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Impact of Communication to Culture Values of Buton Sultanate in the Coastal Communities in Buton Regency Southeast Sulawesi Province Indonesia

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Abstract

The research was conducted in two sub district of Buton regency namely *Pasar Wajo* and *Siotapina.* The major objective of the research was to determine impact of communication to culture values of Buton sultanate in the coastal communities in Buton regency Southeast Sulawesi Province – Indonesia. Specifically, the research to determine impact of television to the knowledge of respondent used to obtain culture values of Buton sultanate messages among the coastal people in Buton regency, to determine the frequency and duration of media used to obtain knowledge of culture value messages among the coastal people in Buton regency. The differentiation between selected of interpersonal communication variable with the knowledge on culture values of Buton sultanate of respondents both of sub district in Buton regency were also included as the objective of this research. The sub district were selected base on their population density. Respondents were personally interview using structured questionnaires. Samples of 99 respondents from the area namely 50 respondents of Pasar Wajo sub district and 49 repondents from Siotapina sub district , which the both sub district were in coastal area , exposed mass media , interpersonal communication, group communication to the knowledge on culture values of Buton sultanate . The result indicated that most of the respondent in both sub district in Buton regency have high level of knowledge in receiving culture values of Buton sultanate messages . Status of knowledge which was supposed to be highly influenced by the degree of exposed to the various television channel used was also proven in this research.

Keywords: communication, culture values, coastal communities, television, knowledge

Introduction

The term media impact refers to the reach of different forms of media to a particular audience at a certain time and situation. Exposure is usually attached to the degree of participation and involvement of individuals to activities through the use of various communication media (Rogers, 1973). Studies about impact of communication exposure dealt with the variety, type, and amount of media exposure. For example, the mass media reach in less developed nations are much smaller than those in more developed countries. About one-third of the village audience in less developed nations has not access to any of the mass media, about one-third is reached only by radio, and roughly one-third is in the audience for both the electronic media (radio) and print media (newspapers and magazines) (Rogers and Svenning, 1969). Exposures to the same types of media and content differ in its effect to its audience. Impact of mass media can be applied only in areas where mass media are circulated widely

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and when contents or messages command attention and interest. Therefore, measures of exposure of one type of media and the content also differ with frequency and duration.

Rogers (1973) asserted that mass media have limited reach in less developed countries than more developed countries. He attributed this low reach to limited availability and high cost of the mass media.

Mass communication is the technologically and institutionally based production and distribution of the most broadly shared continuous flow of messages in industrial societies (Gerbner as cited by Tan, 1981). Messages of mass communication are sent directly to the receivers, using some form of mechanical device. In mass communication, the source and receiver are not physically in the same place, thus face-to-face or direct interaction is not possible. The message is sent through a mechanical device which allows it to be reproduced and distributed to many receivers at the same time.

Dominick (1996) stated that "mass communication refers to the process by which a complex organisation with the aid of one or more machine produces and transmits public messages that are directed at the large, heterogeneous, and scattered audiences" . And also Biagi,(2001) stated that "Mass communication is communication from one person or group of persons through a transmitting device (a medium) to large audiences or markets". The source in the mass communication situation is a group of individuals who usually act within predetermined roles in an organisational setting. The channel of mass communication are characterised by the imposition of at least one and usually more than one machine in the process of sending the message. Mass communication is basically a process whereby two interacting components (source and receiver) are involved; messages are encoded, sent through a channel, and decoded; responses in the receiver are observed; feedback allows interaction to continue between source and receiver mass communication as a feld of study focused on "mass society" as the audience of communication (Tan, 1981). Herbert Blumer as cited by Tan (1981) characterised mass society as (1) heterogeneous in composition, its members coming from different groups in society; (2) composed of individuals who do not know each other and are spatially separated from one another, and who cannot interact with one another; and (3) havving no leadership or formal organisation. More recently. Freidson as cited by Tan (1981) viewed the interaction in mass communication as goal directed, transactional and influenced by the participant's on going culture. In mass communication, the communicator is a social organisation capable of reproducing the message and sending it simultaneously to large numbers of people who are spatially separated. The communicator in mass communication is often as mass medium - a newspaper, television station or network, magazine or book publisher.

Pasar Wajo and *Siotapina* are urban communities of Buton regency. Both sub-districts revealed high population base on sex compared to other sub districts. This indicates that population growth prevails not only on suburbs but also in rural coastal communities . The two sub- districts also have the highest ratio of households as reflected in appendix table 1. *Pasar Wajo* and *Siotapina* had a ratio of 1.40 and 1.20 respectively.

Statement of The Problem

Base on the background of study, the research attempted to answer the following questions :

i. What are kinds of media attended by the people to obtain culture values of Buton Sultanate issues in Buton Regency?
ii. What forms of communication in dissemination culture values of Buton sultanate in Buton regency?

Objective of the Study

In general, the purpose of this research is to describe the impact of communication to culture values of Buton Sultanate to the people in Buton Regency. Specifically, the research was aimed:

i. To describe the kinds of media attended by the people to obtain culture values of Buton Sultanate issues in Buton Regency.
ii. To describe the forms of communication in dissemination culture values of Buton sultanate in Buton regency ?

