

SOCIAL CONSTRUCTION OF MASS MEDIA

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ABSTRACT

Facts prove that the actions of Muslims in Jakarta on December 2, 2017 did not interest for mainstream media. Just INews television station that reports live. The biggest act of Muslims who received a positive response from around the world was only follow through social media. Big events involving millions of people who theoretically have value turned out not to be a concern for electronic media. The media with their respective perspectives provide various labels for the activity. This proves clearly how the media through all its devices reconstruct reality in their own ways. The same event is constructed differently, which in turn will lead the society to understand the message to be conveyed through the news text. The theory of Social construction of mass media Peter L Berger and Thomas is the basis for understanding how a reality is reconstructed to be presented to the society. Social construction of mass media dismantles all the meanings contained in the media in the text, audio and visual which have implications for attitudes and public opinion of society.

Keywords: *social construction, mass media, reality*

PEMBINAAN SOSIAL MEDIA MASSA

ABSTRAK

Fakta membuktikan bahawa tindakan orang Islam di Jakarta pada 2 Disember 2017 tidak menarik minat media arus perdana. Hanya siaran stesen televisyen yang melaporkan secara langsung. Tindakan terbesar umat Islam yang mendapat maklum balas positif dari seluruh dunia hanya mengikuti media sosial. Peristiwa besar yang melibatkan berjuta-juta orang secara teorinya mempunyai nilai tidak berubah menjadi perhatian media elektronik. Media dengan perspektif masing-masing menyediakan pelbagai label untuk aktiviti tersebut. Ini membuktikan dengan jelas bagaimana media melalui semua perantarnya membina semula realiti dengan cara mereka sendiri. Acara yang sama dibina secara berbeza, yang seterusnya akan memimpin masyarakat untuk memahami mesej yang akan disampaikan melalui teks berita. Teori Pembinaan Sosial Media Massa oleh Peter L Berger dan Thomas adalah asas untuk memahami bagaimana realiti dibina semula untuk disampaikan kepada masyarakat. Pembinaan sosial media massa membongkar semua makna yang terkandung dalam media dalam teks, audio dan visual yang mempunyai implikasi untuk sikap dan pendapat umum masyarakat.

Kata Kunci : pembinaan sosial, media massa, realiti

INTRODUCTION

A large celebration of Muslims in Indonesia, which is arranged in an activity entitled Reunion 212 which was held December 2, 2017 in Jakarta was not interesting for the electronic media in Indonesia. The incident was less interesting compared with the party ngundu mantu of Princess Jokowi President who is reported lively and successively for several days almost in all private television stations in the country. In contrast, the reunion 212 involving millions of Muslims from different parts of the archipelago appear to be of little importance to broadcast by electronic media. In practical terms, only the television station of INews that reported the event lively. A major event involving the millions of Muslims who are the largest ummah in the Republic of Indonesia is not essential for the mainstream media to be broadcasted today. That is the power of the media to determine what to preach and how to preach an event. Each media sees reunion 212 with their respective differently. Some think that the event is excessive and unnecessary, some argue that the moment of reunion 212 is a revival of ukhuwah islamiyah, and some are preaching it as a celebration of the victory of the intolerant group. The above conditions are examples that illustrate how the media through all devices reconstruct the event of capturing an event in its own way. The same event but constructed differently that will eventually lead the reader to understand the message to be conveyed through the news text. Social construction of mass media becomes the theoretical basis for understanding how an event is reconstructed by media workers to be conveyed to the reader. The word Social construction came out after Peter L Berger and Thomas Luckman published his work entitled the social construction of reality (1966).

Introduction and the Birth of Theory

To understand the theory of social construction of mass media, we first understand about the paradigm. As a concept, the term paradigm (paradigm) was first introduced by Thomas Kuhn in his *The Structure of Scientific Revolution* (1962). According to Kuhn, the paradigm is a fundamental view of a subject matter of a branch of science. In subsequent developments, Masterman subsequently diminishes the paradigm into three major parts of the metaphysical paradigm, the sociological paradigm and the construct paradigm. In its development, many scholars continue Kuhn's thoughts on the social paradigm. Durkheim in his work *The Rule of Sociological Method* (1895) and *Suicide* (1897) developed a concept which he called social fact. According to him, this social fact is the subject of the investigation of sociology. This social fact is expressed as something different from idea. Something that becomes the object of investigation of all science that cannot be understood through pure (speculative) mental activity. But to understand it, it takes the preparation of real data outside of human thought. Another case with Durkheim, Max Weber who argues that social science is a science that seeks to interpret and understand (interpretative understanding). In his work, Weber examines social action. The essence of the thesis is a meaningful act known as the social definition paradigm. What he means by social action is individual action as long as it has a subjective meaning or meaning for himself and is directed to the actions of others. Based on Weber's concepts of social action and interrelationships, there are five basic features that are the object of sociological research;

