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The Influence of the Mass Media in the Behavior Students: A Literature Study

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Abstract
The highly developed and complex of technology has grown up along the current style of the world which had introduces the human to a wide range of communication tools, as well as communications today. Mass media is a means of conveying information simultaneously and accessible to the community all over the world. In present era of globalization, the modernization make it easier for people to carry out their daily lives. However, this sophistication has both positive and negative to the user. The mistake in using this facility will become a threat that can contribute the social problems in society. The objective of this writing is to see the influence of mass media in the formation of student personality. The method of writing is qualitative based on previous studies and research through documents, journals and books related to the discussion of the influence of mass media. The method of literature is the primary basis in this writing that inductively and deductively analyzes by studying literature from both local and western researchers until a strong conclusion in identifying mass media influences on student behavior can be achieved.
Keyword: Influence, Mass Media, Behavior of Students

1.0 INTRODUCTION

Mass media such as printed media, electronic media and the internet (cyber media) are said to have a strong influence on teenage lifestyles. Electronic media such as television and video has broadcasting a lot of terrorism acts. Most teens love watching television and are indirectly affected by antagonist characters in the show they watch (Zaleha, 2010).

At the end of the 19th century until the end of the 20th century, there was a marked change in the broadcasting technology world and turned the field into a major medium in distributing information. The change in sophistication is essential in facilitating the activities or processes of communication while information can be generated at a more efficient and effective rate (Caldwell, 2000). However, in the 21st century, communication activities began changing. Users prefer to use internet service to get information online. This method allows easy data transfer process and also efficient time saving. In addition, more information input can be achieved by using the internet. A variety of worldwide information available through the internet, such as news, sending and receiving electronic mail, commerce, entertainment including watching and more can be accessed (Mokhtar, 2000).

The existence of computer systems and the internet has further expanded the use of information and communication technology, thereby increasing the space to gain knowledge as a result through this technology exposure (Evans et al., 1978). Because of some reason, media acted as restriction for the users due to limitations in giving their opinion or independent views on news broadcasts. However, the mass media seems to be the platform for consumers to express their opinions and communicate globally without hindrance (Chung et al., 2010).

While social media is an internet-based application that builds on Web 2.0 ideology and technology and enables the creation and exchange of social media most commonly used by people around the world (Kaplan and Haenlein, 2010; Ahlqvist et al., 2010). The use of digitizing technology through popular websites and social networks enable many things such as Facebook, Twitter, blogspot and Pinterest to channel more interactive, fast and engaging historical information. In addition, information that is readily accessible and has more flexible space can increase the supply and uses of evidence (Hernandez, 2009).

The change in the form of communication passed through the development of technology, or structural and technical communication revolution (Van Djik, 2006). This also cause of the advancement of mass media that increases every year (Japarudin, 2012). From every age of ancient times to the era of literacy, the printing era, and the electronic era, each represented by a particular form of communication either through writing, oral, printing and telecommunications that had a lot of influence on society as a whole (Ezaleila et al., 2011).

Human communication has entered the fifth phase that emphasizes interactive communication with internet-based and computing technologies that witness new media or the second media era to be introduced (Brody 1990, Poster 1995, Holmes, 2005). Mass media as a means of mass communication and serves as a significant social change agent (Japarudin 2012).

2.0 DEFINITION OF MASS MEDIA

Mass media is a channel, medium, utility, device, or instrument used in the mass communication process. The mass media also includes, printed media, electronic media and cyber media. Printed media such as newspapers, magazines, books, pamphlets, billboards and other technical tools that bring out the message by touching the senses of sight. Electronic media such as radio and recorded programs use the senses of hearing and television programs, motion picture and video recording covering both senses which is hearing and vision (Blake, 2009). Meanwhile the online media (online media, cybermedia) is the internet-based mass media. Mass media is happen to be the suggestions for cultural development, not just culture in the sense of art and symbol but also in the sense of the development of settings, fashion, lifestyle and norms (Mc Quail, 1987).

3.0 MASS COMMUNICATION MEDIA

Mass communication media as a communication tool to disseminate information and information to the world directly or indirectly. The phenomenon of globalization or the boundless world is an inevitable thing in line with the modernity of the world. The era globalization is capable of shaping human civilization whether it is or does not constitute a

commonplace of life. Mass media is a tool used to convey information to the public and as well as the world of communication devices (Cangara, 2002).

Communication media can be divided into three categories, first, interpersonal communication media, consisting of text, graphics, voice, music, animation, and video. Secondly, the storage media consisting of books and papers, cameras, recorders, and projectors, video recording equipment and so on. Then, transmission media, consisting of communication media, broadcasting media and network media (Buingin, 2005).

