

SOCIAL IMPACT ANALYSIS OF MASS COMMUNICATION ON COMMUNITY IN THE SOCIETY 5.0 ERA

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Abstract

The Society 5.0 era is considered a phenomenon of combining cyber technology with automation technology, which is characterized by changes in various sectors. In this case, mass communication is system communication that is carried out through mass media and has a significant impact, especially in its application in everyday life with diverse impacts. This research uses qualitative methods while using a library research approach. The results of observations and literacy studies conducted by the author concluded that mass communication has a considerable social impact on society along with technological developments. Because the media plays a big role in the method of replacing existing social norms with new ones, even changing and creating new ones.

Keywords: *Mass Communication; Social Effect; Society 5.0 Era.*

Abstrak

Era Society 5.0 dinilai sebagai sebuah fenomena yang menggabungkan teknologi cyber dengan teknologi otomatisasi, yang ditandai dengan adanya perubahan di berbagai sektor. Adapun dalam hal ini komunikasi massa adalah suatu sistem komunikasi yang dilakukan melalui media massa memiliki dampak yang cukup signifikan terutama dalam penerapannya dalam kehidupan sehari-hari dengan dampak yang beragam. Penelitian ini memakai metode kualitatif seraya menggunakan pendekatan kepustakaan (library research). Hasil pengamatan dan studi literasi yang dilakukan penulis menyimpulkan bahwa komunikasi massa memberikan dampak sosial yang cukup besar di masyarakat seiring adanya perkembangan teknologi. Karena media berperan besar terhadap metode penggantian norma-norma sosial yang ada dengan yang baru, bahkan mengubah serta menciptakan yang baru.

Kata Kunci: *Komunikasi Massa; Efek sosial; Era Society 5.0.*



Lisensi

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A. INTRODUCTION

Sociology is one of the theories based on social theory, where if communication is blended with sociology while commanding the science of communication, it becomes increasingly to look into communicants which in fact are *zoon politicon*s. Then in this discussion, the author wants to prove to consider the value of sociology to the science of communication.

Sociology is pure science that aims to create understandings and general patterns, general principles and laws of human interaction, and the nature, form, content, and structure of human society. The subject of sociology is the society and the process by which human relations occur in society from the perspective of human relations.

Sociology of communication is one of the branches of sociology that examines social interaction in which there is a relationship or communication that creates a method of mutual moderation between individuals and individuals and groups.

Other than this, the sociology of communication is also related to public speaking which means understanding how well a person can manage the nature of a crowded society.¹ Social communication is divided into 5 types, namely: Personal-to-personal communication (interpersonal communication), Group communication, Organizational communication, Social Communication, and Mass Communication.

In this discussion, we will try to explain the thing about mass communication which discusses the methodology of how the correspondent method that passes through the mass media as an object that involves the crowd or the masses. In other words, the discussion in the journal will include procedures for implementing mass communication carried out by the community in society 5.0. The aftermath of the homogeneity of knowledge and the sense of worldliness or globality are influences caused by the existence of communication technology. Smart society 5.0 era is the majority of people know that they live in the same world, where most people become literate communication technology is a window to see the world.

¹Burhan Bungin, *Sosiologi Komunikasi*, ed. 3 (Jakarta: Kencana Prenada Media Grup, 2008).

Mass Communication is a communication system that takes place with the mass media (audience or target audience). The classification of mass media includes print media and electronic media. In print, there are magazines and newsletters and newspapers. Furthermore, in electronic media, there are television, radio, and also films.

The definition of mass communication is not easy to interpret simply and straightforwardly because it includes the process of conveying certain information, such as messages (in processing, sending, and receiving messages), technology, groups, different contexts, and audience forms (audiences) and effects (influence). Therefore, many experts give limits in terms of mass communication. because of the difference.

