

Title : Khalayak Media (Identitas, Ideologi, dan Perilaku Pada Era Digital)
 Author : Dr. Rulli Nasrullah, M.Si
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 Book review by : Arief Hartanto
 Research Center for Society and Culture, Indonesian Institute of Sciences
 (PMB - LIPI)
 riefhartanto@gmail.com

Media users and connoisseurs, or what we usually call media audiences, are growing very fast in the online world. It cannot be separated from technological advances that have a direct impact on society. According to data from APJII in 2017, media users of Internet in Indonesia reached 143.26 million (Asosiasi Penyelenggara Jasa Internet Indonesia, 2017) and increased in 2018 to 171.17 million people (Asosiasi Penyelenggara Jasa Internet Indonesia, 2018). The data shows the increasing number of Internet users in Indonesia will continuously increase and become a potential market for industry players in the future.

The above-mentioned is one of the basic facts of the study of media audiences, which is very interesting to examine more deeply. It is important to note that the phenomena emerging in the media audience can entail various disciplines to study it. As a result, the development of theories and issues about the audiences has continuously attracted our attention; it is significantly relevant with other important issues related to digital media.

A book written by Rulli Nasrullah specifically and deeply discusses media audiences in the digital era. The author presents several approaches to theories from some experts' point of view, so that it will offer a different perspective in defining media audiences. Besides, the author also provides a summary of various issues



that appears in the audience phenomenon in the digital era. Moreover, the structure of this book consists of seven chapters, beginning with preface.

The first chapter of this book discusses the identity of media audiences as individuals and virtual media; the second chapter discusses how audiences work as communities and virtual media; the third chapter discusses the ideology of media and audiences; the fourth chapter tells about fan culture; the fifth chapter discusses media economics and public markets; the sixth chapter discusses consumers' behavior, and finally the seventh chapter reviews new audiences. Considering all of the descriptions in each chapter of this book, the red thread can be drawn by conducting in-depth discussions in the form of; first, the identity of the media audience. The second is the ideology of media audiences. The third is the media business and potential market audience.

In this book, the discussion about public identity is one of the interesting topics and issues. The discussion of media audiences cannot

be separated from the identity of the audience itself. In general, identity is categorized as an individual's behavior, habit, and environment (p. 3). It is a result of consuming information and producing media that can shape the identity of the audience. The impact of media can affect individuals' attitudes, consequently changing the behavior and affecting the level of social systems as well as cultural systems of the society (Bungin, 2009).

Regarding the current digital era, media individual identity has a tendency of diverse and changing identities when confronted virtually, in the context of using mediation such as the internet. As a matter of fact, a communication using mediation will experience a shift of perspective on characteristics of interpersonal relationships. In addition, the online world enables someone to transform into anybody with a different character in the real world. Identity changes made by individuals are very easy to apply, i.e., by editing and erasing identity in media, because this environment as an ecology is highly viable for social interactions and allows the identity as a source of inspiration by other individuals (Bozkurt & Tu, 2016).

The use of a pseudonym is one example of a form of real difference between one's public identity and when he or she is in the virtual world. This phenomenon often occurs in activities on social media such as Instagram, Facebook and Twitter. Social identity is used for building profiles on social media as part of the representation of one's personal identity in a social context (Bozkurt & Tu, 2016). According to Castells (2001), such identity games are mostly found among teenagers in general, because they are in the process of finding their self-identity.

The existence of social media in the online world directly gives big impact on the identity of the audience. In the online world, the interaction between individuals or among group of people is carried out without the boundaries of a country's territory; in other words, distance is not a barrier and can form new cyber spaces. Thus, new cyber spaces currently create very large public spaces without restrictions by involving individuals or groups (Castells, 2010; Nasrullah, 2018).

A critical question raised: how do the boundaries of audiences' identity can be protected well in the future? Then, how far does the change of the audiences' identity affect the social order?

Ideology or beliefs as in Rulli Nasrullah's work how the ideologies of audience and media are written separately. Both are explained in a profound and varied theoretical perspectives. This makes it easier to understand both ideologies.

