CAPITAL AND MASTERY OF INFORMATION TECHNOLOGY

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Abstract

Capital and mastery of information technology is the power in mastering information technology. Mastery of information technology has a strong influence in shaping public opinion such as television and social media. This writing analyzes relevant content related to the mastery of information technology by capitalists. Capitalism is the power and strength possessed by developed countries, such as America, Britain and so on. The subject of this paper is to analyze the influence of television, content and media dependence. This paper uses observation methods from various sources supported by several literatures, books, articles and online journals. From the results of the analysis, those are found that the mastery of information technology has been massively owned by the world's major countries. World class news, information dissemination. Social media such as: Facebook, You Tube, WhatsApp, Facebook Messenger, Instagram and so on. World information, economic news, politics, culture, natural disasters, politics and wars, can be seen live throughout the country. Capital and the control of information technology in the process cannot be submitted to market mechanisms, so a hegemonization process may occur, which means the strong party dominates the weak. The victims are developing countries which will continue to be consumers of capitalist influence.

Keywords: *Capital; Mastery; Infomation; Technology*

A. INTRODUCTION

The influence of the media plays an important role in the process and practice of communication in an industrial society that is transforming into an information society. The influence of television and social media easily forms opinions. Media capitalists are currently considered massive for the purpose of both political interests and capitalist profits, not based on providing information but for certain goals that are detrimental to one party. In providing information to the public, sometimes it is only seen on one side according to the media's view which is ultimately very detrimental.

In its development, freedom does not always encourage the creation of democratization of information. Media freedom actually gave birth to the formation of the market structure of the information industry with the orientation of financial gain and personal, group and community interests.

Rapid developments in science, technology and internet-based information have changed the joints of life between the people of Indonesia and the world.

Currently, many are found based on the results of a survey of institutions with the impact of social media resulting in the collapse of cultural values and the emergence of hoax news resulting from the information media. The global communications situation is of increasing complexity as a result of new markets, new media, and changing economic fortunes and geopolitical realities, but some forms of dependence will continue in different patterns for different media. It is more difficult to pinpoint information and culture to the country of origin because of the large amount of information that comes in so that the information becomes complex. Multinational production and marketing under the control of capitalists and media will build a pattern of domination and dependence by capitalists.

In addition, the current mastery of information technology is not based on strong control. The development of communication technology has increased the flow of information, indirectly mastering the world's information. The Internet as a medium of technology and information, as well as being a source of information and dislocating the old culture with the new culture.

B. METHODS

This paper uses an online observation method with the aim of analyzing the content for which the data collection required for this paper is obtained from a wide selection of data relevant to capital and mastery of information technology. As a literature study material, references are taken from books, several articles and journals published online.

The systematics of this writing uses the library research method, which is research conducted in the library to collect and analyze information from the library. Both in the form of books, scientific journals published periodically, historical stories, documents, and other library materials that can be used as a reference source for compiling reports on scientific research works. Sources of information come from literature related to the research discussed, either in the form of reference books, research results, or scientific journals. The procedure for collecting information is searching for documents from relevant current sources and bibliographies. The methods of analyzing the information analysis activities of this model include: information reduction, information presentation, and conclusion drawing/validation. The information obtained was tried to analyze the content of the theme to create an appropriate answer (solution).

C. FINDINGS AND DISCUSSION

Information technology capitalists are currently owned by the big media, this is based on the ability of the media to influence the audience. Whoever controls the information then he will rule the world. This sentence is true and true. Capitalization on its part is the life of the media, without capitalization the media will die, because capitalization is the one who owns the capital in running the media. Capitalization has a

great influence in the process of mastering information technology. From here, the problem is that the mastery of information technology by capitalization has referred to messages from the owners of capital, which means that these messages must be conveyed from the media controlled by capitalists. No wonder that the influence of capitalists in the control of the media can have an influence on public opinion.

