

MEDIA REPRESENTATION OF MULTICULTURALISM EDUCATION

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Abstract

Of this research is to investigate how mass media portray multiculturalism education in the modern world. Multiculturalism in the modern world. The research investigated how the media shows the diversity of cultures, values, and identities in society through a qualitative content analysis of popular television programs, news articles, and news articles. Through qualitative content analysis of popular television programs, news articles, and online publications. This method provides an understanding of how the media influences people's perceptions of multiculturalism and how these representations can influence social constructions relating to justice, identity, and inclusion. We found that our results provided us with a better understanding of how the media plays an important role in changing the way people think about an important role in changing the way people think about multiculturalism and its socialization in modern society.

Keywords: Representation, Media, Multicultural Education

Abstrak

Tujuan penelitian ini adalah untuk menyelidiki bagaimana media massa menggambarkan pendidikan multikulturalisme di dunia modern. Penelitian menyelidiki bagaimana media memperlihatkan keberagaman budaya, nilai, dan identitas dalam masyarakat melalui analisis isi kualitatif dari program televisi populer, artikel berita, dan publikasi online. Metode ini memberikan pemahaman tentang bagaimana media mempengaruhi persepsi masyarakat terhadap multikulturalisme dan bagaimana representasi tersebut dapat mempengaruhi konstruksi sosial yang berkaitan dengan keadilan, identitas, dan inklusi. Peneliti menemukan bahwa hasil dari penelitian ini memberikan pemahaman yang lebih baik tentang bagaimana media memainkan peran penting dalam mengubah cara orang berpikir tentang multikulturalisme dan dampak sosialnya dalam masyarakat modern.

Kata Kunci: Representasi, Media, Pendidikan Multikultural

INTRODUCTION

In an era of globalization that is increasingly connected digitally, mass media has become one of the main forces in shaping people's views and understanding of cultural diversity and multiculturalism.(Ridho et al. 2022). Mass media, such as television, radio, newspapers, magazines and online media, have a vital role in conveying information, education and advice to various levels of society. Media representation of multiculturalism is an interesting and important research subject, because the media not only reflects social reality, but also plays a role in shaping it.(Maciej Serda et al. 2022). As society is exposed to a variety of narratives, images, and stories about culture and identity, the question of how the media chooses to represent multiculturalism and its impact on society's perceptions and attitudes becomes highly relevant.

Online and digital mass media have the potential to convey information, education and advice related to cultural diversity and multiculturalism(Hamdi, Munawarah, and Hamidah 2021). However, to use mass media as a positive means of forming public views and understanding, it is necessary to carry out appropriate regulations and supervision to prevent the use of mass media which is unbalanced or which has negative impacts. A review of studies that have been conducted shows that ethnic representation in the media does not always accurately represent the state of multiculturalism around us. In fact, it was stated that the media often uses stereotypes and negative images of other ethnicities, which may influence people's perceptions and attitudes. To reduce the negative impact of media representation on multiculturalism, better behavior needs to be implemented, such as paying attention to and correcting unbalanced representation, reviewing and changing media politics, and developing media skills and education to reduce stereotypes and negative images.(Wulandari 2020).

Research on media representation of multiculturalism aims to investigate various narrative strategies, framing and stereotypes used by the media in depicting cultural diversity. Globalization brings advances in technology, means of transportation, and science, which allows people in one region to find out information from various sources globally. Online mass media, such as Twitter and YouTube, also play an important role in the influence and development of popular culture(Hermawanto and Anggrani 2020).

The development of digital technology and the digital media industry has had an exponential impact, allowing the information received by society or each individual to become a flood of information(Nurjanah and Mukarromah 2021). The digital media and communications industry has the ability to accelerate acceleration and create new networks(Tasyah et al. 2021). Basically, online and digital mass media have the potential to convey information, education and

advice related to cultural diversity and multiculturalism.(Girsang 2020). However, to use mass media as a positive means of forming people's views and understanding, it is necessary to carry out appropriate regulations and supervision to prevent the use of mass media which is unbalanced or which has negative impacts.(Nadin et al. 2019).

