



Faculty of Social and Political Science
Universitas Sebelas Maret Surakarta

International
Seminar

Globalization : Social Cost and Benefits for the Third World

Surakarta, Indonesia, February, 9 2010

Editors:

Chaterine Gillet (Handicap International, France)

Douglas Obura (Makerere University Kampala-Uganda)

Mahendra Wijaya (UNS, Indonesia)

Asal Wahyuni Erlin Mulyadi (UNS, Indonesia)

Proceedings

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ISBN 979-498-530-9

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Benefits for the Third World". It
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of International Funding, and 3)
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of proceedings, it is our hope that
seminate invaluable insights and
globalizations. We also hope that
pful and stimulating, and could
disciplinary approach to policy
ights. Finally, our gratitude to all

Editors,

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Globalization, Mass Media And Tourism In Indonesia

Dra. Siti Hajar, MS, Ph.D

(Faculty of Social and Political Sciences – University of Jayabaya)

Abstract

Globalization refers to a unifying process of social change, or a way of seeing social relations that takes in the world as a whole. Globalization leads to new stage of history which comprises: technological change, development of globals, political gobalization and globalization of ideas. This paper discusses problem of globalization in the perspective of a process of change of economic, cultural and ideas, knowledge and technology that intensifies the link at global level. It focuses on the role of ICT in developing tourism and in overcoming crises in Indonesia. Globalization of knowledge and technology processed based on innovation of technology in the late of capitalism era and refers to the reality of global media village that unified by information and communication web. Innovation of technology has facilitated development of globalization aspect s and technological innovation makes it easier between people to connect each other beyond national boundaries without physical and territorial barriers, by using computer, internet and so on. Globalization of culture and ideas comprises understanding that global culture grows based on interconnectedness among elements of societies and the potential for the emergence of cosmopolitant and multiculture society.

Technological innovation of computer and internet has facilitates communication among member of global media village, fastened information circuit including of culture and ideas. Travelling culture has changed the habit of human being to go travelling to a destination temporary for leissure, business, or healthy matter. It is fact that travelling culture increases quality of life. Globalization has facilitated development of tourism industry in many countries, including Indonesia, that comprises cultural tourism, ecotourism, historical tourism, cultural tourism, and so on. In the era of globalization, role of mass media and ICT is very

significant to fasten
Indonesia, so that m
solved.

Key words: globa
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1. Background

1.1. Globalization

The idea of globa
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Since that time glob
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been implemented to
negative effects.

Globalization refe
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Colin Parkin (1996)
four different ways : 1
of global interdepend
the environment that
states. 2). Globalizati
strategies and attempt
process ofchange in
intensifies links at
explanatory framewor
considering the world

As a process, glo
which includes: tech
economics, political g
according to Paolini
economics, governme
technology, and cult

Tourism In Indonesia

Ph.D

University of Jayabaya)

process of social change, takes in the world as a stage of history which involves the movement of globes, political and economic. This paper discusses the nature of a process of change brought about by science and technology that focuses on the role of ICT in mitigating crises in Indonesia. The paper is processed based on the context of the capitalism era and refers to the changes brought about by information and communication technology. This technology has facilitated the development of technological innovation and connects each other beyond geographical and territorial barriers, by the globalization of culture and the development of culture grows based on the needs of societies and the potential of a multicultural society.

Computer and internet has created a global media village, which facilitates the flow of culture and ideas. The development of human being to go for leisure, business, or education increases the quality of life. The development of tourism industry that comprises cultural tourism, and so on. The role of media and ICT is very

significant to fasten development of tourism in various places in Indonesia, so that multidimensional crises in Indonesia can be solved.

Key words: globalization, information technology (ICT), communication and information network, global media village, tourism, foreign exchange, multidimensional crises.

1. Background

1. 1. Globalization

The idea of globalization has come into widespread use since the early decade of 1990, when the cold war was over with the triumph of United States over Soviet Union, capitalists over communists. Since that time globalization becomes an interesting discourse both among scientists and mass media. Along with its development, Indonesia as a third world country has been pushed to play its role in the process of globalization. Many efforts have been implemented to gain from the process and to minimize its negative effects.