4.0 THE MEDIA ROLE FORMATION OF THE CHARACTERISTICS AND BEHAVIOR

Mass media development has both positive and negative impact on community development. Mass media plays a role in shaping the cultural uniformity that is produced as one of the effects of the influence of media on the system of value, thoughts and actions of individuals. According to Karl Eri Rosengren (1985) the influence and impact of media can be seen from small scale (individual) and wide scale (society) as well as sooner or later the spread of certain influences. Media is a tool that can stimulate and influence the attitudes and behaviors of individuals or communities that embrace all aspects of human life. It also plays a role in establishing a nation's identity and culture for its overall development (Abdullah Sulong et al., 2010).

Diverse social and cultural facilities are channeled through television, VCDs, magazines, story books, radio, mobile phones, internet, and so on. The mass media is not only an information channel for entertainment and knowledge, but also a variety of social, cultural, personality development and empowerment of individuals, whether positive or negative. However, the negative influence of the mass media comprising the print media and the electronic media is, in fact, indirectly affecting the behavior of the community and as a cause of the youth misconduct and bad behavior (Azizan, 1998; Abdullah Sulong et al., 2010).

The role of the mass media is thought to be positive when it can spread and instill moral values as examples of loving fellow citizens, respecting the rights of other communities, and evaluating a high moral. Media as a field of information dissemination is one of the most influential social forces in shaping the attitudes and social norms of a society. Mass media can be a wise example in changing the behavior of society. The negative effects of the broadcasts and the shows presented can shape the negative thinking of the community. Broadcasting stories and outdoor drama are able to alter local culture and values as a result of Western modernization that is far from contrary to the value of the east. Print media, as well as electronic media, are the mass media most widely used by various level age of society (Buingin, 2001).

The Internet is a phenomenon that struck the community as a result of the world's progress. Internet facilities are abused to access inappropriate sites, such as accessing pornographic websites. Pornography is a problem that brings considerable impact to the survival for the future of the younger generation. Online or offline games negatively impacted the teenagers who is doing excessive surfing.

Adolescents in Malaysia are categorized as the mass media users who cannot avoid the impact of media, especially on the impact of cognitive, effective and behavior. Walter Lippman (1922) argues that mass media plays a role in shaping individual perceptions about the real of

situation, conversation, readers and listeners will assume what is read, seen and heard through the mass media is the real situation. According to Bandura (1985), children and adolescents are involved with the actions and behaviors they watch in aggressive films. Hiebert and Reuss (1985) state that an experiment made by the National Mental Health Institute in Maryland found that school-age students fighting in school were among those who watched the terrorist program.

The research of Musa Abu Hassan (1996) found that communication media had a profound effect on the youth change which involved three aspects of cognitive, affective and psychomotor. The dissemination of unethical information through the broadcast programs. The elements of violence and sex from import media, with hugging, kissing, hand-held, and eye-dressing women scene are widely broadcast by electronic media (Hamismo, 1991). In addition, the media become the reason of attraction and repulsion that influence hang out of adolescents' attitudes. The attraction factor is the entertainment provided, the atmosphere is comfortable and prestigious. The push factor is the home atmosphere that is uncomfortable, noisy, narrow and not entertaining at all.

5.0 DISCUSSION

Despite the ease and sophistication of the world today, it affects the performance of an individual, especially the teenager who is still a student. This effect can come in short term instantly or in the long term that happens slowly. Media and communication are capable of producing good and bad impact on human beings based on the message they are carrying and it is also capable of forming and characterizing personalities according to the references (Aminudin et al., 2009).

The mass media has a strong influence on the lives of people. Media has the power to transform and shape the pattern of human thought and behavior. Mass media has its own social role and function in society, which serves as a function of social supervision, interpretation function, transitional function and entertainment function (Nuruddin, 2003). In addition, the mass media serves as a platform for criticizing the rulers and guardians of society as well as the space or the link between of the communities. Walter Lippman (1922) said that the mass media played a role in changing the attitudes and perceptions of audience.

While Bandura (1985) explains that children aged three to six years are involved in action and behavior as well as in the movies they watch. This clearly can be seen when they watch violent and aggressive actions, and when their toys are taken, they will act with the aggressive nature of what they watch. Hiebert and Reuss (1985) point out that serious fights in school are happen frequently among high school students who watch violent programs on television. Bunyamin (1993) notes that the influence of print and electronic media on moral impairment among teenagers in Malaysia is due to the flow of thought and adolescent of western behavior.

