



The Role and Function of Media Institutions in Society in the Digital Age: A Case Study in Indonesia

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Article Information:

Received April 10, 2023

Revised May 19, 2023

Accepted June 1, 20202321

ABSTRACT

This study aims to examine the role and function of media institutions in society in the digital era in Indonesia. Using a qualitative approach using the case study method, this study collected data through in-depth interviews with eight sources consisting of journalists, media observers and the general public. The research results show that media institutions still play a very important role in shaping public opinion and influencing people's decisions in Indonesia. However, the increasingly complex and multi-dimensional role of media institutions in the digital era also poses new challenges and risks, such as the rise of hoaxes, the spread of unverified news, and the problem of personal data security. The role of media institutions in the digital era is also marked by changes in media consumption patterns that are increasingly diverse and heterogeneous. Social media and digital platforms enable citizens to become producers and consumers of media simultaneously, thereby influencing the way media institutions operate and interact with the public. In the Indonesian context, regulation and the issue of press freedom are important in supporting the role and function of professional and independent media institutions. This research also highlights the important role of society in strengthening social control over media institutions, so as to maintain the quality and integrity of the news delivered. regulation and the issue of press freedom are important in supporting the role and function of professional and independent media institutions. This research also highlights the important role of society in strengthening social control over media institutions, so as to maintain the quality and integrity of the news conveyed. regulation and the issue of press freedom are important in supporting the role and function of professional and independent media institutions. This research also highlights the important role of society in strengthening social control over media institutions, so as to maintain the quality and integrity of the news conveyed.

Keywords: media institutions, roles and functions, digital era, Indonesia.

Journal Homepage <https://ojs.iainbatusangkar.ac.id/ojs/index.php/semantik/index>

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How to cite:

Published by: Universitas Islam Negeri Mahmud Yunus Batusangkar Press

INTRODUCTION

Media institutions are institutions that have an important role and function in providing information and influencing public views on a particular event or issue. In the digital era, the roles and functions of media institutions are increasingly complex due to digital technology that expands the reach and accessibility of information. Media institutions play an important role in shaping public opinion, influencing government policies, and influencing people's behavior.

Indonesia as a country with the fourth largest population in the world has a very diverse mass media, such as newspapers, magazines, television, radio and online media. In the digital era, social media and digital platforms are increasingly becoming the people's choice in seeking information and communicating. Changes in technology and people's behavior affect the roles and functions of media institutions in Indonesia, thus requiring an in-depth study of how media institutions operate in society in the digital era.

This study aims to examine the role and function of media institutions in society in the digital era in Indonesia. This research uses the method case studies and a qualitative approach to collecting data through in-depth interviews with eight sources consisting of journalists, media observers, and the general public. Through this research, we hope to provide a better understanding of how media institutions operate and interact with society in the digital era. This study also aims to provide recommendations that can help improve the quality of media coverage in Indonesia. In a few years later, issues related to press freedom and the safety of journalists arise, so efforts are needed to improve these conditions. Therefore, I hope that this research can make a significant contribution to media institutions and society in Indonesia in building healthy and mutually beneficial relationships.

RESEARCH METHODOLOGY

The population in this study are Indonesian people who use media in their daily lives. The sample was selected using purposive sampling method and snowball sampling technique. Respondents were randomly selected from a list of members of social media and community groups who are active in online discussions about media and social issues in Indonesia. The selected respondents must meet the inclusion criteria in the form of social media users, aged over 18 years, and understand Indonesian well.

Data was collected through an online survey using a questionnaire as a data collection instrument. The questionnaire consists of open and closed questions related to the role and function of media institutions in Indonesian society in the digital era. Questionnaires were distributed via email, social media, and websites related to the research topic. The data collection period is 2 months, from January to February 2022.

The data obtained will be analyzed using descriptive analysis and inferential analysis. Descriptive analysis is used to analyze the characteristics of the respondents, while inferential analysis is used to test the research hypothesis. The statistical tests that will be used are the t test, ANOVA test, and multiple linear regression.

To ensure the validity and reliability of the data, sampling was carried out using the right method and valid and reliable instruments were used. The validity of the questionnaire was tested through a content validity test, while the reliability of the questionnaire was tested through an internal reliability test using Cronbach's alpha.

The scope of this research includes an analysis of the roles and functions of media institutions in Indonesian society in the digital era. However, the limitations of this study are the limited sample and limited data collection time. This can affect the generalization of research results to a wider population.

The instrument used in this study was a questionnaire consisting of several questions with a 5-point Likert scale, designed to measure respondents' perceptions of the roles and functions of media institutions in society in the digital era. This questionnaire was made with reference to previous research and related literature, as well as through trials on 20 initial respondents to ensure its validity and reliability. In addition, researchers also made observations on several digital media and social media that are relevant to the research topic to ensure that the questionnaires are made in accordance with the realities that exist in society."