Globalization refers to a unifying process of social change, or a way of seeing social relations that takes in the world as a whole. Colin Parkin (1996) in relation with its use, states that there are four different ways : 1) Globalization refers to a new consciousness of global interdependence, particularly in relation to issues such as the environment that extend beyond the compass of individual states. 2). Globalization as a project, in the sense of global business strategies and attempts at global governance. 3). Globalization as a process of change in economic and cultural relations which intensifies links at a global level. 4). Globalization as an explanatory framework, a way of understanding social relations by considering the world as single social system.

As a process, globalization leads us to new stage of history which includes: technological change, development of global economics, political globalization, and globalization of ideas which according to Paolini it can be divided into globalization of economics, government and politics, civil society, knowledge and technology, and cultural and ideas. This paper is focused in

discussing problem of globalization in the perspective of a process of change in economic, cultural and ideas, knowledge and technology especially the use of information technology (ICT) that intensifies the links at global level, in relations with tourism industry in Indonesia as solution of crises we face it.

1.2. Globalization of Knowledge and Technology, Cultural and Ideas

Globalization of knowledge and technology is a process based on development of technology in the late of capitalism era and refers to the reality of global media village that unified by information and communication web. Innovation of technology has facilitated development of globalization aspects and technological innovation makes it easier between people to connect each other beyond national boundaries without physical and territorial barriers, by using computer, internet and so on. Globalization of culture and ideas comprises understanding that global culture grows based on interconnectedness among elements of societies and the potential for the emergence of cosmopolitan and multicultural society.

Globalization has created a significant development in all aspects of life, especially since the end of 20th century, which is indicated by the spread of industrial production and consumption, of new technologies, and of the influence of western cultural and political models, which create societies without sovereignty borders. According to Jonathan Dimbleby (2001), there are five elements of globalization which have created integration of world economies, namely : 1). The global spread of industrial production, consumption, competition, trade and the integration of markets into a single system of rule governing trade, investment and finance. 2). Modern technological diffusion to developing countries. 3). The increasing reach of telecommunication such as telephone, television and internet. 4). The growing recognition of significance of civil society development and good governance (democracy, legal system and community organization) to securing and supporting sustainability of economic development. 5). Globalization of environmental problem, both locally such as air pollution, loss of species habitat and internationally such as global

climate change, ozone layer depletion, loss of biodiversity, and so on.

Recent stage of globalization since the 1960s, indicate trend of globalization of third world as play a role in the emergence of international system, problem of multiculturalism and ethnic make countries in the international system, emergence of idea concerning the importance of concept of globalization, civilization and the merger of

2. The Role of Mass Media in Indonesia

As mentioned above, the Indonesian society has been player in the global crises of 1997 has affected the multidimensional crises. It is important to overcome the crisis, the government targetted a target. The number of tourists to earn US\$ 10-15 billion as many as 10 million for the future so that the contribution of tourism and foreign exchange will be higher if the contribution of tourism (BPS, Kementerian Pariwisata).

The government targetted that the target would be reached by both locally and international tourism and reaching the target including television and

In relation with the casting in 2008 broadcast

the perspective of a process
and ideas, knowledge and
information technology (ICT) that
in relations with tourism
as we face it.

and Technology, Cultural

Information technology is a process
of the late of capitalism era
global village that unified by
innovation of technology has
aspects and technological
enable people to connect each other
physical and territorial
and so on. Globalization of
leading that global culture
along elements of societies
of cosmopolitan and

significant development in all
of 20th century, which is
production and consumption,
spread of western cultural and
values without sovereignty
Korten (2001), there are five
key elements of world
integration of world
of industrial production,
integration of markets into
investment and finance. 2).
developing countries. 3). The
elements such as telephone,
recognition of significance
governance (democracy,
participation) to securing and
development. 5). Glo-
both locally such as air
internationally such as global

Costs and Benefits for the Third World

climate change, ozone layer depletion, spread of toxic-chemical, loss
of biodiversity, and so on.

