

THE IMPACT OF MEDIA CONGLOMERATION IN THE MEDIA CONVERGENCE ERA ON SELECTION OF NEWS CONTENT

TEGUH PRIYO SADONO

Communication Science Study Program, Faculty of Social and Political Sciences Universitas, 17 Agustus 1945 Surabaya, Jl. Semolowaru No.45, Menur Pumpungan, Kecamatan Sukolilo, Surabaya, Jawa Timur, Indonesia. Email: teguhsadono@untag-sby.ac.id

NURTYASIH WIBAWANTI RATNA AMINA

Communication Science Study Program, Sekolah Tinggi Ilmu Komunikasi Almamater Wartawan Surabaya, Nginden Intan Timur I No.18, Nginden Jangkungan, Kec. Sukolilo, Surabaya, Jawa Timur, Indonesia. Email: dutaratna@gmail.com

Abstract

The author in this observation, discusses media conglomeration in the era of media convergence. The object under observation is the impact of media conglomeration on the selection of news content in the current era of media convergence with the media industry. This research method uses a qualitative descriptive approach with literature studies and data collection through secondary data obtained through literature studies such as reference books, journals, articles and other sources related to research. This study concludes that the impact of media conglomeration has led to the industrialization of the media. In order to achieve economic principles, media convergence has been carried out, which ultimately has an impact on news content in the mass media, which reduces or eliminates information democracy.

Keywords: Media Conglomeration, Democracy, Mass Media, Media Convergence

INTRODUCTION

Mass media conglomeration is a term that refers to the concentration of mass media ownership in the hands of several large companies. This term has become an important topic in the study of communication science, and many experts have issued their views on its impact on society and democracy (Fachrudin, 2022).

According to Schiller (2007), mass media conglomeration refers to the concentration process of mass media ownership in the hands of a number of large companies. In this case, these big companies have great power to control the content and flow of information received by the public.

Schiller (2007) also highlighted how mass media conglomeration has a significant impact on the media and communications industry as a whole. In some cases, this concentration of ownership has led to the closure or reduction of the amount of available media, threatening media diversity and to the detriment of smaller industry players. Schiller also criticized mass media conglomerates for limiting healthy competition in the media market. This can result in increased prices and create problems for media consumers.

Schiller argues that mass media conglomeration can also have an impact on democracy, where great power in the hands of a few companies can influence political issues and shape public opinion, whereas mass media conglomeration raises concerns about the

concentration of power in the hands of several large companies that can threaten diversity. Information and sustainability of the media industry, as well as limiting fair competition in the media market and harming media consumers (Khumairoh, 2021).

According to McChesney & Nichols (2010), information democracy is a media system that can facilitate healthy public participation and stimulate the free and open exchange of ideas. This can happen when people have access to diverse and fairly distributed media and can participate in the production and processing of information (Gushevinalti et al., 2020).

McChesney (2015) criticizes the concentration of media ownership, especially mass media conglomerates, which can limit people's access to diverse information and harm democracy because the concentration of media ownership can place power in the hands of several large companies, which can affect news content, political issues and the formation of public opinion. McChesney's views on information democracy highlight the importance of media diversity and citizen participation in the production and processing of information to strengthen democracy (McChesney & Nicholas, 2016).

The role of the mass media in shaping people's mindsets and perspectives can influence political and social issues. Some opinions of communication science experts about mass media:

1. Marshall McLuhan: The mass media plays an important role in shaping people's perspectives and mindsets, as well as influencing the way they communicate.
2. Noam Chomsky: The mass media tends to promote the interests of governments and big corporations while ignoring issues that are more important to society.
3. Stuart Hall: The mass media has the power to influence the way people understand the messages conveyed by the media, but people also have the ability to read media messages in different ways depending on their background and experience.
4. McQuail: The mass media have the ability to influence people's views on political and social issues, but this influence is not always direct or deterministic.
5. David Harvey: Mass media is one form of expression of global capitalism which concentrates power and wealth in a number of large corporations and dominant entrepreneurs (Srikandi & Budiharjo, 2023).

Information packaged in such a way, presented repeatedly, and continuously consumed by the public is able to shape public perceptions. Then the role of the mass media in presenting information will be able to direct the reader to the desired destination (Srikandi & Budiharjo, 2023).

Media convergence is a term that refers to changes in the media industry that lead to the merging of different types of media into a single digital platform. In the studies of communication science experts, media convergence is often seen as an important phenomenon that affects various aspects of society, such as patterns of media consumption, social interaction, and popular culture (Haqu, 2020).