Methodology

Selection of Respodents

The study covered households that were registered as permanent residents of Buton . A list of prospective respondents was obtained from the District/Municipal Office which reflected vital socio-demographic information which served as basis in selecting the respondents for the study. From the same document, it was found that *Pasar Wajo* and *Siotapina* sub-districts have a total of 39,844 household heads (Statistics of Buton Regency,2017). Out of this, only 8,436 household heads met the requirements to become respondents of this research. Requirements considered sex, 15-64 years and qualified senior high school graduates. The list of respondent were tabulated and numbered according to total number of houses. The tabulated respondents did not reflect their actual names and addresses but their identities served as control. After selecting the target number of respondents which was 50 and 49 for *Pasar Wajo* and *Siotapina ,* respectively, each number selected was counter-checked with the respective names and addresses to which each number correspond. The number of respondents taken was computed following Yamane's in Rachmat (1984) formula:

$$n = \frac{N}{Nd^2+1}$$; Where

Where :
n = total of sample
N = total of population
d = level of reliability

Based on the above formula, the total samples who met the requirements for the research was computed. Both sub-districts' population reached 8,436 with their reliability level at (10%) and computed as follows:

$$n = \frac{8436}{(8,436)(0,10)^2+1} = 99$$

Considering above formula , Pasar Wajo sub district sub population was computed as follows :

$$Ni = \frac{4,263}{8,436}(99) = 50$$

This means that from the total number of respondents of both sub-districts, number of respondents from each sub-district were computed as follows:

Whereas for Siotapina sub district sub population was taken as follows :

$$n_i = \frac{4,173}{8,436}(99) = 49$$

From the above Computations, a total of 99 respondents were taken from the two sub-districts of *Pasar Wajo* and *Siotapina*.

Data Analysis

The data for the study was analysis by Statistical Analysis System (SAS) version 6.12. The rule of Procedural analysis and data Processing as follows:

i. Descriptive to use for frequency, percentage and number of score to explain social demography and to describe the general characteristic and treatment of communication of respondents.
ii. Anova analysis to explain whether there are significant variation among information culture values from mass media, interpersonal communication, group communication (independent variable) to the knowledge of culture values of Buton sultanate (dependent variable) of respondent in both sub district in Buton regency. And afterwards the significant variation analysis by Duncan's multiple range test (DMRT). Significant level of this study to test those of variable is 0.05.

Discussion

Frequency of receiving information sources of communication are presented in Table 1. In *Pasar Wajo* sub-districts, watching television ranked first with an overall percentage of 40 followed *by Siotapina* to (6.12 %). In the sub-districts of *Pasar Wajo*, the same pattern was observed with watching television the issues of culture values of Buton sultanate particularly *po –maa-masiaka* / love each other (40 %) , *popia- piara* / help each other (58%) and *poangka –anngkataka* / keep human dignity each other (38%). Siotapina respondent watching television particularly culture values of Buton sultanate issues of *poma-maasika/* love each other (8.16 %) *po-pia-piara* / help each other (12.24 %) and followed *by po-angka –angkataka* / keep human dignity each other (6.12 %).

Table 1: Sources of mass communication used by respondents in getting information of culture values of Buton sultanate in two sub districts.

Culture Values of Buton Sultanate	Subdistrict					
	Pasar Wajo (n = 50)			**Siotapina (n = 49)**		
	Television		**N**	**Television**		**N**
	Freq.	**%**		**Freq.**	**%**	
Po- mae –mayeka ((respective each other)	20	40	50	3	6.12	49
Po- maa-masiaka (love each other)	20	40	50	4	8.16	49
Po-pia-piara (Help each other)	29	58	50	6	12.24	49
Po-angka-angkataka (keep human dignity each other)	19	38	50	3	6.12	49

Pasar Wajo respondents' watched television at a frequency of 0 to 1 time per week ranked highest with 14.0%, followed by 2 to 3 and 4 to 5 times with 16% and 20.0%, respectively. *Siotapina a*t more

than 7 times a week scored a high 32.65%. followed by 6 to 7 times (30.61%) and 4 to 5 times (20.41%).

Table 2: Frequency of receiving information according to sources of communication in two sub districts.

	Subdistrict					
Frequency	Pasar Wajo (n = 50)			Siotapina(n = 49)		
(number of times per week)	Television		N	Television		N
	Freq.	%		Freq.	%	
0 – 1	7	14.0	50	6	12.25	49
2 – 3	8	16.0	50	6	12.25	49
4 – 5	10	20.0	50	10	20.41	49
6 – 7	12	24.0	50	15	30.61	49
> 7	14	28.0	50	16	32.65	49
	51*			53*		

*Multiple responses

Dissemination of Culture values of Buton Sultanate by Sources of Communication in Area of Study

There are fives newspaper available in this area in disseminating culture value messages. Means, as much as thirty fives times in a week dissemination culture value message from newspaper. The total of distribution times of newspaper were 3.73 times in a week. While for radio channel there were five radio channels available in *Pasar Wajo* sub districts. Four channels were from private radio and one from government radio. As much as three times of private and one of government radio to broadcast culture value issues in a week. Therefore. the total of distribution time of radio channel was 6.35 time in a week. For the television, there were four television channels available in the area of studv, three channels from private TV, and one from government. The total of distribution times of television to disseminate culture values are as much as 16.00 times in a week for *Pasar Wajo* sub district. Table 3 shows that television was highly compared to radio and news paper *in Pasar Wajo* sub districts.

