The Role of Mass Media in The Emergence of Deviant Behavior in Society

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KEYWORDS	ABSTRACT
Communication Sociology; Communication; Mass Media	One of the primary studies in the sociology of communication is the influence of mass communication in society. Media is a communication transmitter or "channel" that includes newspapers, magazines, radio, television, movies, posters, and banners. The medium can be used and received by the communicator, but the medium can affect more than one communicator. This can affect many communicants regardless of the number of communicators; this means if a communicator uses any of the mentioned mediums, they can easily influence the behaviour of society as a whole. Behaviour change can have positive and negative impacts, which is why learning or understanding the role of mass media in communication is very important. There are many cases where the use of mass media can lead to deviant actions. Deviant actions that appear more often today will involve the mass media, meaning that the mass media has a significant influence. The impact of mass media can be seen in our daily lives, and mass media has become a basic need of human society as a whole. With mass media incorporated into everyday life, any information can be gathered. Such information can be the difference between a positive impact and a negative impact, it all depends on the user (communicator). This journal will focus on how mass media can trigger deviant societal actions and how to overcome them.

1. Introduction

Communication is a multidisciplinary branch of social science because the approaches used come from various other disciplines, such as sociology, psychology, anthropology, linguistics, and politics (Tam et al., 2024). Max Weber defined sociology as the science that delves into social action or human behaviour, emphasizing the intricate dynamics within society (Almahdi, 2023; Mehdi, 2024). Expanding upon this notion, Pitirim Sorokin delineated sociology as a discipline examining multifaceted relationships and influences among various social phenomena. This encompasses the intricate interplay between economic factors and religious beliefs, familial structures and moral values, legal frameworks and economic activities, and the intersection of community dynamics with

political processes. Additionally, Sorokin emphasized the significance of understanding the interrelationship between social phenomena and non-social factors, such as geographical or biological aspects, enriching the breadth of sociological inquiry (Brossard & Chandler, 2022). Sociology encompasses the comprehensive study of diverse social manifestations (Sambas, 2015). In the sociology of communication, the study of mass communication is a crucial tool for scrutinizing and understanding these social phenomena within society (Huang et al., 2024).

Mass communication is communication through mass media or to many people (masses) using media means. Mass media is a means of mass communication. Mass means a crowd or group of people, crowd or public. According to Bittner, mass communication is messages communicated through a mass medium to many people (Bara et al., 2021).

According to McQuail, mass communication can be seen from several aspects, usually organizational resources (Nurhablisyah & Bakti, 2024). In terms of messages, they can be estimated, processed, standardized, and consistently reproduced; they are a product and commodity of exchange value. In terms of relationships, because the aspect of the message is standardized, mass communication has an impersonal relationship (Lou, 2022). The next aspect is the purpose of the message, which is a broad audience (Kaltenbacher & Drews, 2020). The last aspect is the simultaneous reception of messages (Imhof et al., 2020).

This is where the sociology of communication is used because it is a sociology that specifically studies communication activities in social interaction, namely communication as a reciprocal relationship that affects each other between individuals, groups, or society (Putri et al., 2022).

The primary study of the sociology of communication is mass media in communication. You are conveying social reality through disseminating news on a wide scale and quickly through talk shows, reality shows, advertisements, news, etc.

This journal will discuss three sub-themes related to changes or the emergence of societal behaviour. The first sub-theme will discuss mass media in communication; the second will discuss the role of mass media, and the third will discuss mass media in the emergence of deviant behaviour in society. Thus, this study aims to gain a deeper understanding of the role of mass media in influencing people's behaviour and develop solutions or recommendations that can help reduce its negative impact.

2. Materials and Methods

The research method used in writing this journal is qualitative. The qualitative research method is descriptive and tends to use analysis. The author also uses an approach, namely the text research approach, because the object of research is text and data collection. Material from data collection can be records published during the study. All arguments supporting this journal's preparation are sourced from books, journals, newspapers, and other scientific writings related to the object studied in this journal.

3. Result and Discussion
Mass Media in Communication

In 1962, Marshall McLuhan said that the basic idea of using mass media in communication occurred because of various communication changes. Mass media technology shapes how individuals think and behave in society and directs people to move from one technological century to another (Bimo, 2017).