1. Human action, according to the actor containing a subjective meaning that includes real action
2. Concrete actions that are fully mindful and subjective
3. Actions which include the positive influence of the situation, repetitive acts and actions in the form of tacit consent
4. The action is directed to a person or to several individuals
5. It cares about the actions of others and is directed towards the other person.

In this discussion, Max Weber's thoughts on social action have a profound effect on the theory of construction. The most basic idea is the view that man is a creative actor of his social reality in which

human action is not wholly determined by norms, habits, values, etc., which are embodied in social facts i.e actions that describe social structures and institutions . Therefore, the social definition paradigm is more interested in what is in human thought about social processes, especially the followers of symbolic interactions. In the social process, individuals are seen as the creators of a relatively free social reality within their social world. The center of attention in the social definition paradigm is about social action, ie the actions of individuals who have meaning or subjective meaning to themselves and are directed to the actions of others. A combined theory is the theory of action, symbolic interactionism, and phenomenology. In view of the paradigm of social definition, reality is the result of a creative human creation through the power of social construction to the social world around it.

Meanwhile, constructivism theory is the view that the truth of a social reality is seen as the result of social construction and the truth of a social reality is relative (relative). In its original form, constructivism refers to the study of how human mental structures are constructed over time and how neural networks previously trained to carry out the symbolic actions of mine become conditions for subsequent action. According to this theory, individuals interpret and act according to the conceptual categories that exist in their minds. Reality does not present itself in its raw form but is filtered by the way the individual himself sees things. First, judging by the ontological explanation, the constructed reality prevails in the specific context considered relevant by the social actors. Second, the constructivist paradigm is viewed from the epistemological context, that the understanding of a reality is a product of interaction between researchers and the object under study. In this case, constructivist paradigm is transactionalist or subjectivist. Third, in the context of axiology, ie researchers as passionate participation, facilitators bridge the diversity of the subjectivity of social actors. While the theory of constructionism (constructionism theory) or social construction began to be known by Berger and Luckmann mempublikan work *The Social Construction of Reality*. In his discussion of the media, there are five major propositions of social constructivism theory, namely;

1. Society is a construct, not a fixed reality (fixed reality)
2. The media provides materials for the social construction process
3. Meaning offered by the media but negotiable or rejected
4. Media reproduces certain meanings
5. The media cannot provide objective social reality because all facts are interpretations.

In the flow of philosophy, the notion of constructivism arose when Socrates discovered the soul in the human body and since Plato discovered reason and idea. The idea was more concrete when Aristotle put forward the terms information, relationships, individuals, substance, matter, essence and so on. The utterance of Descartes cogita, ergo sum (I think then I am) is a solid basis for the development of constructivism ideas to this day.

The theory of social constructivism in principle seeks to provide an understanding of the meaning, norms, roles and rules of work in communication. This theory is more concerned about how people create reality collectively. Therefore, in the theory of social constructionism, the theory of symbolic interactionism gives a great influence in giving meaning to the meaning of symbols.

MASS MEDIA SOCIAL CONSTRUCTION

Initially the social construction of mass media theory originated from the social construction theory of reality introduced by Peter L. Berger and Thomas Luckman who said that essentially social reality is formed and constructed by humans. Some things that become basic assumptions are;

1. Reality is the result of a creative human creation through the power of social construction to the social world around it;

2. The relationship between human thought and the social context of the place of thought arises, is developed and institutionalized;
3. The life of the community is continuously constructed; Distinguish between reality and knowledge. Reality is defined as a quality that exists in a recognized reality of being independent of our own will. While knowledge is defined as the assurance that realities are real and have specific characteristics.