Table 3. The total of average time in a week from mass media in disseminating environmental health both sub-districts

Mass media	*Pasar Wajo*	*Siotapina*
Newspaper	3.73 times	2.56 times
Radio	6.35 times	6.26 times
Television	16.00 times	15.66 times

There were five newspapers available in *Siotapina* sub district, followed by five radio channel and four television channels. As much as three times of private radio and one of government radio to broadcast culture values issues. While the television there were four channels available namely; three channels from private TV, and one from government channel. Table 3 shows that television still high frequency compared to radio and newspapers in *Siotapina s*ub district. The total of distribution time in a week were as much as 2.56 for newspaper, 6.26 times for radio and 15.66 times in a week for the television.

Table 4. The total of average in a day of mass media disseminating culture values message sub-district

Source of communication	*Pasar Wajo*	*Siotapina*
Newspaper	15.66 minutes	13.77 minutes
Radio	25.2 minutes	16.53 minutes
Television	25.2 minutes	11.78 minutes

The total of average time of mass media in dissemination culture value messages which is 15,66 minutes for the newspaper, followed radio 25.2 minutes 11.62 minutes for the television.

While for the *Siotapina s*ub - district as much as 13.77 minutes in a day for the newspaper to disseminate culture value messages followed by radio 16.53 minutes and television as much as I L78 minutes. Table 4 shows that radio is high compared to television and newspapers in *Siotapina* sub district.

Analysis of Variance of the frequency of receiving information to sources communication (radio, TV newspaper) is as follow:

Table 5. Analysis of variance frequency of sources communication

Sources of variance	DF	Sum of square	Mean value	F value	Pr > F
Media	2	4506.20	2253.10	115.40	0.01*
District (DIST)	1	0.833	0.833	0.04	0.8389
Frequency	4	0.0	0.0	0.0	1.0
Frequency (DIST)	4	0.0	0.0	0.0	1.0
Media (DIST)	2	2.067	1.033	0.05	0.9486
Error	16	312.40	19.5250		
Corrected Total	29	4821.500			

Significant at 1%
R square = 0.935207 C.V. = 26.78006

The result on table 5 shows that the variable media is significant. Then, This variable was analyzed by Duncan's Multiple Range Test (DMRT).

The frequency of the sources of communication can be assumed as having the additive linear model as follows:

$$Yijkm = M + Mi + Dj + Fdij + MDk(j) + Em(ijk)$$

Where Model……...(5)

M = Mean average
Mi is Media, 1, 2, 3 (radio TV, Newspaper)
Dj is District , j = 1, 2 (*Pasar Wajo, Siotapina*)
Fklj is the frequency of the Media within District
K = 1, 2, 3, 4, 5 (Fr 1, Fr2 , Fr3, Fr4, Fr5)

Fdij is the frequency of the media and interaction with district.
MDklj is Interpersonal form and interaction with district.
Em (ijk) is random error, m = 1, 2, 3 for i, j, k

By using SAS soft ware to calculate the Anova the result is shown in table 4. The assumption additive model of (5) was then giving the R - Square of 0.93 5207 with CV of 26.78006. This mean that the assumption of additive model is correct. Later, the media variable is significantly different.

On table 6 the result of Duncan's multiple range test as follow:

Table 6. Duncan's multiple range test for group communication both sub -District

Group of communication	Means
Formal leader	16.500 A
Informal leader	14. 833
Family member	10.667 C

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

Table 6 shows that there was significantly different among group communication . Formal leader was significantly different either with informal leader or with family member. Informal leader was significantly different with family member. The value of mean for formal leader was 16.500, for informal leader was 14. 833 and for family member was 10. 667.

Similar result from Hassan (1993) reported that the types of media the staff - members of the communication units considered right for knowledge transfer.

Conclusions

From the Findings of the study, the following conclusions were drawn: television is the most effective way to both sub – district residents to receive the culture values of Buton sultanate, followed by newspaper and radio; the formal leader was the most important agent to convey the information knowledge related to the culture values of Buton sultanate; frequency of receiving information from formal leader was high and likewise from informal leader. Threby formal leader and informal leader are good agents in disseminating the culture values of Buton sultanate; the longest duration of receiving information related to the knowledge of respondents in the culture values of Buton sultanate longer from formal leader. However, the duration from formal leader and from informal leader was not significantly different; the longest duration of learning from television is very significantly in comparison to radio or newspaper.

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