The development of communication technology has approached the limits of intellectual ability to deal with today's complex situations.² In the use of media, media can be used in the delivery of messages sourced from communicators to communicants or audiences and recipients by using communication tools that aim to facilitate the delivery of messages by using mechanical communication tools such as newspapers, radio, television, and the internet. With characteristics of an institutional nature, it is one-way, widespread, and synchronous wears technician and mechanical equipment, and is open.³ Society 5.0 era combining digital technology and the Internet with traditional industry to comprehensively transform all aspects of industrial production.⁴ The era of society 5.0 is one of the opening doors for the entry of the application of comprehensive technology in every institution, both public and private. A more complete explanation will be discussed as follows.

In 2019, the Japanese government came up with an idea about society 5.0.⁵ In this case, the Japanese government focuses on the idea of happiness, supported by

²Muhammad Bisri Mustofa. dkk, "Telaah Pesan Dakwah Dalam Film Tilik (Studi Analisis Semiotika)," *Komunike : Jurnal Komunikasi dan Penyiaran Islam* XIII, no. 2 (2022): 2.

³Hafid Cangara, *Pengantar Ilmu Komunikasi* (Jakarta: PT Raja Grafindo Persada, 2007).

⁴Dara Sawitri, "Revolusi Industri 4. 0 : Big Data Menjawab Tantangan Revolusi Industri 4.0," *Jurnal Ilmiah Maksitek* 4, no. 3 (2019): 2.

⁵Rohim& Darwanto, "Pendidikan Untuk Menyambut Masyarakat 5.0: Prosiding Seminar Nasional Program Pascasarjana Universitas PGRI Palembang" (2020).

science, technology, and various innovations developed by the surrounding community to be able to adapt to changes. Industrial revolution 4.0 in the middle of society 5.0: an integration of space, technological breakthroughs, and transformation of life in a disruptive era.⁶

The era of revolution 5.0 there was progress from various aspects namely physical, digital and biological. as well being equipped with the presence of spiritual aspects. the purpose of 5.0 is to realize the community to enjoy life and feel comfortable with the surrounding technology.

With the main component in society 5.0 is humans who are able to create new ideas through technological advances and can minimize the emergence of gaps in humans and economic problems in the future. If you imagine it feels difficult if it is applied in a developing country like Indonesia, but that does not mean that it cannot be done because currently, the country of Japan has provided concrete evidence as a country that has the most advanced technology than other countries. By using information technology to spread communication messages, it is an important means of a society that follows the progress of human civilization.⁷

Then the way society 5.0 works AI and IoT technology has the task of processing data and analyzing data sourced from humans themselves through physical sensors or in the form of data on humans themselves, then processing data that has been processed by AI and IoT back to humans with various physical forms. Social reforms and innovations in 5.0 suggest utilizing this "artificial intelligence" to help human needs which in its application di hope later can make people who think far ahead to drop the feeling of not wanting to start something new, a society in each group that loves, respects each other, respects, and a society which in its life can lead itself with full of pleasure. Because, using information technology to spread

⁶Haqqi & Wijayanti, "Revolusi Industri Di Tengah Society 5.0: Sebuah Integrasi Ruang, Terobosan Teknologi Dan Transformasi Kehidupan Di Era Distrusif." (2019).

⁷Muhammad Aminullah Marzuki Ali, "Konsep Perkembangan Diri Dalam Menghadapi Perkembangan Teknologi Komunikasi Era 4.0," *Komunike : Jurnal Komunikasi dan Penyiaran Islam* XII, no. 1 (2020): 3.

communication messages, it becomes an important means of a society that follows the progress of human civilization.⁸

Currently, society 5.0 occupies the highest center of attention between the virtual world (virtual space) and the physical world (real space). Nature of life before the existence of society 5.0 (society 4.0), humans dug, searched, and analyzed information and data by accessing cloud services (databases) in cyberspace via the Internet. Meanwhile, in society 5.0, a lot of information from sensors in physical space accumulates in cyberspace. In the future, this big data can be analyzed with artificial intelligence (AI), and its analysis reactions are targeted back to humans in various forms in physical space.