Some of the opinions of communication science experts about media convergence:

1. Henry Jenkins: Media convergence has not only changed the way we access information, but it has also changed the way we interact with information and with other people.
2. Jay David Bolter and Richard Grusin: Media convergence occurs when new media incorporates elements of older media within itself, creating the same look and feel as previous media but also offering new innovations.
3. Lev Manovich: Media convergence means that media now operate on top of the same digital platforms, allowing media content to move freely between different platforms and media types.

Convergence has a broad effect on various aspects of society, such as culture, business, and politics. Communication science experts often highlight how media convergence has changed the way we interact with the media and how readers/consumers obtain information from a certain interconnected point, as well as the implications for issues such as privacy, news similarity and core news and data security (Wibisono et al., 2019).

The definition of news according to some experts:

1. McQuail (2010): News is a report about events that are new, interesting, important, or have an impact.
2. Kovach and Rosenstiel (2007): News is something that is not known by many people and is considered important to know.
3. Merrill (1984), news is anything that attracts attention and is important to the audience.
4. Shoemaker and Reese (1996): News is a form of communication that introduces new and interesting facts to audiences.
5. Galtung and Ruge (1965): News is something new, unusual, different and important.

In general, the definition of news is reports or information about events or incidents that are considered important or interesting to the general public, which is broadcast through mass media such as newspapers, television, radio, or the internet.

DISCUSSION

Robert McChesney identified several negative impacts of media conglomeration on news content selection (McChesney & Nicholas, 2016):

1. *Decreased Diversity of News Content:* In media conglomerates, large media companies have control over many media outlets, such as television stations, newspapers, magazines and websites. This can lead to a reduction in the diversity of news content, as major media companies often share common interests and tend to promote their own agendas.
2. *The gap in News Content:* In media conglomerates, large media companies often allocate their resources only to the news that is considered popular or financially profitable, so some topics and issues are ignored and do not receive sufficient coverage.
3. *Occurrence of News Bias:* Major media companies often have financial, political, or business interests, which can influence how news is presented and reported. This can cause bias in the presentation of news and information.
4. *Control of Information:* In media conglomerates, large media companies often have the power to control and limit the information available to audiences. This can reduce the ability of the public to make informed decisions and can affect the democratic process.
5. *Lack of Independence:* In media conglomerates, journalists and editors are often under pressure from the management of large media companies to achieve targets and serve corporate interests. This can reduce journalistic independence and hinder press freedom.

Meanwhile, according to Deddy Mulyana, the impact of media conglomeration on the selection of news content is:

1. *There is a Domination of Certain Parties:* Media conglomeration in which large media companies have control over various types of media, such as television, radio, newspapers, and the Internet. This can lead to the dominance of certain parties in presenting news so that large media companies can control the information received by the public.
2. *Lost Media Diversity:* In media conglomeration, big media companies often control many media, thus causing a loss of media diversity. This can lead to a lack of media options for the public to obtain information and reduce press freedom.
3. *The Occurrence of Media Commercialization:* In media conglomerates, large media companies often prioritize financial gain over news quality. This can lead to the commercialization of the media, where news is presented more as a product to be sold than as true and accurate information.
4. *Increasing Foreign Control:* In media conglomerates, large media companies often

have investments from foreign companies that can control the editorial direction and media agenda. This can lead to foreign control over the news and information presented.

5. *News Content Control Occurs*: In media conglomerates, large media companies can control the content of news and information presented by the media they own. This can lead to information control and encourage reporting that is not neutral or objective.

These impacts can cause the public to receive limited and sometimes inaccurate information, which can impact the quality of democracy and people's ability to make appropriate and intelligent decisions. The choice of the reading public in news content is limited because of the same source and management (Cin & Utami, 2020).

Cultivation Theory (Cultivation Theory): That information and the formation of perceptions, understanding and long-term individual beliefs about the world as a result of consumption of media messages (West & Turner, 2013). George Gerbner also emphasized that the theory of "Cultural Indicators" emphasizes the importance of the role of the media in shaping people's perceptions of the world around them. According to Gerbner, the media can influence people's perceptions of reality and shape their views on social, political and cultural issues (Ulum & Setiadi, 2019).

