impact of social changes in people's lives both directly and indirectly. Thus the information has the power both to build and ruin. It means that the mass media in this case has a double function. Information to the public can be addressed differently by each individual depending on their own interests as well as tergatung of society's ability to utilize the information that came proportionally. The most contrasting impact that can be felt society is has changed the perception of society in all respects, particularly to information that has been received by the community and sometimes does not correspond to the reality on the ground. Also sometimes the mass media has also been a change in lifestyle and behavior patterns which require people to be versatile instant, causing a shift in cultural values in public life.

      The mass media affects people's lifestyle to be similar to what was presented by the media. Consciously or not people entered into it even more demanding than that. The presence of the mass media is felt more influence on the younger generation who are in the stage of the search for identity. The information received from the media influence the social and cultural life of a society in the perception of his attitude and behavior. From the above explanation, implied the presence of mass media has created a new culture that wants people can adjust to the culture. Adjustment of public attitudes toward popular culture and information that can change people's perception of this lead to social change in all dimensions of people's lives and require people to switch from a traditional society towards people with modern lifestyles and sometimes the mass media has become part of people's daily lives day. Therefore, people need to be smart and observant to all the information conveyed by the mass media both print and electronic, so that people not affected the strength of the mass media.

Bibliography
Book

Ardianto, Elvinaro, *et al.* (2004) *Komunikasi Massa*. Bandung: Simbiosa Rekatama Media.

Chaer, Abdul. , *et al.* (2010) *Sosiolinguistik perkenalan awal*. Jakarta: Rineka Cipta.

Darwanto. (2007) *Televisi sebagai Media Pendidikan*. Yogyakarta: Pustaka Pelajar.

Djuretnaa Imam Muhni. (1994) *Moral dan Religi*. Yogyakarta: Kanisius.

Koentjaraningrat. *(*2009*) Pengantar Ilmu Antropologi*. Jakarta: Rineka Cipta.

Jalaludin, Rakhmat. (2007) *Persepsi Dalam Proses Belajar Mengajar*. Jakarta: Rajawali Pers.

Mbete, Aron Meko, , *et al.* (2013) *Dinamika Bahasa Media: Televisi, Internet dan Surat Kabar*. Denpasar: Udayana University Press.

McQuail, Denis. (1987) *Teori komunikasi Massa Suatu Pengantar*. terj. Agus Dharma dan Aminuddin Ram. Jakarta: Erlangga.

_____. (1987). *Teori Komunikasi Massa.* Jakarta : Erlangga.

_____. (2000) *Teori Komunikasi Massa.* Jakarta: Erlangga.

Nurudin. (2007) *Pengantar Komunikasi Massa*. Jakarta: Raja Grafindo Persada.

Putera, Prakosa Bhairawa. (2010) Peranan Media Massa Lokal dalam Pemertahanan Bahasa Ibu di Bangka Belitung. *In: Menyelamatkan Bahasa Ibu sebagai Kekayaan Budaya Nasional*. Bandung: Balai Bahasa Bandung dan Alqa Print.

Rachmadi, F. (1992) *Public Relations Dalam Teori dan Praktek, Aplikasi Dalam Badan Usaha Swasta dan Lembaga Pemerintah*. Jakarta : PT Gramedia Pustaka Utama.

Rahmat, Jalaluddin. (1999) *Metode Penelitian Komunikasi.* Bandung: Remaja Rosda Karya.

_____.(2001) *Metode Penelitian Komunikasi*. Bandung: PT. Remaja Rosdakarya.

_____. (2001) *Psikologi Komunikasi*. Bandung: PT. Remaja Rosdakarya.

Soehadi, Nurhaina Burhan. (1978) Media Komunikasi Massa dan Peranannya. *In: Pembentukan Publik Opini*. Medan: Fakultas Hukum USU.

Soekanto, Soerjono. (2006) *Sosiologi Suatu Pengantar*. Jakarta: Raja Grafindo.

Sugihartono. et al. (2007) Psikologi Pendidikan. Yogyakarta: UNY Press.

Suharman. (2005) *Psikologi Kognitif*. Surabaya: Penerbit Srikandi.

Sunaryo. (2004) *Psikologi untuk Keperawatan*. Jakarta: EGC.

Taneko, Soleman B. (1984) *Struktur dan Proses Sosial Suatu Pengantar Sosiologi Pembangunan*. Jakarta: Rajawali.

Trimarsanto, Tonny. (1993) *Instan Mania Manusia Modern*. Jakarta: Kedaulatan Rakyat.

Waidi. (2006) *Model Pembelajaran Terpadu dalam teori dan Praktek*. Jakarta: Prestasi Pustaka Publisher.

Waidi. (2006) *The Art of Re-engineering Your Mind for Success*. Jakarta: Gramedia.