Several media are known to have a great influence on the formation of public opinion, namely television, social media. Some cases come to public attention with the media capabilities possessed by capitalists can easily lead to public opinion such as about the Iraq war, the Syrian war, terrorism issues and so on. Where the news built by the media should be more directed to democracy. McQuail says that media ownership contributes to the detriment of society. The author tries to create a frame of mind so as not to widen and be limited so that it is easy to describe the problems to be discussed, are:
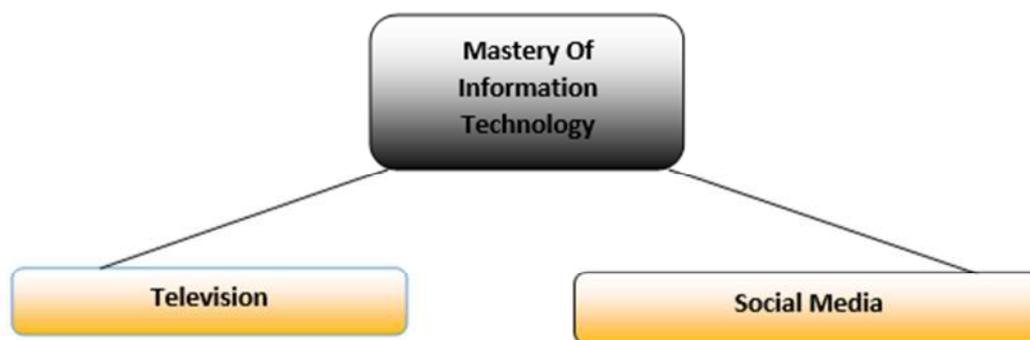
Picture 1. Information Technology Mastery.

1. **Television**

The current oligarchy is no longer viewed with the strengthening of wealth, but the oligarchy will capitalize on communication. Currently, it is seen that it will certainly spread to the mastery of information technology. The world is entering the era of technology 5.0, where everything is done by robotics. Reduction of human power will be replaced by artificial intelligence (artificial intelligence). Developed countries are competing to build and develop all-digital technology. Inventions such as drones, robots are part of human life that cannot be separated from being a necessity. This development cannot be separated from the role of television and internet media as a form of capitalist mastery ability.

Actually the development of communication technology has given birth to new challenges in communication science. This is motivated by the fact that communication technology changes the way humans communicate. Changes in mass communication can be cited as real examples. If in the era of mass media with print media platforms and electronic media, mass communication was identical with communication carried out by or at least through mass media institutions/institutions, now mass communication can be done by individuals to the audience.

The control of television media is now massively owned by the world's major countries. Ability to broadcast world-class news as an effort to disseminate information

to the world community. News agencies such as: CNN, NBC, BBC and ABC can thus easily influence public opinion with whatever media owners want.

Media control, starting from ownership of television media such as CNN, NBC, BBC and ABC, is owned by the United States, Britain and Australia. "The United States as a superpower, has mastered technology and weapons that are not directly visible, but with the power of capital power achieve the goal of income defense by using enormous power and resources to shape political outcomes and benefit them.".(winters, 2011)

The real capitalization began where the internet by the United States began to connect scientists with the American Department of Defense with university professors around the world. It started in 1972 until 1980 the internet has become a new atmosphere in the development of world information and technology, until 1991 the internet has become a commercial medium that can be used all over the world.

The analysis of the current mastery of information technology is that the power in the mastery of information technology is visible only to developed countries in accordance with the dependency theory that the power of developed countries to capitalize on information and media to developing countries, where developing countries have not been able to create information and media. the. With the ability of developed countries to create or produce media on the internet. Various media produced by America such as Facebook with 5 friends, namely: Mark Zuckerberg, Eduardo Saverin, Andrew McCollum, Dusting Moskovitz and Chris Hughes. Until in the end the world knows Facebook with Zuckerberg because of his position as CEO of Facebook.(Team, 2021) Cable News Network (CNN), which is owned by the United States dominates for world news. The National Broadcasting Company (NBC) is an American television network. Headquarters is in the GE Building, Rockefeller Center, New York City. The NBC logo is a peacock and is sometimes called the Peacock Network. Founded in 1926 by Radio Corporation of America (RCA), NBC was the first major broadcasting network in the United States. In 1986, NBC became the property of General Electric after GE bought RCA for US$6.4 billion. After the acquisition, the CEO of NBC was Bob Wright who served until his retirement. Wright was replaced by Jeff Zucker. The network is now part of media conglomerate NBC Universal, a unit of General Electric and Comcast.(Wikipedia, n.d.-c) The American Broadcasting Company (ABC) is an American television and radio station founded in 1943, ABC was the most watched TV network in 2008. In addition to TV and radio networks, ABC also provides news on the Internet.(Wikipedia, n.d.-a)

Media capitalization is now technology-based and accessible to the internet. Some examples of mainstream media from pay television channels such as CNN, NBC, BBC and ABC and others are already connected to the internet. Likewise, other social media such as Face Book, You Tube, WhatsApp and others have been using the internet since before and are part of media applications. Then Smart phones, Lap tops, computers and others are part of the operational media to apply media from television news and other social media media.