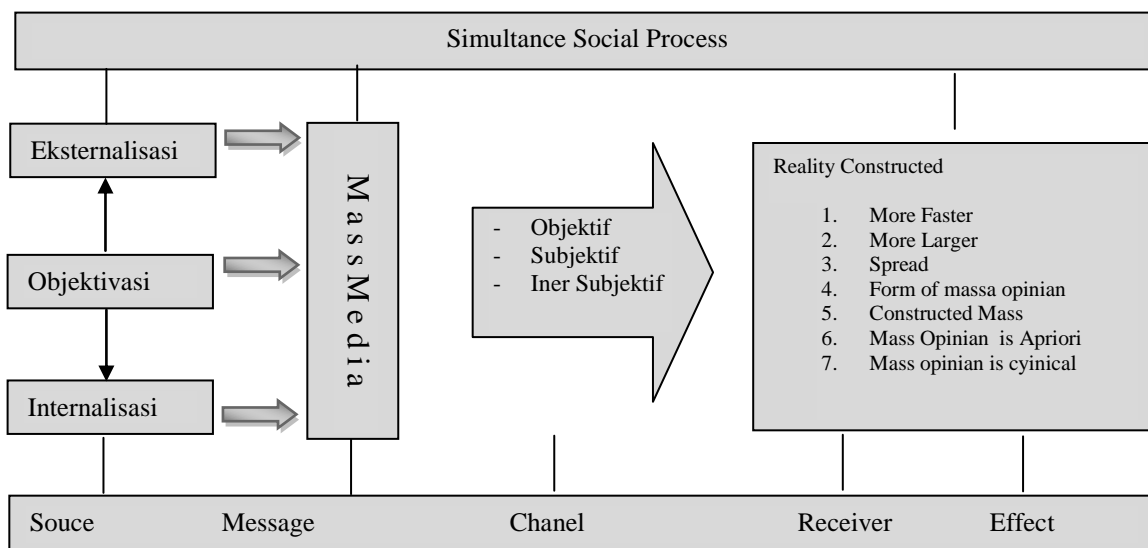
The construction process seen from the perspective of Berger & Luckmann theory takes place through the dialectical social interaction of the three forms of reality that become the entry concept, namely reality, symbolic reality and objective reality. In addition, this also takes place in a process with three simultaneous moments, externalization, objectivization and internalization. Objective reality is a complexity of the definition of reality (including ideology and belief) and the routine of established actions and attitudes patterned, all of which are shared by the individual in general as facts. Symbolic reality is the symbolic expression of what is perceived as an objective reality such as the text of a media industry product, such as news in print or electronics, as well as in films. And Subjective reality is the construction of the definition of reality that belongs to the individual and is constructed through the process of internalization. The subjective reality that each individual possesses is the basis for engaging in the process of externalization, or the process of social interaction with other individuals in a social structure. Through the process of externalization that individuals collectively potentially do objectivism and create a new object objective construction.

In the process of dialectics, there is a simultaneous stage called the stage of externalization, objectivation and internalization. The first stage, externalization is the process of adjusting to the sociocultural world as a human product. It starts from the interaction between advertising messages and individual viewers through television shows. This first stage is an important and fundamental part in a pattern of interaction between the individual with the social products of his community. What is meant in this process is when a social product has become an important part of society that is needed by the individual at any time, that social product becomes an important part of one's life to see the outside world; The second stage, objectivation is the stage in which social interaction takes place in an institutionalized or institutionalized world of intersubjective. At this stage, a social product is in the process of institutionalization, while the individual manifests itself in the products of human activity available, both to its producers and to others as elements of the common world. This objectivation lasts long to exceed the face-to-face limits in which they can be understood directly. Thus, the individual engages in the objectivation of the social product, both the creator and the other individual. This condition takes place without having them meet each other. That is, this process can occur through the dissemination of opinion of a social product that develops in society through the discourse of public opinion about social products, and without having to face face-to-face between individuals and creators of social products; The third stage of Internalization is the process by which the individual identifies himself with the social institutions or social organization in which the individual belongs. There are two basic understandings of the internalization process in general; first, the understanding of 'my neighbor' is the understanding of the individual and others; secondly, the understanding of the world as something meaningful from social reality.

