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## Media Exposure To The Culture Values Of Buton Sultanate Among Communities in Buton Regency South East Sulawesi Province, Indonesia

**La Ode Muhammad Syahrati, Eka Suaib, Bahtiar, Muhammad Najib Husain**

### Abstract

In general the study to determine the exposure of knowledge on culture values of Buton Sultanate among the communities in Indonesia. Specifically, the study to determine the sources of information such as radio, television, and newspaper used to obtain knowledge of culture values of Buton Sultanate among the people in Buton regency. The result of the study showed significant difference with reference to the receiving knowledge of culture values from mass media, in both sub district. However, the reviving related knowledge of culture values from television was the most effective way among of sources communication.

This indication might explained the ability of mass media, particularly television, in both sub district could increase knowledge of culture values of the people in Buton Regency generally.

**Keywords:** Media is strongly to disseminate information related with of values culture Of Buton Sultanate. Values culture adopted by community in this area after reading newspaper, listening of radio, watching television, Media basically have positive impact to inform about of values culture of Buton sultanate

### 1. Introduction

The importance of this study can be viewed from both theoretical and practical levels. Theoretically, this study will contribute to an improved understanding of communication media in dissemination values culture messages especially in the knowledge transfer process of new idea which was proposed by Rogers (1993). Undoubtedly, it will increase better understanding of how media sources are taken into consideration to provide some insight about culture values issue and will give benefit to the people. Even though this study only involves the culture values sector in one province, it is believed that it will apply to similar issues relevant to scholars, students, researchers, academic and intellectual discourse and practitioners in communication and rural development elsewhere. There have been many studies about exposure of mass media but studies concerning local culture values are rare. Local culture values is important to both developed and developing countries this dependence on local culture values is also reflected in the numerous research and development local culture programs undertaken by United Nations Education and Culture Organisation (UNESCO) and World Bank, as well as governments of the most nations. In order to maximize the results of culture development, the finding of culture values of Buton Sultanate field from research centre agency should be available and disseminated to the community as many users as possible.

### 2. Statement Of the Problem

With this scenario especially of communication in Buton regency, this study attempted to answer the following questions.

1. What are the main sources of information attended by the people to obtain culture values of Buton Sultanate messages in Buton regency?

2. Is there a relationship between exposure of communication in level culture values knowledge messages of Buton Sultanate in Buton regency ?
3. What are the main culture values of Buton sultanate messages utilised by people in Buton regency ?

### 3.Objective of the Study

In general, the purpose of study is to determine the exposure to culture values messages among the people in Buton regency.

Specifically, the study was aimed :

1. To determine television as the sources of information used to obtain knowledge of culture values of Buton sultanate messages in Buton regency.
2. To determine radio as the sources of information used to obtain knowledge of culture values of Buton sultanate messages in Buton regency.

To determine newspaper as the sources of information used to obtain knowledge of culture values of Buton sultanate messages in Buton regency.

This study, based on the local area of Indonesian situation would recommended a communication strategy for providing information that are needed by the local community. An undertaking such as this would provide government planners, local government units and non-government organizations mechanism towards understanding the conditions of community in using communication strategies for better and improved culture values practices. Moreover, the research could provide policy maker a broader perspective on the kind of culture programs most suitable to communicate of Indonesian society.

In this paper, will be presented to analyze the differences of mass media in disseminate of culture values of Buton sultanate messages among communities in Indonesia. To

find out whether there are significant relationship among mass communication such as radio, television and newspaper to the knowledge of local culture values issue of respondent.

### 4.Method

Selection of respondents

Both sub districts population reached 8,436 with their reliability level at ( 10% ).From above computation, a total of 99 respondents were taken from the two sub – district of *Kapuntori* and *Wabula*.

Personal interview with the use of a structure questionnaire were conducted to gather information from respondent. The study covered household with requirement sex, 20-64 years and qualified senior high school graduates respondent were selected through systematic random sampling.

The study were hypothesized as the following assumptions:

1. There is significantly different between listening radio by knowledge of local culture values messages of respondent.
2. There is significantly different between watching television by knowledge of local culture values messages of respondent.
3. There is significantly different between reading newspaper by knowledge of local culture values messages of respondent.

The hypothesis was analyzed by statistical analysis system (SAS) version 6.12. anova analysis to explain whether there are significant variation among information the knowledge of local culture values issues ( dependent variable ) of respondent in both area of study. And afterwards the significant variation analyzed by *duncan's multiple range test* (DMRT). Significant level of this study to test those variable is 0.05.

