



Memahami Media Baru

@fajarjun

Fajar Junaedi

Bahan Seminar Media Digital dan Kaum
Muda 2019

Urutan Media yang Paling Sering Anda Gunakan (Media Use)

- Koran.
- Majalah.
- Film Bioskop
- Televisi
- Radio
- Internet

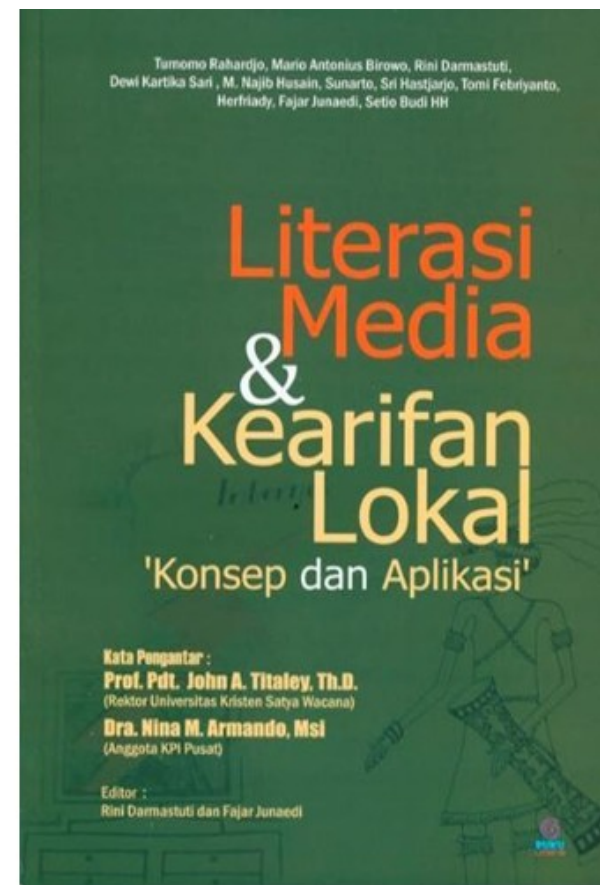
1 of Our Media Use is.....



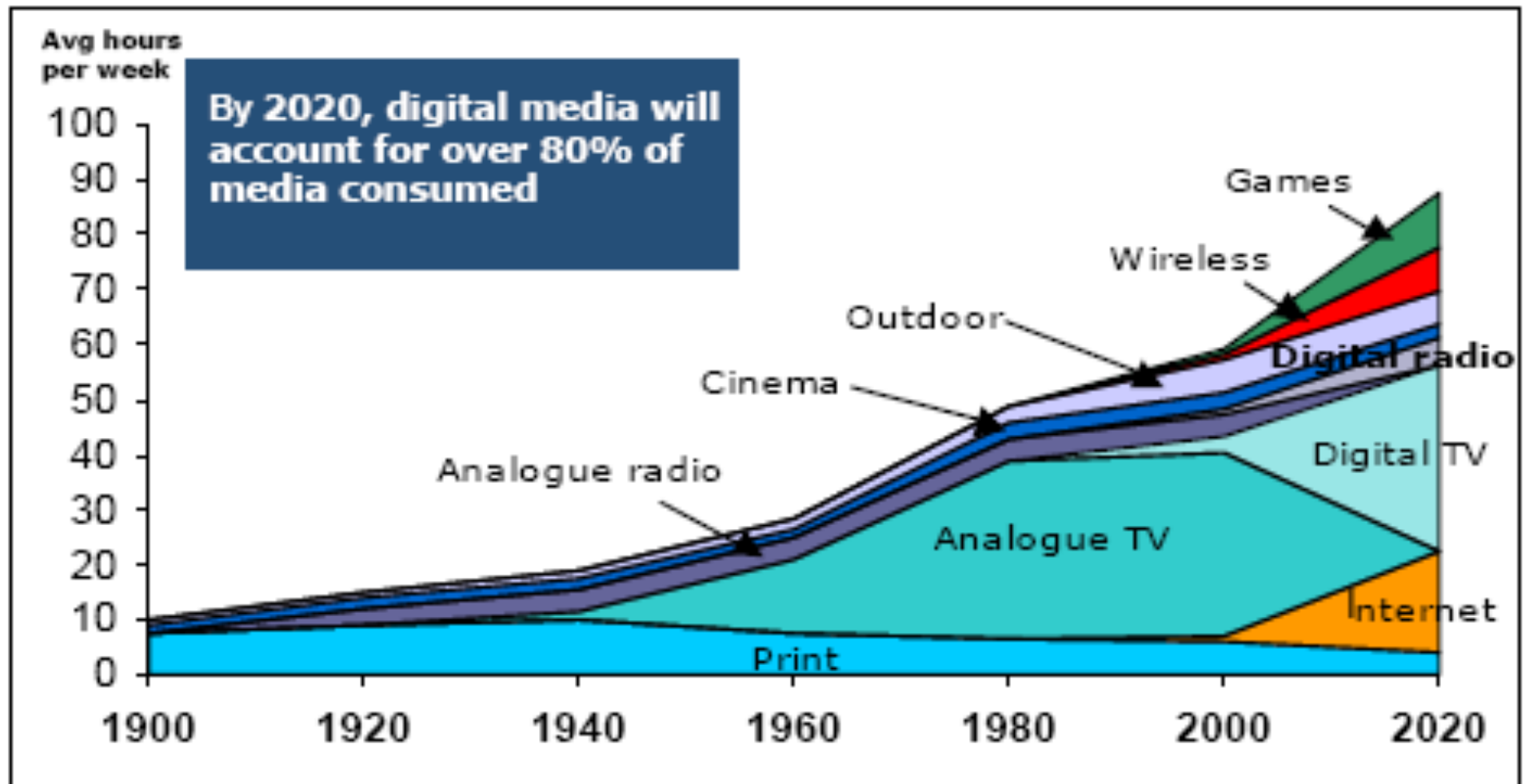
Mana yang Paling Sering Anda Buka ketika Pertama Kali Online