Through a qualitative content analysis approach, researchers can explore how mass media choose to present and interpret multicultural stories, as well as how this influences social constructions of identity, inclusion, and justice. In this context, this research aims to explore how mass media, including television programs, news articles and online platforms, represent multiculturalism in contemporary society(Noorikhsan et al. 2023). By paying attention to the variety of media content and perspectives presented, it is hoped that this research can provide a more comprehensive insight into the role of the media in shaping collective thought patterns about multiculturalism and its social implications in an increasingly complex and diverse global society.(Rahmad Hidayat, Bunyamin, and Elly Malihah 2020).

RESEARCH METHODS

A qualitative approach was chosen to enable an in-depth understanding of media representations of multicultural education (Iskandar 2022). Researchers chose this approach because it provides space to explore the social and cultural context surrounding this phenomenon. Formulate specific and relevant research questions, such as how the mass media represents multiculturalism and how this influences people's perceptions.then, conducting content analysis of selected media content to identify patterns of representation, themes and framing used in depicting multiculturalism. Furthermore, conducting in-depth interviews with media stakeholders, such as producers, broadcasters and journalists, to understand views and practices in representing multiculturalism. Finally , conducting direct observations of media production and consumption to gain insight into the process of creating and receiving media content about multiculturalism. By analyzing the data in depth, using an inductive approach to identify key themes, patterns, and differences in media representations of multiculturalism. Then, Researcher interprets the results of this research in the context of relevant theory and literature, looking for relationships between the researcher's findings and concepts such as stereotypes, framing, and identity formation. Researcher also Ensure the credibility and validity of the researcher's research by triangulating data, checking the consistency of findings from various data sources and data collection methods.

DISCUSSION

Cultural Representations and Signifying Practices

In discussing the significance of representation in comprehending the construction of culture and identity, it becomes evident that the media holds a pivotal role in shaping such representations, particularly concerning multicultural education. Through various forms of media such as television, films, and social media platforms, narratives and images are disseminated, influencing individuals' perceptions and understandings of diverse cultures and identities. These representations not only reflect societal values and norms but also contribute to the formation and reinforcement of stereotypes, biases, and prejudices. Consequently, the media's portrayal of multiculturalism significantly impacts how people perceive themselves and others, shaping their attitudes, behaviors, and interactions within society. Moreover, it underscores the need for media literacy and critical thinking skills to discern and challenge the prevailing narratives, fostering a more inclusive and accurate representation of diverse cultures and identities. (Hamzah, Idris, and Otta 2022).

Media, as a depiction system, holds substantial power in representing culture and identity, necessitating judicious use to mitigate its adverse effects on public perception. The portrayal of ethnicity within media and its consequential impact on societal perspectives underscores the prevalent use of stereotypes and derogatory imagery by media outlets. Such representations often shape societal attitudes and perceptions towards various ethnic groups, perpetuating biases and misconceptions. Consequently, there arises a critical need for media practitioners to exercise responsibility in their portrayal of ethnicities, fostering accurate and respectful representations that promote cultural understanding and unity within society. (Lukmanul Hakim, Ikhsanudin, and Lutfi 2021). By conducting research on media representations of multicultural education, we can study various narrative techniques, framing and stereotypes used by the media to depict cultural diversity. In this way, we can understand how media can influence people's perceptions and attitudes towards other cultures and identities, and how wise use of media representation can encourage inclusion, and respect.

Framing: Toward an Understanding of Dissolving Paradigms.