Although basically the internet is not owned by a country, the internet is not owned by any country's property, the system is open to anyone who can access it. However, it is undeniable that its presence for the first time has provided benefits for the United States as its users to control information and media on the internet.

Judging from the current reality, the media and their programs are non-Muslim products. This clearly has an impact on Islam. From the news that is broadcast tends to

discredit Islam. This can be seen from the news about Islam, how the Iraq war, Afghanistan war, Syrian war and so on, Iraq with issues of weapons of mass destruction, Afghanistan on terrorism issues, Syria maintains security stability, until now can not show any evidence. Really detrimental to Islam. Media messages through news that are controlled by capitalists show how organiza- tion of capitalists who own capital in this case could be from the government itself which controls the media as capitalists so that it is easy to design news according to the wishes of the capitalists. It is clear that the control of the media by non-Muslims has an effect on Islam by forming negative public opinion against Islam, that Islam is close to violence, terrorists and things that violate human rights, without any evidence.

2. Social Media

In the 1970s and 1980s, there might not be much variety of content owned by the media because technology has not been able to provide a wide variety of content based on the lack of technology at that time, so the audience was very dependent on the existence and activities of the media. In those years the audience was likened to communication theory like a bullet fired at the audience, and the audience was unable to avoid it (The Bullet Theory or Hypodermic Needle Theory), where this theory considered the mass media to have full ability to influence someone. The audience is considered passive to the media message conveyed. However, in the 1990s until now technology has developed so that various kinds of innovations and variations provided to the audience can meet audience satisfaction, whether political content, economics, military, technology, entertainment, education, sports, social media and so on. So that with a variety of content, it can meet the needs of the world community regarding the content of interest. Of course there is a shift in models from communication theory to being able to master audiences.

Mastery of social media, reaching out to social media such as: Facebook, You Tube, WhatsApp, Facebook Messenger, Instagram, Instagram and so on. Mastery of information technology in the form of media can be seen in the graph below:

10 Media Sosial dengan Jumlah Pengguna Aktif Bulanan Terbanyak di Dunia (per 25 Januari 2021)
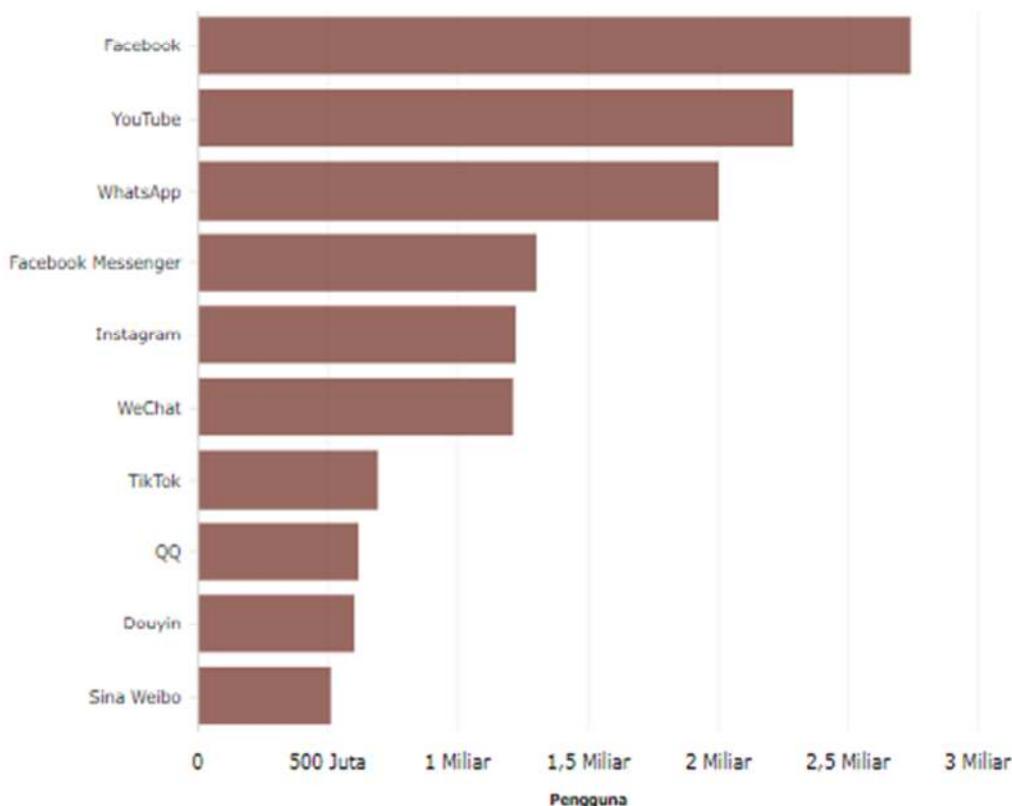
Sumber : We Are Social, Januari 2021

Figure1. Social Media Users in the world.(Lidwina, n.d.)