Substantially, Peter and Luckman's theories and approaches are processes that occur simultaneously and occur naturally through language in everyday life in a primary and semi-secondary society. When the theory emerged in the 1960s, approaches were made to the transitional-modern society in America when the mass media had not yet become an interesting phenomenon to talk about. Therefore, the social construction theory of the reality of Peter L. Berger and Thomas Luckman does not include mass media as a variable or an influential phenomenon in the social construction of reality. As society became more and more modern, social construction theories and approaches to the reality of Berger and Luckman ceased to respond to the changing times. The reason is that the modern-day transitional society in the United States has been exhausted and transformed into modern and postmodern societies, thereby

the social relationships between individuals and their groups, leaders with their groups, parents with members of their families being secondary-rational. The primary and semi-secular social relations are virtually non-existent in the life of modern and postmodern society. Thus, the theory and approach of social construction by the realities of Peter L. Berger and Thomas Luckman become meaningless again. In the book, *Social Construction of Mass Media; The Reality of Television Advertising in Capitalistic Societies*, social construction theories and approaches to the realities of Peter L. Berger and Thomas Luckman have been revised by looking at the variables or phenomena of mass media to be substantial in the process of externalization, objectivization, and internalization. That is, the nature and advantages of mass media have improved the weakness of the social construction process over the slow-moving reality. The substance of social construction of mass media is on the rapid and wide circulation of information so that social construction is going very fast and the distribution is evenly distributed. The constructed reality also forms mass opinion, the masses tend to be a priori, and mass opinion tends to be cynical. The position of social construction of mass media basically corrects the substance of weakness and completes the social construction of reality by placing all the advantages of mass media and media effects on the superiority of social construction of the mass media over the social construction of reality. However, the simultaneous process described above does not work suddenly, but the formation of the process through several important stages (see figure 1).

Figure 1:
 Process Of Mass Social Media Construction



PROCESS OF MASS SOCIAL MEDIA CONSTRUCTION

There are several stages to understand how the process of the appearance of mass social media construction as the followings:

1. The stage of preparing the construction material that includes several things namely; The first partisanship of the mass media to capitalism as it happens today where almost all mainstream media belongs to certain capitalist groups to make mass media as a money-making machine and a doubling of capital. Surely it raises an ideology that prioritizes how to mass media able to bring profit as much as possible morning owners and investors. Both apparent alignments to the public. The shape of this alignment is empathy, sympathy, and participation to the public, but ultimately

2. it is to sell the news and raise the rating for the interests of the capitalist. Especially now, it is clear that almost all mainstream media are owned by certain business groups and affiliated to certain political parties. Third is the alignment to the public interest. The form of partisanship to the public interest in the real sense is actually the vision of every mass media but the facts on the ground are merely jargon and slogan only. Stages of construction distribution is stages that are performed by each mass media with different strategies but the main principle is real-time. Electronic media has a different real-time concept with print media. Due to its live nature, real-time by electronic media is instantaneously broadcasted, immediately to the viewer or audience. But for print media variants, real-time is composed of several concepts of days, weeks, or months, such as daily, weekly, and monthly. Although print media have a delayed real-time concept, but the concept of actuality is a major consideration so readers feel timely to get the news.
3. The construction phase consists of two stages: First, the formation of the construction of the reality of justification as a form of mass media construction that is formed in a society that tends to justify what is present in the mass media as a reality of truth. In addition, willingness is constructed by mass media, that is generic attitude from the first stage. That the choice of people to become readers and viewers of the mass media is because of his choice to be willing his thoughts are constructed by the mass media. In addition to making the consumption of mass media as consumptive option, where a person in the habit depends on the mass media. Mass media is a part of life's habit that can not be released. The second stage of the construction of image construction is how the construction of images on a news or how the construction of an image on an ad. Image construction on a newsletter is usually prepared by people in charge of mass media editors, ranging from journalists, editors, and editor-in-chief. While the construction of images in an ad is usually prepared by the advertisers, such as copywriters. The construction of image construction is the building desired by the construction phases. Where the building construction of images built by the mass media is formed in two models, namely models good news and bad news model. Good news model is a construction that tends to construct a news as good news. While the bad news model is a construction that tends to construct ugliness or give a bad image on the object of news.
4. The confirmation stage is the stage where the mass media as well as the reader and viewer give arguments and accountability to their choice to be involved in the construction phase. For the media, this stage is necessary as part of arguing against the reasons for social construction. As for the viewers and readers, this stage is also part of explaining why he is involved and willing to be present in the social construction process.

