

Riset dampak media (dampak antisosial dan prososial konten media, uses and gratifications, agenda setting, kultivasi persepsi dari realita sosial, dan dampak sosial internet) = Media impact research (The antisocial and pro-social impact of media content, uses and gratifications, agenda setting, cultivation and perception from social reality, and the social impact of internet)

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Abstrak

Perkembangan media massa di sebuah negara memiliki pengaruh yang sangat besar terhadap perubahan perilaku masyarakat secara sosial, psikologis, dan kultural yang mengkonsumsi media tersebut. Berbagai ragam media massa, baik media cetak, elektronik, maupun digital memiliki tingkat dampak yang beragam pula, dan luas dan beragamnya dampak media ini menjadi isu yang menarik untuk dikaji secara lebih mendalam, baik dalam riset akademis maupun swasta. Terdapat lima area riset terhadap dampak media, yang meliputi dampak antisosial dan prososial dari konten media, kultivasi dan persepsi terhadap realita sosial, uses and gratifications, agenda setting, dan dampak sosial internet. Kajian masing-masing area riset ini dimulai dengan pendekatan sejarah, metode, perkembangan teori, karakteristik khalayak, fungsi dan kegunaan, serta analisis riset terhadap situasi di Indonesia, yang didukung dengan data-data yang relevan dan terbaru.

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The mass media development in a country brings huge impact to the behavioral changes of the media-consuming society. Various types of mass media, including printed and electronic as the conventional media as well as the new media (internet) cause different impacts, and it becomes interesting issue to study and deeply research, either for academic or private purposes. There are research area of media impact, which are the antisocial and pro-social impact from media content, cultivation and perception of social realty, uses and gratifications, agenda setting, and internet's social impact. Each research area study is started with the approach from the history background, methods, development of theory, the characteristic of the public (viewers), functions and usefulness, and research analysis to the situation in Indonesia, supported by relevant and new facts and data.