Mass media in communication has elements and characteristics such as publicity, universality, periodicity, continuity, and actuality (Resmi et al., 2024). In mass communication, media use is accompanied by elements of good news, namely 5W 1H (what, when, where, who, why, how).

The position of mass media in the development of society is critical, so the mass media industry is increasing today. This can be seen from the many television stations, radio stations, and print media companies. Media included in the mass media category are newspapers, magazines, radio, television, and the five media films are called the big five of mass media (Rubin & Perse, 2020). The mass media used in communication is also divided into two types, namely electronic mass media and print mass media. The most popular electronic mass media today is the Internet. Some people categorize the internet as mass media because many can receive its message. However, some reject this opinion because the characteristics of internal media are opposite those of mass media. Information through the internet can only be read if the audience is actively looking for it, which makes the difference with mass media such as television(Metag, 2020). However, with technological advances today, audiences have been actively searching the internet, and even mass print media has been increasingly abandoned due to the rise of electronic media such as the Internet. Because internet media is more accessible to access anywhere, as long as the audience has a network connection, they can find information online.

This means that mass media is an official means and channel for disseminating news and messages to the broader community in various regions. The role of mass media will be explained further in the next sub-theme.

The Role of Mass Media

In sociology, mass media is a means for cultural development, not only in the sense of art and symbols but also in developing procedures, fashions, lifestyles, and norms. Mass media plays a role in creating or changing societal behaviour patterns. Therefore, the position of mass media in society is of high importance. With the mass media, a society that was initially uncivilized can become civilized (McCrackin et al., 2024). Mass media has a vast network and is mass so that people who read are not only one person but number in the thousands. This is the role of mass media as a tool to build human civilization.

The second role of mass media is the delivery of information. In general, information about a person, organization, or event is considered more objective because the information can be published. Published information must meet certain conditions.

The third role of mass media is to influence people's knowledge globally. Technology development allows audiences to receive information from other parts of the world instantly. Information is needed to broaden horizons and educate the public. In addition, mass media has an essential role in disseminating information/news to the public, and this also applies to the government in forming public opinion.

The fourth role of mass media is its role in the communication process. Media is a means of communication that broadcasts large numbers of information, ideas, and attitudes to diverse communicants (Kurniawan et al., 2023; Syukri, 2017). This shows that mass media is an essential institution for society. McQuail supported this assumption, putting forward his thoughts. The first

mass media is industrial, the second is a source of power for control, the third is a forum to display people's lives, and the fourth is a vehicle for cultural development.

The latter role is to direct, guide, and influence life. Mass media has tremendous power to influence people's attitudes and behaviours. Even the media can direct people to conform to their will. Denis McQuail describes mass media as a power source, a tool of control, management, and innovation in society that can substitute for other forces. Because of its influence on the masses, the media also often acts as a vehicle for cultural development.

Mass media in the emergence of deviant behaviour

As explained earlier, mass media is a channel for information, entertainment, etc., but it has other impacts beyond its role.

One of them is that mass media has a hidden role in giving rise to deviant behaviour in society because its effects not only affect a person's attitude but can affect behaviour at a higher level in society's social system.

Whether the effects of mass media occur intentionally or unintentionally, whatever they are, both will still be accepted by the public. This all depends on who provided the information, under what conditions, and the conditions of the people receiving the information were.

Based on this explanation, the role of mass media in the emergence of deviant behaviour is very clear: if a mass media institution wants to provide information that contains controversy or the like, all levels of society will experience behavioural changes. For example, if a news agency airs an act of religious intolerance in an area, some people respond openly, and some respond negatively or closed. People who react behind closed doors may share their opinions through social media and be seen by others. This will cause a *domino effect* where one news causes hatred in the community against the religious group. The behaviour is deviant, but the deviation is still in the early stages, namely changes in individual or community behaviour. Other stages are much more deviant, for example, in the second stage, the affected society can damage the social order, norms, social systems, and culture (Kompasiana, 2021).

4. Conclusion

The role of mass media that can be felt most among the community is changing lifestyle and behaviour patterns. The appearance of deviant behaviour in individuals will change how they perceive their social environment. For example, intolerant behaviour will strain the individual's relationship with individuals with different beliefs. The hidden role of mass media is miserable; therefore, institutions and individuals who only use social media must be careful with the information we disseminate. Information disseminated without paying attention to the 5W 1H element can trigger the emergence of deviant behaviour in society.

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