Framing, as a concept, elucidates the intricate process through which an issue or context is molded, elucidated, and often manipulated by the pervasive influence of the media. It underscores the power wielded by media outlets in not only presenting information but also in shaping public perception and understanding of various issues. Through strategic selection of language, imagery, and emphasis, media entities can frame a narrative in a particular light, directing attention towards certain aspects while downplaying or altogether disregarding others. This phenomenon extends

Attalim: Vol. 10 No 1 2023

beyond mere presentation, delving into the realm of interpretation, where the framing of an issue can influence how it is understood, evaluated, and acted upon by individuals and society at large. In essence, framing serves as a lens through which the world is viewed, highlighting the subjective nature of media portrayal and the consequential impact on public discourse and decision-making processes. (Yana et al. 2022). In the context of multiculturalism, framing is very important to determine how the media shapes and clarifies cultural and other ethnic identities (Hamid, Dedy Ardiansyah Ramadhan, and Ali Alamsyah Kusumadinata 2023).

Talking about framing theory, it is explained that the media shapes and expands public understanding of social problems such as multiculturalism. To investigate the representation of multiculturalism in Indonesian films, this research uses semiotic analysis. The focus of the research is the short film *Cheng Cheng Po*. This shows how short films can convey messages about multiculturalism through elements such as scenes, shots, storylines, and characterization (Audrey 2023). Muhammad Fakhiriansyah employs critical discourse analysis theory as a powerful tool to scrutinize and critique the portrayal of multiculturalism within the cinematic narrative of "Stalingrad." By delving deep into the layers of discourse embedded within the film, Fakhiriansyah dissects the representation of cultural diversity, shedding light on its nuances, complexities, and underlying ideologies. Through his analysis, he unveils the subtle biases, stereotypes, and power dynamics that may be at play, challenging the dominant narrative constructed by the film. Fakhiriansyah's utilization of critical discourse analysis serves not only to deconstruct the discourse of multiculturalism within "Stalingrad" but also to interrogate broader societal perceptions and constructions of diversity, prompting a reevaluation of how multiculturalism is depicted and understood in both cinematic and real-world contexts. (West 2023). This research discusses how propaganda in films influences people's perceptions of multiculturalism and how the media shapes its representation.

Presentation of the Multicultural Education in Media.

Galtung and Ruge's classic study explored the structure of foreign news coverage and the factors influencing media news selection and presentation. Although not specifically focused on multiculturalism, this study provides valuable insight into the mechanisms behind media representations of social and cultural issues (Ponika, Siregar, and Puspita 2019). The discourse surrounding media representation of multicultural education is undeniably multifaceted and carries significant weight within the framework of an ever-evolving and diversifying society. Through various studies and analyses, a comprehensive comprehension has been garnered regarding the

profound influence wielded by media in shaping societal perceptions and attitudes towards multiculturalism. These investigations delve into the intricate ways in which media outlets construct narratives, portray diverse cultures, and articulate issues related to race, ethnicity, and identity. Furthermore, they underscore the inherent challenges and complexities entailed in striving for more inclusive and accurate representations within media platforms. While acknowledging the hurdles, these studies also illuminate the immense potential and opportunities for fostering greater diversity and inclusivity in media depictions, thereby fostering a more equitable and understanding society. In essence, the examination of media's role in multicultural education serves as a critical lens through which to assess and navigate the intricate dynamics of contemporary societal discourse (Hidayat 2022).

Research on propaganda in the film "Stalingrad" employs critical discourse analysis theory to scrutinize the discourse of multiculturalism portrayed in the film. This study delves into the ways in which the propaganda depicted in "Stalingrad" impacts individuals' perceptions of multiculturalism. To gain insights into how the media constructs representations of multiculturalism and the subsequent influence on people's perceptions, further investigation utilizing framing theory and semiotic analysis is deemed beneficial. By examining the underlying messages, symbols, and framing techniques employed in the film, researchers can unravel the intricate mechanisms through which propaganda shapes societal attitudes and beliefs regarding multiculturalism (Afifah et al. 2022).

Furthermore, media representation of multiculturalism is a complex and important issue in the context of an increasingly diverse society. Mass media, including television, newspapers, magazines and online platforms, have great power in shaping people's perceptions and understanding of cultural diversity and multicultural values. Through the various content presented, the media plays an important role in broadening horizons, promoting tolerance, and providing inclusive representation of various groups and cultural identities. However, on the other hand, there are also challenges in media representation of multiculturalism, such as stereotypes, discrimination, and emphasis on the dominance of certain cultures which can reduce diversity and damage the image and identity of minority groups. Therefore, it is important for the media to take greater responsibility in paying attention to and realizing accurate, fair and diverse representation of all levels of society, so that it can become a means of strengthening tolerance, respect and intercultural integration. (Junaidi 2018b).