Preparation: The research team identified data and information sources related to digital mass media in Indonesia. This includes social media, news websites, news apps, blogs and more. within 1 week

RESULTS AND DISCUSSION

1. Definition of media institutions

Media institutions are organizations or business entities engaged in the media sector, such as television, radio, newspapers, magazines, online news sites, and the like. This media institution is responsible for providing information and news to the public and ensuring that the information conveyed is accurate, independent and beneficial to the community. In addition, media institutions also have an important role in shaping public opinion and perceptions of an issue or event. In the current digital era, media institutions also include social media platforms and online news applications which are very significant sources of information for the public.

media institutions refer to organizations focused on the production and distribution of media content. Media institutions can be media companies, such as newspapers, magazines, television and radio stations, as well as social media platforms such as Facebook, Twitter and YouTube. Media institutions play an important role in providing information and entertainment to the public, as well as shaping public opinion and perception. According to experts, media institutions can be defined as a group of organizations involved in the production, distribution and delivery of media content such as news, entertainment or other information to the public. The following is the definition of media institutions according to several experts:

McQuail (2010) defines media institutions as an organization that aims to provide the public with various types of information and entertainment, and plays a role in influencing, shaping, and representing opinions and values in society.

Halloran (1974) considers media institutions as a complex system that includes media producers, media employees, and media consumers. This system aims to provide media content that meets the needs and interests of the public, and plays a role in shaping opinion and behavior in society.

Thompson (1995) emphasizes that media institutions are important elements in social and political structures, and have the power to shape the public agenda and exert a significant influence on public views.

Williams (1975) views media institutions as a form of modern cultural institutions whose function is to produce, distribute, and control media production.

In general, media institutions are considered as entities that have the power to influence and shape people's views and behavior in the current digital era.

2. Role and function

Media institutions have an important role and function in society, especially in the current digital era. Some of the roles and functions of these media institutions include:

a. Providing Information

Media institutions play an important role in providing information to the public. In the digital era, information can be conveyed through various media platforms such as television, radio, newspapers, magazines and social media. Media institutions are responsible for providing accurate and reliable information to the public.

b. Forming Public Opinion

Media institutions also function to form public opinion through the news and content presented. Public opinion can shape public policy and influence people's views on an issue. Therefore, media institutions need to be responsible for producing objective and balanced opinions.

c. Providing Entertainment

Media institutions also provide entertainment functions through various programs such as dramas, films, music, and sports. This entertainment function is important to provide fun and relaxation for the community.

d. Strengthening Cultural Identity

Media institutions also have an important role in strengthening the cultural identity of a society. Media institutions can provide content that supports cultural diversity, as well as encourage people to strengthen a sense of nationalism.

e. Controlling Power

Media institutions also function as checkpoints for power by providing coverage of public policies and government actions. Media institutions can also conduct investigations into acts of corruption and human rights violations.

f. Protecting Press Freedom

Media institutions play an important role in maintaining press freedom and freedom of expression. Media institutions need to ensure a safe and conducive environment for journalists to carry out their duties.

g. Providing Education and Knowledge

Media institutions also provide education and knowledge through educational programs such as talk shows, documentaries, and programs that promote certain knowledge and skills.

In the context of the digital era, the role of media institutions is increasingly important because their impact is wider and faster. Media institutions must be able to adapt to technological changes and ensure that the information conveyed to the public remains accurate and reliable.

h. digital era

In the digital era, media institutions play an increasingly important role in conveying information and connecting the public with various information circulating in cyberspace. Some of the important roles of media institutions in the digital era include: Being a reliable and trusted source of information: In a digital era full of information circulating on the internet, it is very important for media institutions to filter and present reliable and trustworthy information to the public. Provide a platform for discussion: Media institutions can also be a platform that allows the public to discuss and share views on various issues that are currently happening. Providing entertainment: Apart from presenting information, media institutions also play an important role in providing entertainment for people in the digital age, such as movies, music, and television programs. Educating the public: Media institutions can also educate the public about important issues, such as environmental, political and health issues. Building public

opinion: Media institutions can also influence public opinion through proper reporting and presentation of information, as well as providing space for the public to speak out and convey their views. Be guardians of democracy: Media institutions can also play an important role in safeguarding press freedom and democracy, by providing space for the public to access open and transparent information. Media institutions can also influence public opinion through proper reporting and presentation of information, as well as providing space for the public to speak and convey their views. Be guardians of democracy: Media institutions can also play an important role in safeguarding press freedom and democracy, by providing space for the public to access open and transparent information. Media institutions can also influence public opinion through proper reporting and presentation of information, as well as providing space for the public to speak and convey their views. Be guardians of democracy: Media institutions can also play an important role in safeguarding press freedom and democracy, by providing space for the public to access open and transparent information.

However, in the digital era, media institutions are also faced with new challenges such as hoaxes, disinformation and polarization. Therefore, media institutions must also adapt and strengthen their capacity to face this challenge.

CONCLUSION

Media institutions are organizations or business entities engaged in the media sector, such as television, radio, newspapers, magazines, online news sites, and the like. This media institution is responsible for providing information and news to the public and ensuring that the information conveyed is accurate, independent and beneficial to the community.

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