Speaking about ideology, we are able to see how Antonio Gramsci as an Italian Marxist conveyed his ideas about ideology through the concept of hegemony. In addition, in Gramsci's view, ideology is the rule of ideas which present a power domination of forces that unites and holds the social order. Gramsci described the era of a Press institution as an institution that produced ideological legitimacy and social order. In addition, there were other institutions such as churches, schools and other groups that played a role (Durham & Kellner, 2006).

The author states that ideology is an idea that is closely related to understanding the meaning of the public environment (p. 61). In this case, each individual has a different understanding of reality that occurs in their environment. In addition, related to media, ideology is a basic value carried by the media, so it carries messages to public in the form of advertisements, information or films that contain symbols to be explained as references to think, act, and respond (Pawito, 2014). Then, in its development, this ideology becomes a problem of semiotics and culture in society (p. 69).

In understanding media ideology, it is important to look at how media content in a construction involves many individuals' contributions in it. Then, the final result of media depends on the quality of production carried out by the creator. In producing a content, the media industry will look further how the interests can be conveyed so that it is closely related to markets, advertisers and even the media owners themselves. In other words, media cannot really convey a fact because it clashes with many aspects of interest (p. 77).

It is inevitable that there are interests and needs in media industry, and thus the goal depends entirely on the capital owners or editorial's interests. It is necessary to reveal that this is not just a secret but a reality that exists in the industry itself. Here, the author clearly conveys this phenomenon but does not give an idea of how ideological frictions between media groups influence the audiences. As a result, there is a high competition in this media industry.

The development of a media content has undergone a change, where public can actively get involved in creating their own media content. Obviously, this event cannot be separated from the technological advances that exist in a community. To describe the situations and conditions that occur, Ellul and Goulet (cited in Bungin, 2009) explain that technology has functionally mastered all aspects of people's lives. For example, in the online world, the technological aspect becomes an important role in building all media platforms. It figures out the reality of the beauty of media in the future, which can be accessed now at any time by the public. It makes them more meaningful in the media technology (Bungin, 2009).

The next interesting issue in the discussion of this book is related to business and potential market or economy of the audience. Today, the growth of digital media industry is very massive everywhere. The widespread of shopping sites and online news portal sites are two of important signals that the growth of media industry is promising. Capitalization in media industry is very strong; for example, the media produces information through news for public and they expect to gain more profits from advertising as their revenue.

The media business does have a different way of finding its income when compared to the goods and services business in general, that is by creating its own demand (p. 118). The audience serves as the target consumer to get a rating value of the results of media production, and thus bringing advertising. For example, in the production of information on international sports events in the 2018 Asian Games and 2018

World Cup, advertising spending was recorded at Rp.31.9 trillion (Nielsen, 2018).

Stretching growth in the media business is increased vastly today; moreover, the audiences are active in producing media. Basically, the audience as a user or user generated content (UGC) creates a new creativity in the display of media content and also the social interaction in the online world, as well as fostering new opportunities in developing media business (Cha et al., 2007). The media content created by UGC influences the society, the economy and itself (Wyrwoll, 2014). Also, UGC also earns income from uploading media content seen by a large number of viewers and subscribers of the channel in which the content was created. The content produced by UGC is then commonly called citizen journalism (p. 173).

In its development, the media business in recent times has provided a new space for audiences to earn a living, not only as UGS. On the other hand, this book does not discuss in detail about how the audience changes in gaining more profits in digital era recently. It is regarded as the birth of new spaces that can be used as a source of income in the online world, and it eventually gives impact on the audience's economy.

To sum up, this book presents full theories and developments of media audience issues in the digital media era. The theories presented in this book are very complete, so the readers should comprehend every page without missing out. Nevertheless, it is believed that in the future these media audience theories will continuously develop.

Like a series catalog, each chapter provides easy information for us to understand and learn. In addition, the writer is very skilled at the sharpness, providing a view of media audiences problem for discussion.

Finally, this book is highly recommended to be read by researchers, academics, or media observers as a good reference source in understanding the development of media audiences in digital era.

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