Recent stage of globalization, an uncertainty one, began in
1960s, indicate trend of 1990s crises which is signed by emergence
of third world as players, increasing of global consciousness,
emergence of international institution and movement, increasing of
problem of multicultural and multiethnic, gender consideration, race
and ethnic make concept of individual be more complex.
International system, is more liquid in past bipolar system,
emergence of idea concerning human as special community and the
importance of concept about a world civil society or global
civilization and the emergence of global media village.

2. The Role of Mass Media and ICT in Developing Tourism in Indonesia

As mentioned above, Indonesia as member of third world
society has been player in the process of globalization. Economic
crises of 1997 has affected many problem and the emergence of
multidimensional crises in Indonesia. Tourism sector is an
important to overcome the multidimensional crises. In 2009, the
government targeted as many as 10 million tourists who visit
Indonesia. It is increased as much as 3.6 million from previous
target. The number of tourists are hoped to be increased in the
future so that the contribution to GDP (Gross Domestic Product)
and foreign exchange will also increase and in 2009 it is targeted
to earn US\$ 10-15 billion or as many as 12-14 percent of GDP or
as many as 10 million foreign tourists who will come to Indonesia.
The contribution of tourism industry to Indonesia GDP is much
higher if the contribution of domestic tourists is also accounted.
(BPS, Kementerian Pariwisata dan Budaya, 2006)

The government of Indonesia and stakeholder are optimistic
that the target would be reached in that year. Many programs have
been implemented to reach the target, such as intensive promotion,
both locally and internationally. In supporting the promotion of
tourism and reaching the target, the use of mass media and ICT
including television and the internet is an important thing.

In relation with tourism development, television broad-
casting in 2008 broadcast a program initiated by Department of

Tourism and Culture which promulgated year 2008 as Visit Indonesia Year 2008. In 2009, ICT and mass media are used to promote information and products of tourism, including: tourism destination, accomodation, security and accessability transportation how to reach a tourism destination, is an important thing also. People attitude and availability of restaurant are supportive factors in developing tourism in Indonesia.

In order to support and make it successful, the government and stakeholder in tourism sector arrange several programs, such as performance improvement at every tourism destination, accessible transportation and security as well as increasing promotion at various international events. The government spent as many as 280 billion rupiah to reach the target of Visit Indonesia Year 2008.

In the era globalization, mass media has central role in spreading various information concerning all events and destinations of tourism in Indonesia to domestic and international communities. Publication in various mass media at local and international level, such as television media for tourism program of *Tour de Singkarak* or *Sail de Bunaken*, has affected to the successful of the program. *Tour de Singkarak* is an example of successful tourist program supported by mass media. The program is duplicated by several countries, visited by many tourists, and gain a lot of money. So is the other program, like *Sail de Bunaken* in 2009. It is hoped that such program can be produced by other tourism destination in order to get more tourists and devisa.

3. Tourism as Solution to Overcome Crises in Indonesia

After the *World Travel and Tourism Council* (1991) sated that tourism was the biggest and important industry in the world, many countries including Indonesia reposition iits industries. Kasali (2006) stated that industrialised countries has reposition their economies frombrand-based economy to experience economy. Experience economy is an activity of productive economy that causes engagement effect, which has been a modern experience, as a part experience economy.

Tourism sector has been a main industry in South East Asia including Indonesia (Michael Hitchcook, Victor T. King and Michael J.G. Parnwell,1994 ; Walton, 1994). This phenomenon is linked with various factors, especially infrastructure one, like

accomodation, availability, integrated in governing t managing this sector is sig the use of ICT and mass tourism is also important.

South East Asia, in destination of internation Western and developed destinations in Europe. So called alternative destinati natural characteristic and in in character, like indigeno territory and highly divers many and various tourism money. Diversity of cultu Indonesia have been rec domestic and international to cultural tourism, like *Baro Ritual, offering at Pura*, industry in Bali is faster tha contribute much higher tha

Besides Bali, Yogyakarta especially Javanesse cultur Temples, and ecotourism I Kaliurang, and shopping to of tourism industry in Yogyakarta and recently Yogyakarta Jabodetabek area, with compared to Jakarta with *Trully Asia*.