APPLICATION OF THEORY IN THE RESEARCH

The In practice, social media construction theories use various approaches and methodologies in the study of communication research. For example, a study entitled Social Constructions Pengeberitaan SIM Case Simulator in Media Online Kompas.com. Research conducted by Slamet Dodi Kresno on corruption case involving Director of Police, Inspector General Djoko Susilo who allegedly received bribes amounting to Rp.2 M. Research was conducted by framing method or framing analytical model Robert N. Entman. Based on the framing analysis of Robert Entman model, the process of reality reconstruction can be seen in two big dimensions, namely the selection of issues and the emphasis or protrusion of certain aspects of the relaitas / issues. Based on the results of research conducted on news Kompas.com found two aspects that are highlighted in the news that is the issue of law enforcement and social politics. It can be known through the process of selecting titles, leads, visuals, image and placement as a headline or paing. Because in the world of journalism, news and framing are two things that can not be separated. The conclusions in the study were; First, the social construction of the SIM simulator case in Kompas.Com was viewed based on two issues highlighted by Kompas.com, namely the suspect Inspector General Djoko Susilo and

the Police relationship with the KPK. Secondly, Kompas.com, in its news, tend to see the KPK increasingly dare to investigate the corruption case in this country. The tendency is seen from Kompas.Com often shows the news about the success of KPK's performance in investigating corruption. Another research by M. Fiktri AR, a lecturer at the Department of Communication Science Fisip Unbraw entitled War As Entertainment, reveals: The Observation of the Issue of Terror in New Media discusses the media coverage of ISIS (Islamic State of Iraq and Sham) and al- Qaeda that appears in the media becomes a kind of phenomenon war as entertainment. Research published in Journal of Communication University of Tarumanegara year VI / 03/2014 was conducted to find out how the media display information about it in the middle of the audience by discussing three issues namely; (1) The process of constructing the reality of events in the media; (2) main argument of writing why the phenomenon of war entertainment; and (3) About the shadow of the development of communication theory, related to the history of the media. The new media that became the object of research is online media www.tempo.com, www.tribunnews.com, www.kompas.com, www.republika.co.id, www.detik.com, www.viva.co.id, and www.antaranews.com. The results of the above research finally concluded that the news that appears in the online news media as one type of new media is not the real reality, but is the result of reality construction of media workers. Therefore, it can be understood that the form of news from each media to be different, depending on the tendency, alignments and media ideology respectively.

Meanwhile, a study was also conducted by Yulianto Budi Setiawan published in the Scientific Journal of Communication MAKNA Vol.2 No.1. February 2011 entitled Analysis of Critical Discourse on Gender Based Violence in the Daily Newspaper of Suara Merdeka. The study concluded based on monitoring data of cases of gender-based violence in Central Java (Central Java) for the period 2008-2009 by the Legal Resources Center NGO-Gender Equality and Human Rights (LCR-KJHAM). In addition, the data were also obtained through printed media such as Harin Kompas, Suara MRedeka, Wawasan, Jawa Pos-Radar Semarang, Jawa Pos- Radar Kudus, and Solo Pos. The reality of media coverage in Merdeka Daily Newspaper is examined by using Critical Discourse / CDA Analysis or critical discourse analysis to find out how the text of violence against women is presented by Suara Merdeka. Qualitative data analysis techniques used are Discourse Analysis Critical model of Norman Fairclough that focuses on the language. According to Fairclough, the process of text analysis is microlevel, discourse practioner as mesolevel and a practical sociocultural analysis process as a macrolevel. The result, from seven news in Suara Merdeka daily that was analyzed finally concluded that textually text violence against women still shows gender bias. Viewed from the side of text production, it turns out that Suara Merdeka journalists are not gender sensitive and can not create agenda setting because it focuses more on market oriented. Whereas in the sociocultural context, based on the above research it can be seen that the text that appears degrading or marginalizing the position of women.

CRITICAL THEORY

According to the researcher, there are some things that become the records related to the social construction theory of mass media that has been described above. Some things that are visible to the advantages of the theory, namely;

1. Being a solid foundation for conducting studies and research in communication science as part of sociology
2. Social construction of the reality which is then corrected into social construction of mass media helps readers and researchers to understand human being complex because it concerns about the philosophy of human existence.
3. In addition, it provides consideration to the study of the social and political environment when an event occurs.

Meanwhile, the researcher sees that there are lacks in this theory, they are:

1. It neglect the individual forces that make the individual reader seem to be only an object;
2. It extend and promote the media as something that has extraordinary power (powerful)

CONCLUSION

Based on the above explanation, it can be put forward some conclusions, namely:

1. Construction of Social Media Massa, essentially, dismantles all the meanings contained in the media produced in the form of text, audio and visual.
2. The amount of media influence to the public or audience might have positive and negative implications for attitudes and opinions that develop in the midst of society.
3. The monopoly of media business controlled by certain groups in Republic of Indonesia tends to create hegemony in the midst of society.

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