- Website kampus
- Website portal berita (Kompas.com, Detik.com dsb)
- Twitter
- Facebook
- Path
- Blog
- Instagram





The future will never be the same

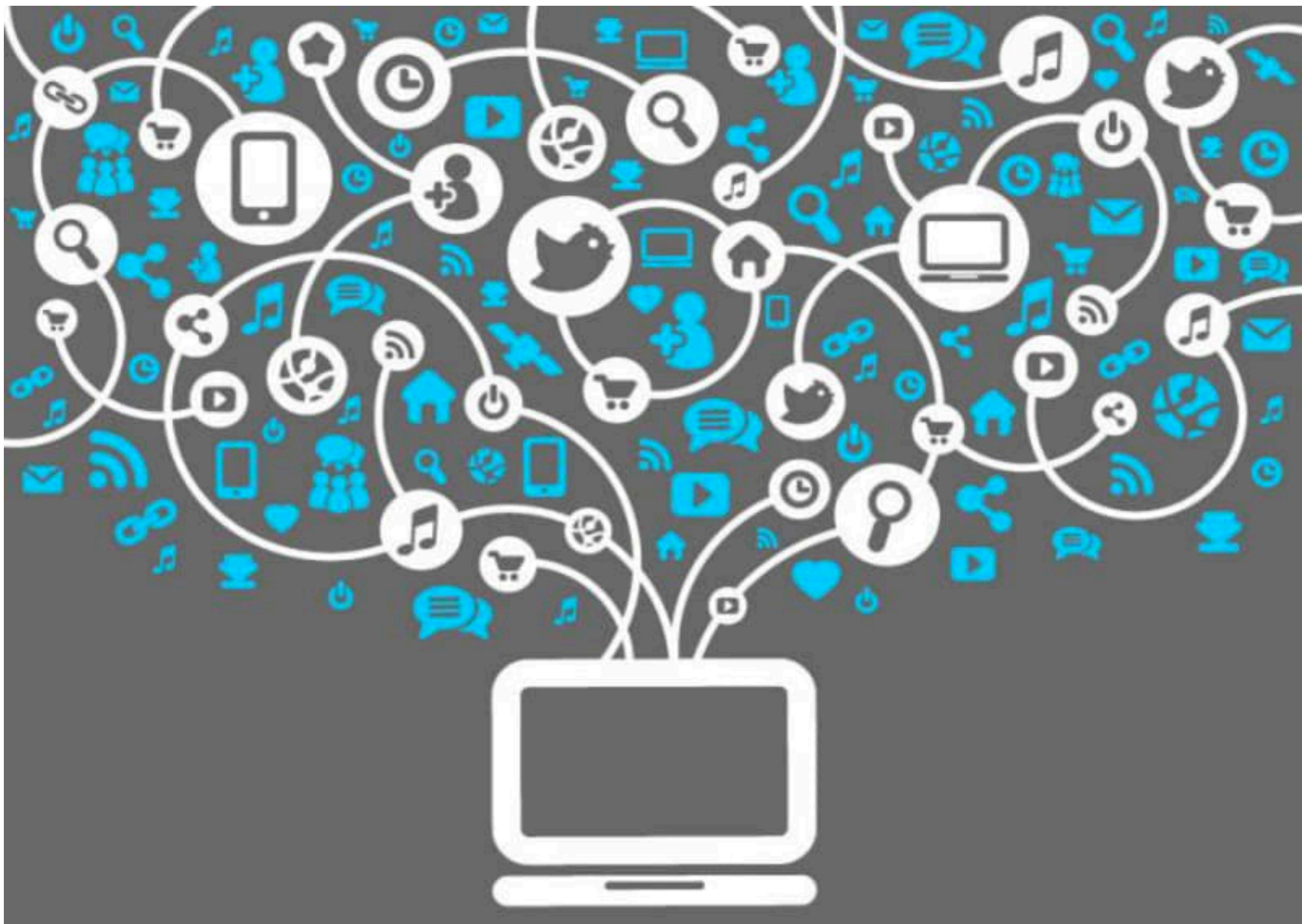


Teknologi Komunikasi



- Peralatan yang berbentuk piranti keras, struktur organisasi, dan nilai-nilai sosial yang dimanfaatkan oleh individu untuk mengumpulkan, memproses dan mempertukarkan informasi dengan individu lain (Rogers,1986)





KEY ISSUES FOR MEDIA

- Hundreds of millions of people who are educated and able to use the power of digital communication.
- Digital communication is driving a social transformation.
- Media is profoundly affected as part of this sea change.

KEY ISSUES FOR MEDIA (Continued)

- Fragmentation is direct consequence of the huge and growing choice of information, entertainment and interaction.
- Youth is a driving force.
- Asia often leads the way.

Terima kasih.



- Korespodensi bisa via twitter @fajarjun atau surel di fajarjun@gmail.com