

SEMANTIC UTILIZATION AND IMPLEMENTATION IN MASS MEDIA

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Abstract

The philosophy bigwig named Ludwig Wittgenstein postulated that the limit of human language is the limit of the human's mind (Auerbach, 2015) which proves how pivotal the medium of language is. The existence of language is ubiquitous with the different forms according to the people that inhabit certain regions or the influence of the culture in a specific milieu. In a broad sense, language undergoes meaning or arrangement alteration as the epoch develops. The emergence of mass media is one of the benchmarks in technological sophistication. The presence of mass media is congruent with the distribution of information with the inevitable role of language in expressing verbal or contextual thoughts. This paper aims to deconstruct how the language is formed and also the meaning of the words or sentences, namely semantic in the realm of mass media. The causality of that semantic will also be stated and elaborate.

Keywords: *mass media, semantic, language*

Introduction

Research Background

This paper investigates how the language in mass media including its meaning can have a widespread effect. The meaning of the language or semantic is able to construct information and it is the epitome of a double-edged sword where it can generate benefits or even ramifications. The context behind it also can be tracked in a multitude of facets, for instance, it can fulfill the political agenda, economic prospects, entertainment purpose, spreading awareness or knowledge, and many others. Nevertheless, the mentality or the isomorphic state of the people in participating in the formation of the news. On the other side, the output of the mass media has also transfixed the notion of right and wrong within the people.

Semblable to any other major company, mass media is capital oriented, and becoming opportunist means exploiting what is prominent right now and highlighting an event that might seem to be necessary (Macías et al. 2017). Clientelism is prevalent to happen where oftentimes it overarching to what is called as broadcasting ethic. Mass media is duly to become objective by communicating real-life events without providing its own opinion or herding the people to get boxed in certain conceptions (Perilla, 2018). Semantic within the language conveys the possibility of manipulation which aims to decide the people's perspective and pragmatic aspect.

At the core, language has a neutral trait and it is based upon the user's intention which makes the language a vessel to achieve its goal. The narration is becoming believable by the mass if it is integrated with proper delivery and empirical data that support it. Therefore, to evaluate the substance of the narration is not by the amount of data that construct it, but by the objectivity of it. The resources that become the root of this paper are compiled from the span of the last 10 years. The resources contain the element of sociological animadversion and psychological approach without leaning towards a certain agenda.

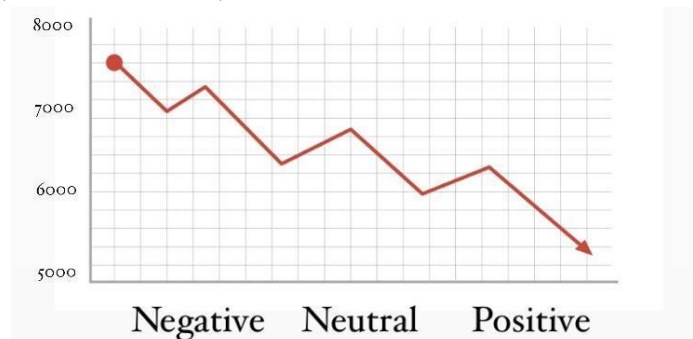
Method

The design of the research is descriptive, correlational, and causal-comparative. methodology of the research is theoretical, exploratory, descriptive, qualitative, quantitative, and deductive. The instruments to support this research are journals, books, experts' statements, and related pedagogy articles.

Findings and Discussions

The Human Psychological Condition in Grasping Information

The realm of conscious and unconscious is the two premises that intertwine with each other. What is discerned by human senses or something that is already ingrained in the unconscious can impact the habitual basis of consciousness (Rothkirch et al. 2018). It is proven that humans tend to be oriented more on the bad news compared to the good one. Innately, humans are designed to be emotional creatures (Trettenero, 2018).