Walgito, Bima. (2004) *Pengantar Psikologi Umum*. Penerbit Andi. Yogyakarta.

Wardhani, Diah. (2008) *Media Relations: Sarana Membangun Reputasi Organisasi*. Yogyakarta: Graha Ilmu.

Wiryawan, Hari. (2007) *Dasar-Dasar Hukum Media*. Yogyakarta: Pustaka Pelajar.

Website

Bhandary, Krishna Mani – Librarian, TUCL. Information Literacy and Librarian's Role. [Online] Available from http://www.tucl.org.np/infliteracy.htm [Accessed on September 20, 2015]

KPI. (2014) *Teguran Tertulis Program Siaran Pesbukers ANTV*. [Online] Available from http://www.kpi.go.id/index.php/lihat-sanksi/31882-teguran-tertulis-program-siaran-pesbukers-antv. [Accessed on September 15, 2015]

_____. *The information process*. [Online] Available from http://www.neutralbayp.schools.nsw.edu.au/library/infoproc.htm [Accessed on September 20, 2015].

Jafar Sodiq Assegaf. (2014) *Hasil Pilpres 2014: Heboh, TV One Tampilkan Quick Count Menangkan Jokowi-JK*. [Online] Available from http://www.solopos.com/2014/07/11/hasil-pilpres-2014-heboh-tv-one-tampilkan-quick-count-menangkan-jokowi-jk-518696. Diakses 25 September 2015).

____. (2014) *Siarkan Kebohongan, TV Tak Akan Dipercaya Publik*. [Online] Available from http://sp.beritasatu.com/home/siarkan-kebohongan-tv-tak-akan-dipercaya-publik/59480. [Accessed on September 13, 2015]

Muhammad Hafil. (2014) *Pilpres, Warga Dibingungkan Tayangan Televisi*. [Online] Available from http://www.republika.co.id/berita/pemilu/menuju-ri-1/14/06/23/n7lstq-pilpres-warga-dibingungkan-tayangan-televisi. Diakses 14 September 2015)

Alfaira De Lucia. (2014) *Peliputan Terorisme Dapat Mempengaruhi Masyarakat*. [Online] Available from

(http://www.metrosulawesi.com/article/peliputan-terorisme-dapat-mempengaruhi-masyarakat. [Accessed on September 19, 2015]

Sulaiman. (2014) *Kampanye Hitam Dinilai tak Mampu Mempengaruhi Warga DKI*. [Online] Available from http://lampost.co/berita/kampanye-hitam-dinilai-tak-mampu-mempengaruhi-warga-dki. [Accessed on September 25, 2015]

_____. 2014. *M Ridwan Kamil :Penetrasi Kekuatan Media Sosial Mempengaruhi Komunikasi*. [Online] Available from http://www.sinarpaginews.com/fullpost/bandung/1411253615/m-ridwan-kamil-penetrasi-kekuatan-media-sosial-mempengaruhi-komunikasi.html. Diakses 26 September 2015).

Margana Wiratma.____. *Berita Kekerasan Televisi dan Perilaku Kekerasan Pemirsa*. [Online] Available from http://marcomm.binus.ac.id/academic-journals/berita-kekerasan-televisi-dan-perilaku-kekerasan-pemirsa/. [Accessed on September 26, 2015]

_____. (2015) *Apakah media sosial sangat mempengaruhi kebijakan pemerintah?*. [Online] Available from http://www.bbc.com/indonesia/forum/2015/03/150302_forum_medsos_kebijakan. [Accessed on September 28, 2015]

Illa Kartila. (2012) *Anak-anak Cenderung Meniru Adegan di Televisi*. [Online] Available from http://health.kompas.com/read/2012/05/28/22490165/anak-anak.cenderung.meniru.adegan.di.televisi. [Accessed on September 26, 2015]

Falahul Alam, Umar. 2013. *Literasi Informasi : Sebuah Proses Menangani Informasi*. [Online] Available from http://valahulalam.blog.walisongo.ac.id/2013/12/16/literasi-informasi-sebuah-proses-menangani-informasi/ [Accessed on September 28, 2015]

Wikipedia. [Online] Available from https://id.wikipedia.org/wiki/Daftar_perusahaan_pers_di_Indonesia

UNY. [Online] Available from http://eprints.uny.ac.id/8538/3/BAB%202%20-%2008401244022.pdf. [Accessed on September 10, 2015]

UNIMUS. [Online] Available from http://digilib.unimus.ac.id/files/disk1/104/jtptunimus-gdl-siskadelim-5151-3-bab2.pdf. [Accessed on September 10, 2015]

USU.http://repository.usu.ac.id/bitstream/123456789/24532/4/Chapter%20II.pdf. [Accessed on September 18, 2015]