In relation to touris develop optimally. Mass ICT can support the progra sophisticated traditional Sriwedari Museum and S other cities, as well as it h Surakarta can develop sho Market), Laweyan Batik traditional dishes. Ability

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Crises in Indonesia

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ts and Benefits for the Third World

accomodation, availability of transportation and promotion
integrated in governing the induatry. Effort of stakeholder
in managing this sector is significant in reaching the target. Besides,
the use of ICT and mass media to develop tourism to promote
tourism is also important.

South East Asia, including Indonesia, is a new alternative
destination of international tourism, especially tourists from
Western and developed states. It is different from traditional
destinations in Europe. South East Asia, including Indonesia is
called alternative destination relatively new one because of its
natural characteristic and intact, as well as, wild life and traditional
in character, like indigenouse ethnic in rural Indonesia. As a wide
territory and highly diversity of life and cultures, Indonesia has
many and various tourism destination which can obtain a lot of
money. Diversity of culture and various tourism destination in
Indonesia have been recognized as interesting destination for
domestic and international tourists. Bali, for example, has developed
cultural tourism, like *Barongsai Dance*, *Ngaben Ceremony*, *Nyepi
Ritual*, *offering at Pura*, and so on. Development of tourism
industry in Bali is faster than of other region in Indonesia. Bali also
contribute much higher than other region in tourism industry.

Besides Bali, Yogyakarta has developed cultural tourism,
especially Javanesse culture, batik art, Borobudur and Prambanan
Temples, and ecotourism like Parangtritis Beach, Baron Beach and
Kaliurang, and shopping tourims at Malioboro Street. Development
of tourism industry in Yogyakarta is less than development in Bali
and recently Yogyakarta develops rural tourism, as found in
Jabodetabek area, with its icon *Yogya Never Ending Asia*,
compared to Jakarta with *Enjoy Jakarta*, or Malaysia with the
Trully Asia.

In relation to tourism, Surakarta has potential resources to
develop optimally. Mass media, such as television, internet and
ICT can support the program of tourism in Surakarta. Surakarta has
sophisticated traditional culture, Javanesse dance of Bedhaya,
Sriwedari Museum and Sangiran Museum that are not found in
other cities, as well as it has various and unique traditional dishes.
Surakarta can develop shopping-tourism of Pasar Klewer (Klewer
Market), Laweyan Batik Kampoong, and culinary tourism of
traditional dishes. Ability of an area to develop and invent local

genius is a local power and competitive in era of globalization. It is necessary to promote them through mass media and ICT.

Moreover in connection with this discussion, tourism industry can be treated as travel and hospitality industry which comprises all items connected with serving human travelling and mobility, done individually or in group with various motivations and activities voluntarily and temporary in order to visit a destination. The service comprises products satisfaction and service performed by tourism industry and also other industry related to other services, and supported by infrastructure as reported by Michael Hitchcock, Victor T. King and Michael J.G. Parnwell in their study about tourism in South East Asia.

Other factors influencing in determining tourism destination are its security, its order, its beauty, its cleanliness and its convenience of such destination. So, development of tourism industry is a destination needs management collectively integrated and cross sectoral.

According to World Tourism Organization (WTO, 1992), in early phase of globalization of 20th century, there is a tendency of increasing of human traveller, from 25,000,000 in 1950, 425,000,000 in 1992, 684,000,000 in 2000, to 864,000,000 in 2006 (WTO, 2006). In such time, the highest increasing occurs in 2006 with 43,000,000 travellers. In 2006, according WTO, revenue from world tourism will be as many as US\$ 733 billion. This increasing, of course, can be seen as big potency in tourism to manage professionally in order to gain big foreign exchange.

Europe is the best place to be benefitted from the increasing of world travellers as many as 22 million people, Asia 12 million people. Unfortunately for Indonesia, because the country loss its travellers as many as 2 million but Malaysia increase from 6.4 million to 17.5 million, and Thailand from 11.5 million to 13.9 million people. It is necessary to find solution in developing its tourism industry in Indonesia. In this case, role of mass media is significant in promoting and disseminating various information related to all events and tourism destination to public both domestic and international, beside it is necessary to find professional and educated employees in tourism industry.