### Conceptual framework of the study

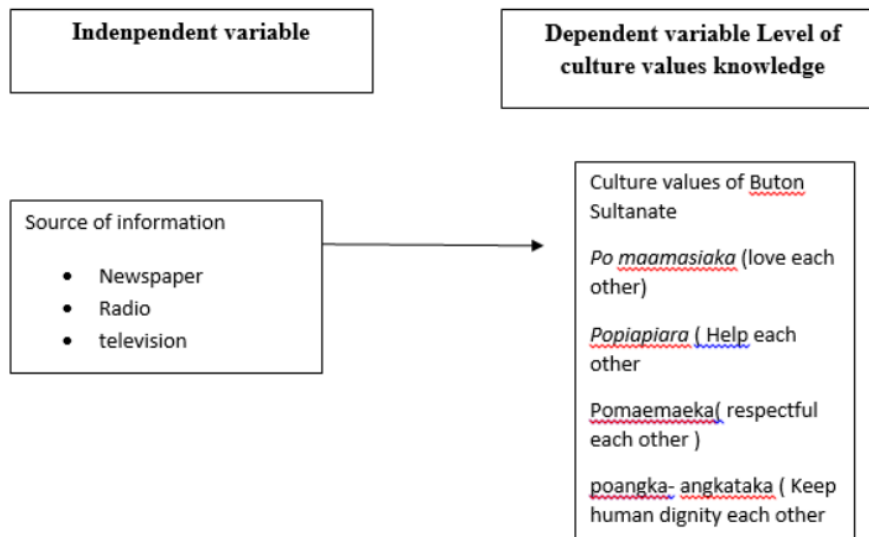


Fig.1: conceptual framework showing, linkages between mass media to the knowledge of local culture values issues.

## 2. Model statistical test of mass communication to the knowledge of local culture values issues.

**Tabel 1:** Analysis of variance mass communication

Sources of variance	DF	Sum of squares	Mean value	F value	Pr > F
Media	2	2799,250	1399,6250	71,35	0,01
DIST (distriet)	1	0,68	0,68	0,03	0,8568
CULVAL	3	0,0	0,0	0,0	1,0
CULVAL(DIST)	3	0,0	0,0	0,0	1,0
Media (DIST)	2	1118,583	,292	28,50	0,01
Error	12	235,50	19,6250		
Corrected Total	23	4154,00			

\*Singnificant at 1% R – Square = 0,943308 CV = 26,84855

On table sho<sup>6</sup> that media variabel is singnificant, then this variabel was analyzed

By Duncan,s multiple range Test (DMRT)

The mass communication can be assumed as having the linear model as

Follows : .....(1)

$Y_{ijkm} = M + I_i + D_j + C_k + E_{m(ijk)}$

Where M mean average

$I_i$  is Media,  $i = 1,2,3$ , (TV, Radio, Newspapers)

$D_j$  is District,  $j = 1,2$  ( Kapuntori and Wabula )

$C_k$  (culval) is cultural value messages ( culval ) within District,  $K = 1,2,3,4$

(*pomamasiaka* , *popiapiara* , *pomaemaeka* , *poangka-angkataka*)

For all j.

$E_{m(ijk)}$  is random error,  $m = 1,2,3$ , all  $i, j, k$ .

By using Statistic Analytical System ( SAS ) Software to calculate the anova the result is shown in table 1. The assumption additive modal of (1) Was the giving the R – Square of 0.943308 with Coefficient of variant ( CV ) 26.84855. This mean that the assumption of additive modal is carrect later, the media variable was significantly different. The duncan multiple range test show the result on the table. 2 The result of the duncan's multiple range test as follow :

**Table 2:** Duncan's multiple range test for mass communication to the knowledge of environmental health messages of respondents in both sub district.

Mass Media	Means
Television	31.125 A
Radio	13.000 B
Neswpapeper	5.375 C

\*Means with the same letter were not significantly different at 5% Level.

On table 2 shows that there was significant difference between television, radio and newspaper to The mass communication for respondent to receive culture values issue. Television was the most superior followend by radio and newspaper. This indicate that among mass communication, television is the mots successful medium in term of Receiving culture values messages from mass media followed by radio and newspaper.

### 5.Discussion

Based on review from the previous study, it was hypotiested that there are significant differences between mass media to the knowledge of local culture values of respondent both sub- districk table 2 reveals that there was a substantial significant differences among mass

communication with knowledge of local culture values messages of respondent both sub-districk. That, the hypotesis was accepted the result suggested that the respondent who watch television would more aware for the culture values messages that people who just listen to radio or simply read newspaper. The result of this study of supported by rogers (1995) on “diffusion and innovation” which stated, that television are more effective in spreading knowledge of innovations. The modern values communication campaing use a variety of approaches to deliver culture messages to their targeted audiences including multiply media, in conjunction with community – based and interpersonal methods of messages delivery and promotion of knowledge, attitudes, or and change. Similar study from Kothakota, C.P. (1991) that awares and attitudes changes can be affected by culture values, including various aspects of a person's values – related beliefs, such as perception of risk probabilities and acquisition of knowledge related to problem solving. Herianto (2007) conducted study in malaysia stated that people who are intensively exposed to the media will achieve more knowledge, positive attitude and also beact implementation. The references postulated , that the mass media has immediate and powerful effect on mass audience to the community, (Rogers 2004 ). Mass media such as, radio TV, and newspaper can not direatly influence attitudes and behavior , due to the feedback of mass media is not directly perceived quikly by audiences. Interpersonal channel (e.g., family, friends, community, influential) are more effective at changing attitudes, behavior toward innovations and eventually getting people to adopt them. Personal contact is even more important to adoption when the innovation is complicated to use or when its benifid are not immeditely apparent.

This result in compliance with reality that, mass media more effective to disseminate new idea in terms of culture values knowledge to the respondent. Particularly television is the most effective way to receive the culture values messages. Newspaper was media which respondent getting in touch between newspaper (the least frequent) and television (the most frequent).

### 6.Conclusions

From the finding of the study , the following conclusions were drawn:

Television is the most frequent media taken by the respondent as a source of knowledge in local culture values . Newspaper was the media which the respondents getting in touch less. Radio was the source of information wich respondent getting in touch between newspaper ( the least frequent ) and television ( the most frequent ).

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