Cultivation Theory Concept

There are three important concepts of cultivation theory, namely:

1. *Cultivation differential*: According to West & Turner (2013) differential cultivation is the percentage difference in response between media users, divided into two heavy users (heavy viewers) and light users (light viewers). Light viewers (lightweight users in the sense of using or accessing an average of two hours per day or less and only for certain shows) and heavy viewers (heavy users), using an average of four hours per day or more and not only on shows only certain (Infante et al., 2003).
2. *Mainstreaming*: The ability to stabilize and homogenize various views in society about the world around them (the media stabilize and homogenize views within a society). In this process, the media will first blur, then the media will blend and then bend the various differences in reality to become the mainstream view (Junaidi, 2018). Mainstreaming occurs when, especially for heavy viewers, media symbols dominate other sources of information and ideas about the world. Because watching too much, one's construction of social reality moves towards the mainstream (West & Turner, 2013).
3. *Resonance*: Resonance implies the influence of media messages in the perception of reality is strengthened when what people see on television is what they see in real life (Junaidi, 2018). Resonance occurs when things in the media are, in fact, congruent with the everyday realities of the audience. In other words, the objective external reality of the audience resonates with the reality of the media (West & Turner, 2013).

Cultivation theory is a theory in media studies which says that excessive exposure to media messages can affect one's perspective and attitude towards the surrounding social reality. This theory states that the more time spent watching media, the more likely it is that a person's worldview will be influenced by that media exposure (Yusri, 2022).

In the era of media convergence, media conglomerates continue to grow, and more and more media companies have ownership of several media platforms. This can affect the selection of news content displayed on these platforms and can strengthen certain messages conveyed by the media.

In this case, cultivation theory can be used to examine the impact of media conglomeration in the media convergence era on the selection of news content. For example, if a media company has ownership of several media platforms, then it can choose to display news according to the company's interests, as well as reinforce certain messages that the company wants.

Excessive exposure to media messages that contain certain messages can also affect one's views and attitudes towards social reality. In this case, media users can choose to be more selective in choosing news content displayed on media platforms, as well as open themselves to different news sources to obtain a wider perspective.

Overall, cultivation theory can help to understand the impact of media conglomeration in the media convergence era on the choice of news content and how it can affect one's views and attitudes towards the surrounding social reality.

Cultivation theory tends to focus more on the negative impact of media exposure on one's views and attitudes towards social reality, and not the other way around. However, I can provide some information regarding the positive impact of media conglomeration in the media convergence era on the selection of news content. One of the positive impacts of media conglomeration is the availability of various media platforms that can enrich the choice of news content for media users. With the existence of media conglomerates, media companies can take advantage of their various media platforms to present news from various perspectives, whether from an ideological, ethnic or cultural perspective. This can broaden the horizons and knowledge of media users in choosing news content that is relevant to their needs.

In addition, media conglomeration can also strengthen the credibility of a news story. In the context of the media convergence era, media companies can take advantage of their various media platforms to disseminate the same news consistently. This can give media users confidence that the news is true and can be trusted. However, the positive impact of this media conglomeration still needs further study, especially regarding concerns that centralized media ownership in a few companies can monopolize the information market and reduce plurality in the press. This can have an impact on pluralism of opinion and diversity of media, which are important in a democracy. Cultivation theory does not deny the positive impact of media exposure on the selection of news content, but this theory focuses more on the impact of media exposure as a whole on one's views and attitudes towards social reality.

CONCLUSION

Cultivation Theory was first introduced by George Gerbner. Although in cultivation theory it starts with focusing his research on television the information disseminated through the media is something unique. George Gerbner divides into two groups of media users, namely: 1) *Light viewer*: The more time a person spends using the same media, the stronger the tendency for someone to equate the reality of information consumed with social reality; 2) *Heavy viewer*: Meanwhile, individuals who consume less of one of the media and tend to use more varied types of media and sources of information (both media communication and personal sources) will be more open to information, thoughts and attitudes than those who rely on just one information.

Continuous exposure to media messages causes these messages to be accepted by the public as a view of the consensus of society. The media forms *mainstreaming* and *resonance*. New technological developments strengthen the influence of the mass media. In comparison, the important concepts in the cultivation theory are *Light viewers and heavy viewers*, resonance and *mainstreaming*. In the era of media convergence, growing media conglomerates can influence the selection of news content to be displayed on various media platforms owned by media companies. In this case, Cultivation Theory can be used to understand the impact of media exposure as a whole on one's views and attitudes towards social reality, including in terms of the selection of news content.

