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MEDIA AND SOCIETY:
TWITTER AS ONE OF THE MEDIUM IN SPREADING
HERITAGE NEWS TOWARD SOCIETY

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ABSTRACT

Based on the current technology of media, people are usually use new media like twitter website to update any current issues or event regarding with heritage to be shared that information with society by using this kind of medium. This situation shows, twitter contains rich information because the data is posted especially about heritage in that time can be quite useful knowledge about the ground situation of the topic. Unlike traditional media, this new media are one of the social media in spreading heritage towards society in faster way.

The research objectives are:

- To study the frequency of society that respond towards the news spread by twitter.
- To investigate the legitimacy of the news spread on twitter.
- To determine the consequences of the news spread on twitter.

The approach that will be used by the researcher for this research is qualitative approach. In collecting data collection strategy, the researcher will be using purposive sampling to help researcher to find out the result for the research that conducted. Second, In- depth interview is also one of the method of research that applied in qualitative research where the researcher will conduct an interview with the selected respondent. For data analysis, the researcher uses thematic data analysis that required the researcher to identify a limited number of themes which adequately reflect researcher textual data. For unit of analysis, there are three basic categories to identify the unit of analysis on a research are individuals, groups and organizations.

Currently, everything in a world is using online. That is why "Twitter as one of the medium in spreading heritage towards society" is more efficient and faster ways than traditional media. Twitter plays an important role as a medium to create a new environment towards society in creating broader selection in spreading heritage. From this research, it may give a lot benefits towards the education for students from Malaysia and outsides this country as their reference.

KEYWORDS: Twitter, Heritage, Society, Efficiency

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CHAPTER 1: INTRODUCTION

1.1 Background of Study

Social Media nowadays has made a different way for people to access information and news about current issues. It provides a medium which has a large reach and coverage to people around the world. Unlike traditional media, new media such as Twitter are one of the tools for the society to gain news in a faster ways and it can be one of the tools in spreading heritage news. Twitter is a micro-blogging service which has gained popularity as a major news source and information over last few years. Social scientists have long recognized the importance of social networks in the spread of information (Granovetter, 2004) and innovation (Rogers, 2006).

People usually log on to social media websites to check for updates about current event and also to share information about the event with others this is why we can use this tools to spread about the heritage news in order to make people know more about the heritage. In such situation, social media content provide a vast resource of unmonitored and unstructured, but it contain rich information about the events because the data is posted in real time and by users which mean this can be quite useful knowledge about the ground situation of an event. Even though a large number of content is posted on Twitter, not all of the information is trustworthy or useful in providing information about the event. Presence of noise, spam, advertisement, personal opinion and many more makes the quality of content on twitter is questionable.

According to Watts, Duncan J. (2011) Social networking kept everyone in touch with the people that are not virtually around, as well those people that you see every day. This works with a simple update on what is going on with their lives and post it in the sited. The success of social networking sites is due to the number of people living away from the people they loved, those people that they once frequently interact with or those people that would love to interact and keep track with people that they know that are not virtually around. This also helps us to spread news about things like the heritage news to not only the people on the certain area but also other area. This help public to know about the heritage news in easier ways.

According to Howard, P.N & Jones (2004) also said that the advances in information technology, has transform the economic life. It has given all sorts of individual economic sectors such as consumers, investors, and business. The relation of each person to another has a great effect for passing the information. But today, there is an outstanding tool such as twitter that can help internet marketers become more successful with the use of social media sites also can help to give an impact to the society on the heritage news.