

Hegemoni melalui media multi platform oleh pemilik media = Hegemony through multi-platform media by media owner

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Abstrak

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 Media Massa, menjalankan fungsi-fungsi yang berkaitan dengan kebutuhan publik

akan informasi-informasi factual yang berguna untuk kepentingan publik. Dengan peranannya tersebut, seharusnya media massa menyajikan informasi yang terbebas dari kepentingan-kepentingan individu maupun kelompok. Namun, media massa hari ini dikuasai oleh individu-individu yang merupakan representasi dari kelompok tertentu, sehingga media massa rentan terhadap penyalahgunaan untuk kepentingan pribadi maupun kelompok. Terlebih, di era new media terdapat berbagai bentuk platform yang memberikan celah lebih lebar bagi si pemilik media untuk menguasai dan menyebarkan konten-konten melalui pberbagai platform yang berisi

kepentingannya kepada public.ABSTRACT Mass Media runs a role that is related to public needs of factual information that are

usefull for them. With that role, media should give the public informations that are free from any interests. Unfortunately, mass media are occupied by represented individual from some political group so the mass media could be misused for the shake of political interests. Furthrmore, the new media are given vaious platform that give an easier opportunity for mass media owner to spread their interests to public.;Mass Media runs a role that is related to public needs of factual information that are usefull for them. With that role, media should give the public informations that are free from any interests. Unfortunately, mass media are occupied by represented individual from some political group so the mass media could be misused for the shake of political interests. Furthrmore, the new media are given vaious platform that give an easier opportunity for mass media owner to spread their interests to public., Mass Media runs a role that is related to public needs of factual information that are usefull for them. With that role, media should give the public informations that are free from any interests. Unfortunately, mass media are occupied by represented individual from some political group so the mass media could be misused for the shake of political interests. Furthrmore, the new media are given vaious platform that give an easier opportunity for mass media owner to spread their interests to public.]