In the past, in the scope of the information society, people used to collect information or news through a network connection and decipher it. But in society 5.0 humans and electronic systems are queued in cyberspace. And today AI presents the maximum fruit of work that can surpass human capabilities in the physical world. In this stage produce something new in the world of industry and society in a way that was previously impossible to do.

Thus, the purpose of this study is to look at the analysis of the impact of mass communication in society in the era of society 5.0, with a research focus on the point of view of mass communication in society which is dominated by the development of information communication technology, readiness and thinking ability of Higher Order Thinking Skills (HOTS) to answer the challenges of the global society 5.0 era. This is to minimize the gap in people's mindset and technological orientation so that they can have integrity between humans and technology later.

B. LITERATURE REVIEW

After understanding the definition put forward by Bittner, it can be understood that mass communication must involve the mass media. The media in it are television, newspapers, radio broadcasts serta film (*mass communication is messages communicated through a mass medium to a large number of people*). From this

⁸Daeng Sani Ferdiansyah, "Pemanfaatan Teknologi Informasi Dalam Kegiatan Terhadap Transformasi Sosial Di Desa Montong Gamang Kecamatan Kopang Kabupaten Lombok Tengah-NTB," *Komunike : Jurnal Komunikasi dan Penyiaran Islam* XII, no. 1 (2020): 140.

definition, it can be known that mass communication must use mass media. Communication media that include mass media are broadcast radio, television, newspapers, magazines, as well as films.

A more detailed understanding of mass communication was put forward by another expert in communication, namely Gerbner. According to Gerbner (1967) "*Mass communication is the technologically and institutionally based production and distribution of the most broadly shared continuous flow of messages in industrial societies*". (Mass communication is the production and distribution based on technology and institutions of a continuous and most widely owned message flow of people in industrial society).

The research that discusses the analysis of the negative impact of social communication in the era of society 5.0 is a study by Ali Taufik on the analysis of the negative impact of adolescent children's association in the era of globalization with technological advances which shows the conclusion that the era of globalization that continues to roll, relationships and open process systems have been enjoyed by all parties from children to adults in utilizing technological facilities, in everyday life. This requires an attitude of developing a process of fundamental educational activities in an effort to realize quality educational activities in order to create prosperity, and peace globally.⁹ The difference with this study is in the object of study. This study emphasizes more on the social impact of mass communication on society in the society 5.0 era.

Other research on the analysis of the impact of communication on the development of the industrial revolution 4.0 and society 5.0 concluded that the development has a lot of impact on people's lives. The behavior of people who prefer the use of technology to meet their needs with all conveniences is one form of the flow of the industrial revolution era and society 5.0 in Indonesia. E-commerce is a form of technological development in Indonesia that can easily meet society.¹⁰ What

⁹ Ali Taufik; Tatang Apendi, "Analisis Dampak Negatif Pergaulan Anak Remaja Di Era Globalisasi Dengan Kemajuan Teknologi," *Wacana Akademika: Majalah Ilmiah Kependidikan* 5, no. 1 (2021): 26-33.

¹⁰ Hani Atun Mumtaha and Halwa Annisa Khoiri, "Analisis Dampak Perkembangan Revolusi Industri 4.0 Dan Society 5.0 Pada Perilaku Masyarakat Ekonomi (E-Commerce)," *PILAR TEKNOLOGI : Jurnal Ilmiah Ilmu-Ilmu Teknik* 4, no. 2 (2019),

distinguishes this research is the implementation of different studies between e-commerce and social communication of the masses of society in the society 5.0 era.