Mass media has a very significant role in shaping and strengthening cultural diversity in society. With its power to convey information and present various perspectives, mass media is able

to influence public opinion at large. Through diverse reporting about different cultures, traditions and values, mass media can help build a better understanding of multicultural societies. In addition, by presenting content that is inclusive and supports diversity, mass media can also be a means of promoting tolerance, appreciation and respect for differences. Thus, through its very potential role, mass media is not only a source of information but also an important tool in strengthening cultural diversity and building an inclusive and harmonious society.(Irwansyah et al. 2021).

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In the discourse on multiculturalism, a crucial consideration revolves around the manner in which mass media opts to depict this concept. Mass media assumes a pivotal role in shaping and disseminating representations of multiculturalism, an issue of profound complexity and significance within the framework of an ever-evolving and diversifying society. Through various mediums such as television, newspapers, and online platforms, mass media constructs narratives that either foster understanding, appreciation, and celebration of diverse cultures, or perpetuate stereotypes, biases, and misconceptions. The portrayal of multiculturalism in the media significantly influences public perceptions, attitudes, and behaviors towards different ethnicities, religions, and cultural practices. Moreover, it can either contribute to the promotion of social

cohesion, inclusivity, and cultural exchange, or exacerbate divisions, marginalization, and discrimination within society. Therefore, the manner in which mass media chooses to represent multiculturalism holds immense implications for fostering a more harmonious and equitable social environment where diversity is embraced and celebrated. (Mudzhar 2017).

Mass media, encompassing various forms such as television, newspapers, magazines, and online platforms, wield immense influence over individuals' perceptions and comprehension of cultural diversity and multicultural values. Through its pervasive reach and ability to disseminate information widely, mass media plays a pivotal role in shaping societal attitudes towards different cultures, ethnicities, and traditions. Television programs, for instance, portray diverse characters and narratives that can either reinforce stereotypes or promote inclusivity and understanding. Similarly, newspapers and magazines contribute to shaping public opinion through their coverage of cultural events, issues, and perspectives. With the advent of digital platforms, the impact of mass media on cultural perceptions has further expanded, as social media, online news outlets, and streaming services offer a plethora of content reflecting various cultural backgrounds. However, while mass media has the potential to foster intercultural dialogue and appreciation, it also faces challenges such as biased representations, cultural appropriation, and the spread of misinformation. Therefore, it is essential for media practitioners, content creators, and consumers alike to critically engage with media messages, advocate for accurate and respectful portrayals of diversity, and actively seek out diverse perspectives to cultivate a more inclusive and culturally literate society. (Junaidi 2018a). How the mass media chooses to represent multiculturalism is an aspect that needs to be considered in this discussion.

Mass media, with its pervasive reach and influence, wields immense power in shaping the perceptions and understanding of cultural diversity and multicultural values among people. Through various mediums such as television, radio, newspapers, and the internet, mass media disseminates information, narratives, and representations that significantly impact how individuals perceive different cultures and embrace diversity. It serves as a powerful tool in promoting cultural understanding, tolerance, and appreciation by showcasing diverse perspectives, traditions, and lifestyles from around the world. However, the power of mass media also comes with responsibilities, as its portrayal of cultural diversity can either promote inclusivity or reinforce stereotypes and biases. Thus, it is crucial for media organizations to uphold ethical standards and ensure diverse representation in their content to foster a more inclusive society and promote mutual respect among different cultural groups. (Puspita 2018). In this discussion, it can be

explained how the mass media chooses to represent multiculturalism education and how this influences people's perceptions.