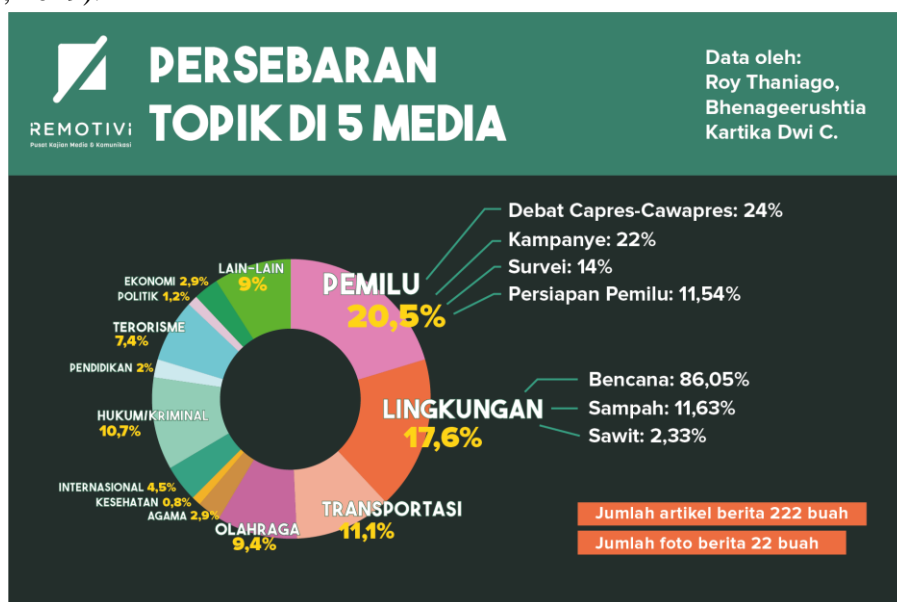


The mass media is cognizant of this fact and this gap is utilized for the tool of control that subsequently can elevate the monetary aspect. The hyperbole of semantics in the news headline is an effective way to engage the public's attention. Hyperbole in this can be interpreted as taking the micro aspect in reality and making it the whole truth. The profane language or even exclamation mark is the ingredient to stir the emotion within the people. Regarding the substance of the news, the standpoint of the maker of the news is emphasized by background examination. Their affiliation and track record are generally concluded as the element of veritable assessment.

The Role of Politics in the Emergence of the Bias Information

In Indonesia, heading to the presidential race, there was a heat intricacy between political parties. It facilitates some collectives to spread ambivalence not only in the spectrum of bureaucracy but also it reaches into the wide mass that got carried away by the political agenda. The mass media played a vital role in promoting the eminence of certain political sides and disdaining what is considered as the opposition (Sevenans, 2017). The politician or its representatives use the euphemism in their campaign which can be interpreted as the rhetoric rendition to become lighter which is directed to gratify the people. It eventually concluded in the form of propaganda or agitation which the semantics of it functioned to stimulate the sentiment within the people instead of providing a platform to think logically.

Indeed, that the Constitution No 40 of 1999 stated the freedom of speech, however, it should be equiponderated with the act of responsibility. The broadcasting ethic must be imbued and implemented as said in Constitution No 32 the year 2002 Chapter 3 which is “Broadcasting is held with the purpose to strengthen national integration, building the religious nation’s trait, educating the people’s lives, progressing social prosperity in the context of building the autonomous, democratic, just, and prosper community, also cultivating the broadcasting industry in Indonesia”. In the Constitution 36 Chapter 4 2002 No 32 relating to the broadcasting also mentioned that “media should maintain its neutrality and not accentuate the certain collective”. The quality of mass media is being judged by its information that can be accepted on a holistic scale, instead of being one-sided and becoming detrimental towards a particular subject (Kusmantoro, 2019).



Judgment in Semantic

In the democratic ideology that Indonesia upholds with the addition of technological sophistication, almost all people from every layer of society can express their minds. On the other hand, not everyone will get limelight as the public figure carries prestige and its existence is prominent. A public figure can be a mouthpiece or the representative of the people that are considered in the same boat. As diverse as the terrain of Indonesia is, the postulation from the public figure that originated from the specific area can be received differently from the people from different cultures. This is the importance of deconstructing the semantic according to the context.

It is divided into historical, pragmatic, and affective processes. The historical process is done by looking at the factors that make the semantic was created. It can be from the lingua franca of the people or the intonation of the dialect. Besides that, the pragmatic process is the practice of the semantic by adjusting to the circumstances (Paolucci, 2021). Following that, affective factors

correspond with the emotive feature where there is an absence of skepticism which can cause cognitive bias.

Conclusion

Semantic is the forepart for the further analysis on the causality in phenomena. Delving into the realm of semantics can habituate the aptitude of being critical and upholding intellectual independence instead of dependency. The *ad hominem* or the outlook that perceive on the subject instead of the substance can be forgo incrementally. The essence of this paper can be a tool of contemplation for the mass media to revise its components into a better trajectory. The humanistic ethic is the element that should be amalgamated in the utilization of language.

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