3.1. Travelling Culture

It is proved that to travel has change influenced stakeholder network, building hotel destinations. In Indonesia increasing of accomodation such as in Bali, Ancl, A Yogyakarta, Surakarta, etc.

Besides that, accessible transportation Kuala Lumpur – Surakarta industry in Surakarta, tourism, and history in Surakarta can be u increasing traveller and

In October 200 connection with visit Indonesia was host of October 25 -30, world can be used to increase money too. In this case October 25, Yogya Jav commemorate of 252 y was broadcasted by TVI Indonesia year 2008, reflection of Yogyakarta television has implicatio

Tourism in Indo particularly after multir role in overcome econ This industry grows ran effect to the growth c manpower, and educat contributeed to Indone after textile and wood (

In several areas, is important sector in

3.1. Travelling Culture

It is proved that travelling culture or go outside temporary to travel has change lifestyle of community. This tendency has influenced stakeholder of tourism to invest and broaden its network, building hotel and restaurant network in several tourism destinations. In Indonesia, this tendency can be seen in the increasing of accomodation facilities in several tourism destinations, such as in Bali, Ancl, Anyer, Puncak Area, Seribu Island, bandung, Yogya, Surakarta, etc.

Besides that, Indonesia government makes priority of accessible transportation to tourism destinations. Flight of Kualalumpur – Surakarta can be ideally used to develop tourism industry in Surakarta, particularly shopping tourism, culinary tourism, and history tourism. Reoperationalization of tourism train in Surakarta can be used to increase tourists to visit the city, increasing traveller and foreign exchange.

In October 2008, there were several important events in connection with visit Indonesia Year 2008. In that month, Indonesia was host of Asean Beach Games (ABG) in Bali. On October 25 -30, world heritage event was held in Surakarta which can be used to increase visitors to the city and of course they spent money too. In this case, role of mass media is very important. On October 25, Yogya Javanese carnival was held in Yogyakarta to commemorate of 252 year of establishment of the city. The event was broadcasted by TVRI. The event was aimed at flourishing visit Indonesia year 2008, with the theme of Javanese culture as reflection of Yogyakarta as culture tourism city. The program of television has implication in developing tourism in Yogyakarta.

Tourism in Indonesia becomes a main sector to get money, particularly after multidimensional crises era, because its strategic role in overcome economic and social problem in several areas. This industry grows rapidly and dynamically, so it has multiple effect to the growth of other sectors, such as trade, industry, manpower, and education. Up to 1993, tourism industry had contrributeed to Indonesia foreeign exchange in the third plaaace after textile and wood (Daliyo, 2003)

In several areas, like Bali, Yogyakarta, and Jakarta, tourism is important sector in the growth and development of local

economy, both in contributing local revenue and in supporting job opportunity in related sector, like accommodation, transportation, catering, and restaurant, and travelling agencies in post local autonomy right number 22 and 25 of 1999.

One policy in Indonesia economy stresses on global oriented economic development which focuses on comparative advantage in accordance with competency of main products of every areas. Therefore, to increase local revenue development of tourism industry is a right choice which needs to be managed professionally and supported by stakeholders, government, private enterprises, and community. Role of mass media to promote all information of products and tourism destination is important, and availability of professional worker in tourism industry is also important. Other factors influencing development of tourism industry is availability of infrastructure such as hotels, restaurants, and accessible transportation. Integrated and unified promotion is also necessary to do by several stakeholders. It has affected development of tourism industry in Indonesia.

3.2. Necessity Professional Worker in Tourism Sector in Indonesia

In tourism industry many studies, state that women participation exceeds that of men, varied between 54 to 84% percent, especially in accomodation, restaurant and catering. In UK man powers are more concentrated in transportation (Kate Purcell, 1994), and women are concentrated in accomodation, restaurant and catering. Veronica Long and Sara Kindon (1994) have found the same phenomenon in tourism industry in Bali, Indonesia. They state that in structuring workpower in Bali tourism industry, young, single and well educated women have more opportunity and range of occupation, like as manager at big hotels, earn big salary in tourism industry, achieve high status and their bussiness capability well known than old, married women who are concentrated in small enterprise, informal sector and earn lower salary.