Where the Cultivation theory shows that the more time spent watching media, the more likely one's worldview will be influenced by exposure to the media, excessive exposure to media messages that contain certain messages can also affect one's views and attitudes towards social reality. In the context of media conglomerates, media companies can choose to present news according to the company's interests, as well as reinforce certain messages that the company wants. However, media conglomeration can also enrich news content choices for media users and strengthen news credibility.

However, the positive impact of this media conglomeration still needs further study, especially regarding concerns that centralized media ownership in a few companies can monopolize the information market and reduce plurality in the press. Overall, Cultivation Theory can help to understand the impact of media conglomeration in the media convergence era on the selection of news content and how it can affect one's views and attitudes towards the surrounding social reality. With a better understanding of this impact, media users can be more selective in choosing news content and open themselves to different news sources to gain a wider perspective.

Bibliography

1. Cin, S., & Utami, L. S. S. (2020). Konvergensi Media Baru dalam Penyampaian Pesan Melalui Podcast. *Koneksi*, 4(2), 235–242. <https://doi.org/10.24912/kn.v4i2.8113>
2. Fachrudin, A. (2022). *Oligarki Demokrasi dan Konglomerasi Media Massa*. Literasi Demokrasi Indonesia (Literasindo).
3. Gushevinalti, Suminar, P., & Sunaryanto, H. (2020). Transformasi Karakteristik Komunikasi di Era

- Konvergensi Media. *Bricolage : Jurnal Magister Ilmu Komunikasi*, 6(1), 83–100.
<https://doi.org/10.30813/bricolage.v6i01.2069>
4. Haqqu, R. (2020). Era Baru Televisi dalam Pandangan Konvergensi Media. *Jurnal Rekam*, 16(1), 15–20. <https://doi.org/10.24821/rekam.v16i1.3721>
 5. Infante, D. A., S.Rancer, A., & F.Womack, D. (2003). *Building Communication Theory*. Waveland Press.
 6. Junaidi. (2018). Mengenal Teori Kultivasi dalam Ilmu Komunikasi. *JURNAL SIMBOLIKA*, 4(1), 42–51. <https://doi.org/10.31289/simbollika.v4i1.1461>
 7. Khumairoh, U. (2021). Dampak Konglomerasi Media Terhadap Industri Media Massa dan Demokrasi Ekonomi Politik di Era Konvergensi Media. *Muqoddima Jurnal Pemikiran Dan Riset Sosiologi*, 2(1), 63–78. <https://doi.org/10.47776/mjprs.002.01.05>
 8. McChesney, R. W. (2015). *Blowing the Roof off the Twenty-First Century: Media, Politics, and the Struggle for Post-Capitalist Democracy*. Monthly Review Press.
 9. McChesney, R. W., & Nicholas, J. (2016). *People Get Ready: The Fight Against a Jobless Economy and a Citizenless Democracy*. Bold Type Books.
 10. McChesney, R. W., & Nichols, J. (2010). *The Death and Life of American Journalism: The Media Revolution That Will Begin the World Again*. Nation Books.
 11. Schiller, D. (2007). *How to Think about Information*. University of Illionis Press. <https://doi.org/10.1353/lac.2008.0010>
 12. Srikandi, M. B., & Budiharjo. (2023). Citizen Journalism Sebagai Implementasi Dari Participatory Media Culture Di Era Konvergensi Media. *Jurnal Ilmu Komunikasi UHO : Jurnal Penelitian Kajian Ilmu Komunikasi Dan Informasi*, 8(1), 35–48.
 13. Ulum, F., & Setiadi, G. (2019). Peranan Teori Kultivasi Terhadap Perkembangan Komunikasi Massa di Era Globalisasi. *Jurnal Komunikasi Dan Penyiaran Islam*, 1(1), 44–50.
 14. West, R., & Turner, L. H. (2013). *Introduction to Communication Theory Analysis and Applications*. Salemba Humanika.
 15. Wibisono, I., Pawito, & Astuti, I. D. (2019). Kebijakan Redaksional Dalam Konvergensi Media (Studi Kasus Jawa Pos). *Acta Diurna*, 15(1), 1–16.
 16. Yusri. (2022). Teori Kultivasi (Analisis Teori Penyuburan Karya Melvin L . Defleur dan Sandra J . Ball-Rokeach dalam Bukunya Theories of Mass Communication Tahun 1988 dan Aplikasinya dalam Pengembangan Anak Usia Dini). *International Journal Sadida (Islamic Communications Media Studies)*, 2(1), 1–16.