Adolescents admit that their idol singer is able to influence them in terms of clothing, hair, behavior, association and speech (Samsudin, 1995). According to Lim (1993), the film has a great influence in spreading certain beliefs or ideologies to society. Adolescent moral turmoil is associated with deviant problems and the media is said to play a role in raising moral turmoil by

highlighting things and also raising the potential impact (Cohen, 1987). Media transparency in juvenile environments and indirectly helps in the formation of adolescent social constructs including through entertainment-oriented media content.). Identity of adolescents today more focuses on lifestyles and media as well as helping adolescents to form a construct on what is appropriate and acceptable lifestyles (Samsudin, 2008).

Teens are mostly choosing entertainment and action programs when watching television or movies. Teenagers are also more focusing on entertainment, sports and accident news when reading newspapers or magazines. It is generally found that parents rarely set the rules, propose or talk about programs or news that can be watched or read by teenage children (Samsudin, 2088). Samsudin (1994) found that when teens are watching television, they prefer entertainment programs (55%), sports (46%) and religion (32%).

Loges & Ball-Rokeach, (1993) and McQuail, (1998) state that the mass media is a powerful system that not only controls the source of information on every individual, group, social organization and society that is generally dependent on the media to fulfilling their goals. Even the mass media can also cause changes in thinking, attitude and behavior of users. Through the media, teens learn experience from cultures that will affect teens in terms of lifestyle, sex, clothing selection, peer relationships, drug and alcohol consumption and other behavior related to a teenager's life (Samsudin, 1995).

According to studies conducted in the west, they admit that teenagers use television to make provisions about a situation in which they have no immediate experience (Hawkins and Pingree, 1982; in Samsudin, 1995). A handful of social media users have misused the ease of communication provided by accessing unscrupulous web sites such as the pornography web. This will produce a desire to have unprotected sex, incest and the baby abortion (Cline, 2008; Nor Azah & Che Zarina, 2011; Syed Shah Alam, 2014).

Excessive exposure in the virtual world has led many teenagers into the sweet promise of cyber-friends and ultimately determined to run away from home and follow new friend known through social media (Mohd Noor, 2010). Samsudin et. Al., (1994) for teens who are hanging out found that the majority of teens are interested in entertainment plans. For low-performing students, their interest in TV entertainment programs is much higher than exposure to other media plans. An undeniable fact is that a program is imported generally displays values that are not in line with local values and culture. Pop songs sometimes do not have a good effect (Samsudin, 1995).

Local researchers also have conducted studies and found that Muslim adolescents who are too obsessed with the use of social media in their lives can cause changes in attitudes and tendencies to the problem of moral collapse. Due to the complexity of various social applications serving extreme and obscene entertainment, which led to adultery, truancy, etc. (Nor Azah, 2009; Mohd Dahlan & Ida Safinaz, 2010; Khatijah et al., 2012; Wan Norina et al., 2013). In addition, extreme addictions to the use of social media among adolescents and children can lead to depression. In addition, there will be a severe mental stress and functional decline and activities daily spend a lot of time solely on social media sites (Fu, 2010; Johari & Raja Shahrina, 2012; Che Su & Nan Zakiah, 2014; Syed Shah Alam et , Al., 2014; Shapira et al., 2005; Pempek, Yermolayeva & Calvert, 2009).

Addiction according to Rice (2005), is a compulsive tendency to the use of the internet and social sites that interfere with the ability of a person to live normally. Abuse of social media will cause teenagers to be involved with fraud, threatening, defamatory via email that can harm people who are threatened (Mohd Dahlan dan Ida Safinaz, 2010). The impact of abuse of social media applications on cyber bullying victims will show anger, sadness, shame and fears (Ybarra & Mitchell, 2007; Mishna et al., 2010; Petraki et al., 2013) which can turn one's personality into rebel and aggressive (Zaleha, 2010).

6.0 CONCLUSION

Mass media network in today's life is one of the platforms of information dissemination and communication convenience to shape, reinforce and maintain social ties from the whole world. However, mass media is also able to contribute negative impacts to some teenagers especially for high school students through attitude and behavior changes. Transformation in the 21st century education system is holistic that emphasizes the mastery of computer usage, and the internet is very encouraging. However, these facilities are being misused by some teenagers to accessing websites that are not suited to the scope of learning and teaching. Mass media should be a source of reference to the society, especially the adolescents. In fact, unknowingly, the influence of mass media entertainment is enjoyed by the community as opposed to the scope of learning and education available. Some of the available displays show that are contrary to eastern and Islamic values. Sexually element are also easily found through the mass media and pornographic materials on the website. Because of the influence, it creates an unethical and destructive teenager.

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