In Bali, women are involved in a range of social interaction with tourist in broadsense. Balinese women accompany tourist to public sphere of local market, work and manage bussiness producing gold and silver art. Higher educated employee is more profesional and wellknown their capabilities of bussiness.

3.3. Community Attitud

Community attitude toward tourism industry in certain that social exchange theory measure community attitude will be possitive if tourism will have negative attitude received. Power also play attitude toward tourism in Kayat find that social exchange useful in examining community. People attitude are based on tourism. Power has no measure of the industry. General view resources and environment toward tourism industry willing to make adaptation evaluation of impact of Malaysian. It can be applied

Besides, the success of industry is determined by relationship between elements of development industry is not seen as cultural activities but it is destination and even a national needs capability support for many conducive policies in sectors and private sector

Based on above research among development agencies tourism industry in certain Bandung, Jakarta. Competition requires professionalism in will guarantee all of professional condition makes tourism multisectoral in character it is needed to make cooperation levels. Consequently, employment highly professional and

3.3. Community Attitude Toward Tourism Industry

Community attitudes have influenced on development of tourism industry in certain area (Kalsom Kayat, 2000). Kayat stated that social exchange theory can be applied as tool of analysis to measure community attitude toward tourism. Community attitude will be possitive if tourism give more benefit than cost. But, they will have negative attitude if tourism need more cost than benefit received. Power also play important role in detemining community attitude toward tourism industry. A qualitative study of Kalsom Kayat find that social exchange theory or social change theory is useful in examining community attitude toward tourism industry. People attitude are based on their judgment on the impact of tourism. Power has no more affected people evaluation on impact of the industry. General values such as religion, culture, equality, resources and environment have more influenced on people attitude toward tourism industry. Dependency, capability and people willing to make adaptation directly influence on process of evaluation of impact of the industry than that of power among Malaysian. It can be applied to Indonesian too.

Besides, the successful of country in developing tourism industry is determined by reality of similarities vision and synergy between elements of development sector established. Tourism industry is not seen as collateral impact of economic, social and cultural activities but it is seen as a value creation of a tourism destination and even a national pride. The development of tourism needs capability support from government agencies, in the form of many conducive policies and integrated between development sectors and private sector as well as community.

Based on above reality, it is needed to make one vision among development agencies in Indonesia to develop activities of tourism industry in certain area in Surakarta, Togyakarta, Bali, Bandung, Jakarta. Complexity of tourism industry management requires professionalism in handling it and managing it it so that it will guarantee all of parties involved can get benefits. This condition makes tourism industry be multidimensional and multisectoral in character. Therefore, in handling and managing it, it is needed to make coordination at local, regional and national levels. Consequently, employees at the tourism industry should be highly professional and committed. States which has employees

who are highly committed and professional will obtain significant amount of money from tourism, like Singapore, Malaysia and Thailand in Asia and several developed states in Europe. In this case, role of mass media is significant.

4. Conclusion and Recommendation

4.1. Conclusion

Based on above discussion, it can be concluded as follows :

1. Globalization above is a reality of life and Indonesia as member of third world societies should be a player
2. Mass media has significant role in developing and promoting tourism industry in Indonesia in the era of globalization
3. It is necessary to be highly committed in developing tourism industry in Indonesia so that more visitor can be reached and more money can be obtained.

4.2. Recommendation

Considering its significance in obtaining foreign exchange in order to overcome crises in Indonesia, the government of Indonesia should initiate many things and be sustainably committed in managing tourism industry professionally. The use of ICT and mass media should be increased to make tourism industry in Indonesia become winner in competition in globalization era.

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The Impact Of M (In G

By: Dr. Dominikus T

Mass media that technology in the current ti on the light acceleration into

Communication tec created "toll road". It has b but also obscuring the limits This era has been taken over to enhance and broaden condition, some experts say, a new hegemony of advanta information they will towa including Indonesia.

Key-words: Mass Medi
mation—Heg

INTRODUCTION

Mass media is a term which can be done to transm is categorized as a tool, a enables us to record, transm broad society.

Mass media that is su between micro and macro sig themes into private environ orientation, authority and the Thomson said: "public realm electronic era technologically