Media representations not only reflect social reality, but also play a role in shaping it. Therefore, it is important to critically analyze how the media selects stories, images and narratives related to multiculturalism, as well as their impact on people's perceptions and attitudes. Mass media, with its pervasive reach and influence, wields immense power in shaping the perceptions and understanding of cultural diversity and multicultural values among people. Through various mediums such as television, radio, newspapers, and the internet, mass media disseminates information, narratives, and representations that significantly impact how individuals perceive different cultures and embrace diversity. It serves as a powerful tool in promoting cultural understanding, tolerance, and appreciation by showcasing diverse perspectives, traditions, and lifestyles from around the world. However, the power of mass media also comes with responsibilities, as its portrayal of cultural diversity can either promote inclusivity or reinforce stereotypes and biases. Thus, it is crucial for media organizations to uphold ethical standards and ensure diverse representation in their content to foster a more inclusive society and promote mutual respect among different cultural groups (Tambunan 2018). In this discussion, it can be explained how the mass media chooses to represent multiculturalism and how this influences people's perceptions. To understand how the media shapes representations of multiculturalism and how this influences people's perceptions, deeper research using framing theory and semiotic analysis can be useful.

Previous studies have consistently highlighted the prevalent use of stereotypes, clichés, and generalizations by the media when portraying cultural diversity. Ethnic or religious groups are frequently portrayed in a manner that oversimplifies or shames them, perpetuating stigmatization and fostering discrimination. Moreover, the media often tends to accentuate the differences among cultural groups rather than focusing on their shared values or commonalities, thereby exacerbating social divisions and fueling conflicts. Despite these negative portrayals, it's worth noting that media representations also possess the potential to serve as catalysts for inspiration and promote a positive comprehension of multiculturalism, thereby contributing to educational efforts aimed at fostering greater understanding and acceptance of diverse cultures (Fajrussalam, Ruswandi, and Erihadiana 2020).

The media, through its multifaceted platforms and widespread reach, holds a pivotal position in championing cultural diversity, fostering intercultural dialogue, and nurturing a

collective sense of inclusion and solidarity within society. By showcasing diverse perspectives, traditions, and narratives, the media not only celebrates the richness of cultural heritage but also facilitates understanding and appreciation among different communities. Through news coverage, documentaries, and entertainment programs, it has the power to break down stereotypes, challenge biases, and promote empathy and mutual respect. Moreover, the media serves as a platform for marginalized voices to be heard, amplifying their stories and experiences to create a more equitable and inclusive discourse. In this way, it contributes significantly to building cohesive and harmonious societies where individuals from various backgrounds feel valued and represented. Through its role as a mediator of information and culture, the media has the potential to bridge divides, promote social cohesion, and ultimately contribute to the development of a more tolerant and interconnected global community. (UNESCO 2011). By showing the daily lives of various cultural groups, media can help broaden our understanding of the world and increase tolerance for differences.

Therefore, it is important for media researchers and practitioners to continue to study and monitor media representations of multiculturalism. This involves not only critically analyzing media content, but also advocating for the development of more inclusive and diverse media production practices. In this way, the media can be a positive force in promoting cultural equality, respect for diversity, and intercultural harmony in an increasingly global and diverse society.

CONCLUSION

In examining the theme of media representation of multiculturalism, researchers found that mass media has a strong role in shaping people's perceptions and attitudes towards cultural diversity. Media representations not only reflect social reality, but also play a role in shaping it, both directly and indirectly. Various media platforms, from television and newspapers to social media, play an important role in conveying the narrative about multiculturalism to the public. Media content analysis reveals that representations of multiculturalism are often influenced by stereotypes, clichés and generalizations, which can reinforce stigma and discrimination against certain ethnic or cultural groups. However, there are also examples where the media succeeds in celebrating cultural diversity, promoting intercultural dialogue, and strengthening a sense of inclusion and solidarity in society. In conclusion, research on media representation of multiculturalism plays an important role in revealing how mass media influences people's perceptions and attitudes towards cultural diversity. With a deeper understanding of these dynamics, we can advocate for media representation that is more inclusive, accurate, and sensitive to cultural diversity in an increasingly global and diverse society.

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