C. RESEARCH METHOD

This research uses qualitative methods while using a *library research* approach. Collecting the most important research in the form of journals, proceedings, and other scientific papers that talk about the social impact of mass communication. The technique of collecting data through literature studies, namely by making observations through various kinds of research on previous structures so as to allow researchers to see and observe later, this technique is used to obtain data on the impact of mass communication on society. Information/data analysis techniques use interactive analysis of Miles and Huberman's model. This technique uses four components of analysis, starting with collecting data, reducing data by grouping data according to the needs of analysis and discussion, then presenting data, and finally drawing conclusions.

D. RESULT AND DISCUSSION

In people's lives, the media plays an important role in the formation of social norms. Sociology of media is the study of media from a sociological point of view. Sociology can be described as a science that examines the structure of social life, studies interactions, and is included in the media used as a connecting tool in conveying news.

The use of media in media sociology can be in the form of social values from media with its consumers, for example, readers, listeners, or viewers. Meanwhile, in entering the era of society 5.0, there are many emerging societal orders that have just emerged along with digitalization, including norms.

Rules or norms have many functions or use. Its usefulness or utility and function are to ensure that all existing relationships between members of society as social actors are established in harmony. Norms have several functions, namely: Life guidelines apply to all members of the community in certain categorical areas. Bringing stability and order to the relationship of social life. Community members

are binding because there are strict sanctions and rules for those who violate the standards. Manifests order and atmosphere in society. The existence of severe penalties provides a deterrent effect for offenders to repeat their violations and has several functions or uses.

Not infrequently we see new norms that arise in communicating, for example, absences by using digital tools, mass media such as newspapers that can be accessed via devices/tablets, media or shopping sites that previously had to meet to make transactions, remittances that can be done through applications on devices, as well as the dissemination of messages or information using social media which in recent years has become one of the main means in the field of mass communication.

When a norm is used as a rule prevailing in society, a norm goes through several stages, however, the stages that are missed to become a social norm are method (use), metode is a certain type of work that is carried out by an individual in a society but not continuously. Folkways, habitual is a form of deed that is done consciously, has a definite purpose, and is repeated in the same form that is considered good and right. The code of ethics (moral), ethics is a collection of behaviors that reflect the life characteristics of a group of people, which are consciously carried out by people of the group in order to carry out supervision of its members. Our code of conduct prohibits coercion or conduct. Customs (custom), adat is a set of codes of ethics at the highest position because they are eternal and firmly integrated into the community of their owners.

Mass media is one of the important aspects of regulation. In the theory of social norms, media is a trendsetter, or something that will be used as a benchmark for society, for example, people's desire to refer to mass media, which was previously only in the form of television shows. Along with the times and the industrial revolution or the era of society 5.0 social media has also become one of the media that contributes greatly to seeing what society wants.

In the Era of society 5.0 Human-to-human *feedback* (*feedback*) from people who use social media to communicate or interact with each other in the near to far and the near-far (*feedback*) internet network system. Social media is supposed to be

corporate, and when information is shared, the public can know it, institutionalize it, and when sharing when interacting, many people should be able to communicate reading).¹¹

The presence of social media in Indonesia already has a legal umbrella in Indonesia, with publications 9 in 1998, 11 in 2008 and 14 in 2008. Social media is a government regulation. In the Republic of Indonesia and your use of social media, you are at your own risk if you are guilty. The law applies to the misuse of social media use (for example, the spread of misinformation and disinformation (HOAX) by irresponsible persons).

The theories that can see the implementation of the impact or effect of mass communication are:¹² Bullet Theory (Stimulation Response), this view is mechanistic, with the meaning that in receiving impressions of messages the general public is placed as a passive party. In creating direct audience responses to the content of a media message, mass media has a very important influence, namely forming a stimulus or stimulus. The bullet theory has a degree of parallel to the Hypodermic Needle Theory, which concludes media messages are like giant syringes that can be injected until the mass audience has no power to resist them.

