

ABTRAK

Peranan Akhbar *Berita Harian* dan *Utusan Malaysia* Dalam Pilihan Raya Umum 1995 dan 1999 di Kelantan.

Istilah media massa dikenali oleh masyarakat kerana pelbagai teknologi baru dicipta bagi membolehkan khalayak menerima perubahan dan tindak balas yang disalurkan oleh media massa ke atas sesebuah masyarakat di negara ini.

Sesebuah teknologi baru pula sudah semestinya boleh menimbulkan impak sosial pada berbagai peringkat individu, kumpulan dan organisasi dalam masyarakat. Bagaimanapun, berdasarkan beberapa kajian tentang teknologi komunikasi baru ini, jawapannya banyak bergantung pada konteks penggunaannya dalam usaha mengajak sesebuah masyarakat menerima perubahan.

Ini kerana perubahan bukan sahaja berlandaskan soal apa dan bagaimana maklumat disalurkan menerusi teknologi baru, tetapi mengambil kira aspek kemanusiaan, kematangan fikiran dan kebijaksanaan sesebuah masyarakat itu memanipulasikan isu-isu tertentu sehingga menyebabkan mereka mudah terpengaruh. Sebaliknya mereka menggunakan kaedah komunikasi bersemuka dan bertanya khabar sebagai saluran menyampaikan maklumat walaupun negara ini sudah menceburi bidang teknologi maklumat seperti pelaksanaan Multimedia Super Koridor (MSC).

Dalam kajian ini, ahli masyarakat terutama pengundi di Kelantan menidakkan peranan media massa yang terdiri daripada media cetak, elektronik dan pelbagai saluran lain dalam mempengaruhi minda mereka supaya menyokong Barisan Nasional (BN) setiap kali pilihan raya umum. Apa yang berlaku sebaliknya, pengundi di Kelantan memilih Parti Islam Semalaysia (PAS) sebagai parti pilihan mereka dalam setiap pilihan raya umum yang diadakan di negeri ini.

Keputusan itu menunjukkan media massa, iaitu sebahagian daripada teknologi baru gagal menyampaikan maklumat kepada mereka walaupun teknologi canggih digunakan setiap kali pilihan raya untuk mempengaruhi mereka memilih parti yang membentuk Barisan Nasional.

ABSTRACT

Berita Harian and Utusan Malaysia's Roles In The 1995 and 1999 General Election in Kelantan.

Mass media is synonymous with society in the new millennium where new technologies have been created to enable them to accept changes and react to those channelled through the mass media for the people in this nation.

A new technology need not necessarily create social impact on various levels: individuals; groups; or organisation in the society. However, based on several research on this new communication technology, the answer depends on the context of its use in efforts to entice the society to accept changes.

This is because changes is not only based on what and how information is channelled through new technologies, but it has to take into account the humanity aspect, maturity in thinking and wisdom within the society to manipulate certain issues to influence certain groups in the society. On the otherhand, they use a direct communication approach and by being friendly to channel information although this nation is already involved in the field of

information technology such as the implementation of the Multimedia Super Corridor.

In this research, the society, especially the voters in Kelantan, rejected the role of the mass media, which comprise the print and electronic media, as well as other channels in trying to influence their minds to support the Barisan Nasional (BN), each time a general election is held. The reverse happened where voters in Kelantan chose Parti Islam SeMalaysia (PAS) as their choice in the general election held in the State.

The result showed that the mass media, which a part of new technology, had failed to channel information through the communication channel adespite the use of sophisticated technology in every general election to convince them choosy party coalition by Barisan Nasional (BN).