
ACROSS BORDERS

AN OVERVIEW OF ISSUES IN
MANAGEMENT & BUSINESS / SCIENCE & TECHNOLOGY
/ SOCIAL SCIENCE & HUMANITIES
2009-2011

PROJECT TEAM

Dr. Roaimah Hj. Omar
Dr. David Loh Er Fu
Nor Raihan Abu Bakar
Siti Zuraina Gafar@Abd Ghaffar
Muhamad Hanapi Khamis
Siti Nurshahidah Sah Allam

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**Division of Research, Industrial Linkages & Alumni
Universiti Teknologi MARA
Cawangan Melaka**

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PREFACE

Across Borders is designed for use in knowledge development in various disciplines. It is written to accommodate the interest of academicians and industry. The compilation of research abstracts from different fields provides valuable information to assist the expansion of knowledge and development. It also serves as a reference for Universiti Teknologi MARA (UiTM) Melaka Campus and the Division of Research, Industrial Linkages & Alumni.

The compilation of proceeding abstracts includes 83 research abstracts that are divided into 3 sections according to their respective disciplines; Management and Business, Science and Technology, and Social Science and Humanities.

It is hoped that this book would inspire its readers to undertake further research in the specific fields or disciplines.

ACKNOWLEDGEMENT

The project team of this Across Borders would like to express their deepest appreciation to all the researchers from the various faculties for their participation. Without their on-going contributions the book would not be possible. We are indebted to the Rector of Universiti Teknologi MARA (UiTM) Melaka Campus and the Division of Research, Industrial Linkages & Alumni for mooted the idea of having this book and getting the project started.

We would like to sincerely thank all our friends, colleagues, and acquaintances for their roles, direct and indirect contributions and invaluable support in the compilation of the 83 proceeding abstracts.

SATU TINJAUAN LITERATUR PERANAN MEDIA MASSA DALAM PEMBANGUNAN MODAL INSAN DIKALANGAN REMAJA

Aini Faezah Ramlan
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ABSTRAK

Media massa mempunyai pelbagai peranan yang besar dalam pembangunan sesebuah Negara. Pembangunan ini tidak boleh dilihat dari aspek pembangunan fizikal semata-mata tetapi pembangunan modal insan harus juga dilihat sebagai satu agenda penting negara untuk menjamin kemajuan sesebuah negara dalam pelbagai aspek termasuk di dalam bidang sains, teknologi dan keusahawanan. Hasrat untuk melahirkan dan membangunkan modal insan berhadapan dengan cabaran budaya hedonisme dan budaya popular terutamanya di kalangan remaja yang dibawa oleh media massa. Kesan dan pengaruh media massa terhadap khalayak telah lama hangat diperkatakan dan dibincangkan oleh para ilmuan dan ulama. Fenomena penjajahan budaya yang disebut sebagai '*cultural imperialism*' sangat ketara diamalkan oleh golongan remaja menerusi cara pergaulan, pakaian, hiburan dan aktiviti seharian. Peranan media massa yang utama sebagai sumber maklumat telah disalahgunakan untuk mendapatkan hiburan semata-mata. Penilaian literatur ini bertujuan meninjau peranan media massa dalam usaha pembangunan modal insan, di samping menganalisa tahap penggunaan media di kalangan remaja. Dapatan daripada penilaian literatur ini diharap akan menjadi asas kepada kajian lapangan yang lebih terperinci untuk menguji teori yang telah diutarakan oleh sarjana sebelumnya.

KATA KUNCI

Media massa, pembangunan modal insan, remaja