Limited Effect Theory, mass media communication does not serve to alter the cognitive, emotional, and empathic of the audience only if the audience conveys a message to others, it is said that mass media influences cognitive, affective, and conative changes. The mixing of interpersonal and mass communication explains the concept of limited effectiveness. Media messages cannot reach their target audience directly, and the majority occur periodically, starting from the mass media and becoming followers of opinion leaders and disseminated to the public.

Moderate Effect Theory, this theory does not only rely on the presence of opinion leaders but rather attracts the attention of audiences who are actively suggestive in terms of finding and sorting out information. The essence of the

¹¹Cahyo Prabowo, "Media Sosial Dalam Komunikasi Massa," *Kompasiana*, 2020, www.kompasiana.com/www.radencahyoprabowo.blogspot.com/5c3aaa7943322f4e5d37a189/medi-a-sosial-dalam-komunikasi-massa.

¹²Pramesti Desiana E, "Efek Sosial Komunikasi Massa," *Ilmu Komunikasi*.

purpose of this communication is to utilize mass communication for the purpose of satisfying readers, listeners, and viewers. Satisfaction in terms of the fulfillment of needs, desires, and interests.

By Innis (1951), the media influences forms of social organization. All media tend to like time and space (communication bias). Mc Quail (1987) clearly states that the purpose of mass communication is to disseminate information to the public so that they can find it, and has the perfect expectation that the media has the authority to convey information that meets the needs of the public.

According to Sapir-Whorf's theory put forward by Mc Luhan, his theory states that language affects a person's way of thinking, and the theory of "*Medium is the message*" was born. Each media grammar tends to radiate a certain sensation. Media expands the senses (speech expands sound, print media expands vision, radio expands hearing, television expands tactile senses (god's penny, touch, nervous system).

The impact is different Human behavior that uses it oral media emits sound and produces social intimacy and collective life print media emits visions and gives rise to linear perception systems, sequential sequences, organized according to a certain order oral media gives birth to close social ties, print media gives birth to individualism, and television gives birth to collective democracy.¹³

Thus, it can be concluded that in this era of society 5.0, the effect or influence of mass communication is divided into two, namely: Influence is general, can found that the delivery of mass communication messages using mass media will cause changes in people's lifestyles. Through the impact of media messages that occur day by day, it periodically becomes a method of the main impact on the transformation of recognition, temperament, and integrity of society in this era of society 5.0. Influence is special, every media report that is shown in a person when the mass communication system uses the press to the target is of a broad society which is believed that this affect changes in individual behavior. That is to say that the various messages, which are massively spread through different alternative media, direct the

¹³Ferry Bachtiar, "Teori-Teori Efek Sosial Komunikasi Massa," *Psikologi Komunikasi* (2013).

individual as a subject of communication, which carries out the process of selecting the content of the message according to his cognitive abilities, which in time this decides their attitudes and behaviors. according to media content and also media messages, especially in this era of society 5.0 which has various unstoppable information flows.

An example is the implementation of formal and non-formal activities of the community, especially after the Covid-19 pandemic, by systematically working from home which provides new habits for the community with educational activities, offices, and other activities that can still be done by utilizing mass media in the society 5.0 era.

E. CONCLUSION

The results of observations and literacy studies conducted by the author concluded that mass communication has a considerable social impact on society along with technological developments. Because the media plays a big role in the method of replacing existing social norms with new ones, even changing and creating new ones. With the possibility of mass communication in the era of society 5.0 has an impact on the community, it greatly affects the social life of the local community. This can be seen in people's daily lives by being marked by the emergence of new habits or norms with the use of digital systems that look more modern. The results showed that mass communication has a considerable social impact in society along with technological developments.

Thus, the nature of mass formation greatly contributes to the processes and forms of change, even the formation of those derived from the mass medium. Messages that demobilize the press or mass media pass through various channels cause the effect of social influence of mass communication to appear on the communicant, which can be defined as a change that occurs in the audience and the mass audience as a result of the exposure of media messages.

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