





THE ROLE OF SOCIAL MEDIA: IMPACT ON BROADCASTING INDUSTRY

By: Farah Hazween Amanah, Nurliyana Kamilah Khairul Anuar & Muhammad Azril Izuan Ramlan

Media is very important in our lives. Media is used for disseminating information, entertainment, communication, sharing and expressing opinion and ideas. Media acts as a tool where it is useful to communicate and interact or reach a large number of audiences. There are types of media such as printed media, broadcast media and new media which is social media. Social media has become a very important platform of broadcast media. The existence of social media gives an impact towards the broadcast and printed media especially traditional media which is television and radio. Social media has changed the broadcasting industry where the way information is delivered and received. Audiences shift from television and radio to social media. Thus social media plays an important role in today's broadcasting landscape in terms of engaging and interactive audience, global reach and viral content and trendsetting.

Traditional broadcast media is one direction, where the information transmitted in one way communication between television or radio towards larger audiences without returning feedback. Unlike social media, the information is transmitted in two way directions between the broadcast media and their audiences where the audience feedback by likes, comments, shares direct messages and Live. Audiences or social media users can actively interact with the content and information they received, expressing their thoughts, opinions and emotions in real-time. The engagement and interactivity by social media transformed traditional broadcast media from one way communication into an inclusive and participatory platform that allows both creators and audiences.

Social media transform the role of broadcasting by offering an unparalleled global reach to information, content and news. Existence of social media platforms allows everybody; individuals, organizations, and media outlets to spread information or messages to mass people and diverse audiences worldwide in rural or urban

areas. Social media expands the global reach not only on spreading information yet enables cross culture exchanges, fostering a greater understanding of diverse perspectives and experiences from around the world. Thus, social media plays an important role in connecting people from different countries of the globe where distance is no longer a barrier.

Broadcast media; television and radio where channels that can reach a large audience based on their target audience. Social media helps spread information and promotes anything to a mass of people regardless of age, gender and region. The power of social media where it can create viral content revolutionized the way content/ information or message is shared and spread. For example, the unpopular food stall gained widespread attention and popularity after it was exposed and explored on social media. The power of social media led to the stall going viral, allowing more people to discover and indirectly promote that food stall. Besides, social media has emerged as a trend-setting platform, surpassing traditional broadcasting in its ability to shape culture and influence consumer behavior. Social media led to the trendsetting from fashion and lifestyle, viral challenges and innovative ideas, social media's dynamic and interconnected nature allows trends to spread rapidly across diverse communities.

Overall social media has significantly transformed the landscape of broadcasting, offering unusual opportunities for content dissemination and engagement. Social media enables an engaging and interactive audience, global reach and viral content and trendsetting to diverse audiences worldwide. Influencers, content creators, and public users all contribute to setting trends and shaping societal norms, making social media a powerful force in driving cultural shifts and influencing the collective consciousness of the digital age. In conclusion, the role of social media in broadcasting continues to evolve, and its impact on society is undeniably profound, shaping the way people communicate, receive content and experience the world.