

Respon negara berkembang terhadap penetrasi media negara maju

Dian Permana Sari, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=89067&lokasi=lokal>

Abstrak

The main objective of this research is to explore how the less-developed countries give responses to the media domination of developed countries. As a critical qualitative research using case study method, it applied a multi-cases, multi-level design as its analytical framework. Indonesia and Malaysia were selected as the cases for the study. Data analysis point to a conclusion that unique historical background of a country affects the shape of its television industry development and therefore each gives different responses against the domination. The theory of media imperialism itself, which was initially used in this study, needs to be modified in order to be more applicable as the tool of analysis for the countries under the present condition.