If you look at the graph above that Facebook is at the top, followed by You Tube and WhatsApp and so on, a shift in the graph may occur if there is a change in the mastery of information technology, the quality of information and the variety of media content.

Today's media capitalists have developed with new discoveries which are better known as new media as a modern social network, due to using advanced technology with various sites on social networks. The convenience provided by new media is that communication can be carried out remotely, so that you can connect and collaborate with other people.

Furthermore, the development of computers, laptops (Apple, Hewled Packard and Dell) and smart phones (Apple, Firefly, Garmin, Motorola Mobility, Palm, Sonim, Caterpillar, Google Pixe). Smartphones or gadgets, their capabilities can be used in real-time to share locations with other friends. In addition, smartphones can also take pictures, videos and social media. Share activities with the community with live activities. In addition, smartphones can be synchronized with other social media such as Facebook, Instagram, Twitter, Snapchat and Yelp.(Quesenberry, 2019)

Capitalization shows that developing countries have an information society, some of them have become dependent on capitalist forces that control media

information as a system that influences media as an information system. Dependence on capitalists includes information, media and technology used.

Technology capitalism is reflected in the concept of "Free Flow Communication" where it is said in this concept America as one of the capitalist countries tries to give influence to developing countries by using communication technology. (Rahmi Mulyasih, 2012)

a. The loss of the spirit to stay in touch to visit each other is replaced by video calls. So that we are no longer busy visiting, just video calls, then learning which is usually done face-to-face in class, but now because of the covid-19 pandemic it is done using video conferencing.
b. Shopping online.
c. Dependence on technology, everyone turns busy. All the time used to exchange information, non-stop 24 hours. Space and time are no longer a problem. So that people can continue to work even from home though. This gradually became a culture, work no longer had to leave the house.

Developing countries themselves are not aware of the influence that developed countries are trying to implement, because developing countries assume that the information contained in the mass media is a broad container so that the information available cannot be limited by very strict policies and tends to have certain strengths. The existing policies are only used as a mere mask because of the tendency to be oriented towards developed countries. become lost by the values of foreign cultures.(Rahmi Mulyasih, 2012)

Herb Schiller in Muhammad Qadaruddin mentions it as Cultural imperialism theory, this theory explains that the West dominates the media in almost all parts of the world so that in turn has a very strong influence on third world culture (countries that have not and are developing). . The trick is to disturb and set their views on the condition of the local culture so that the local culture is getting damaged. (Abdullah, n.d.)

The capitalization of media content provided to the audience varies from the desired news to the speed with which it is easily obtained, to various features and content. Today's media content is more oriented towards profit management.

No.	Manajemen Islam	Manajemen Konvensional
1.	Berlandaskan Al-Qur'an dan Hadis.	Berlandaskan teori buatan manusia dan etika sekuler.
2.	Aktivitas dalam rangka ibadah kepada Allah *Ta'ala*.	Aktivitas dalam rangka bekerja untuk dunia.
3.	Mengikuti etika dan prinsip-prinsip Islam.	Mengikuti aturan dan filosofi sekularisme dan kapitalisme.
4.	Mencapai tujuan organisasi melalui metode dan prosedur yang halal.	Mencapai tujuan organisasi melalui cara apa pun yang sesuai keinginan dan ambisi.
5.	Untuk mencapai ketaatan kepada Allah.	Untuk mencapai kepuasan pemilik dengan memaksimalkan laba.
6.	Berorientasi dan mencapai keselamatan akhirat.	Berorientasi dan mencapai keuntungan duniawi.
7.	Menjaga keseimbangan antara dunia dan akhirat.	Tidak ada menjaga keseimbangan dunia dan akhirat.
8.	Keterampilan teknis (manajerial) dan ibadah sangat penting.	Hanya keterampilan teknis (Manajerial) yang diperlukan.

Figure 2.
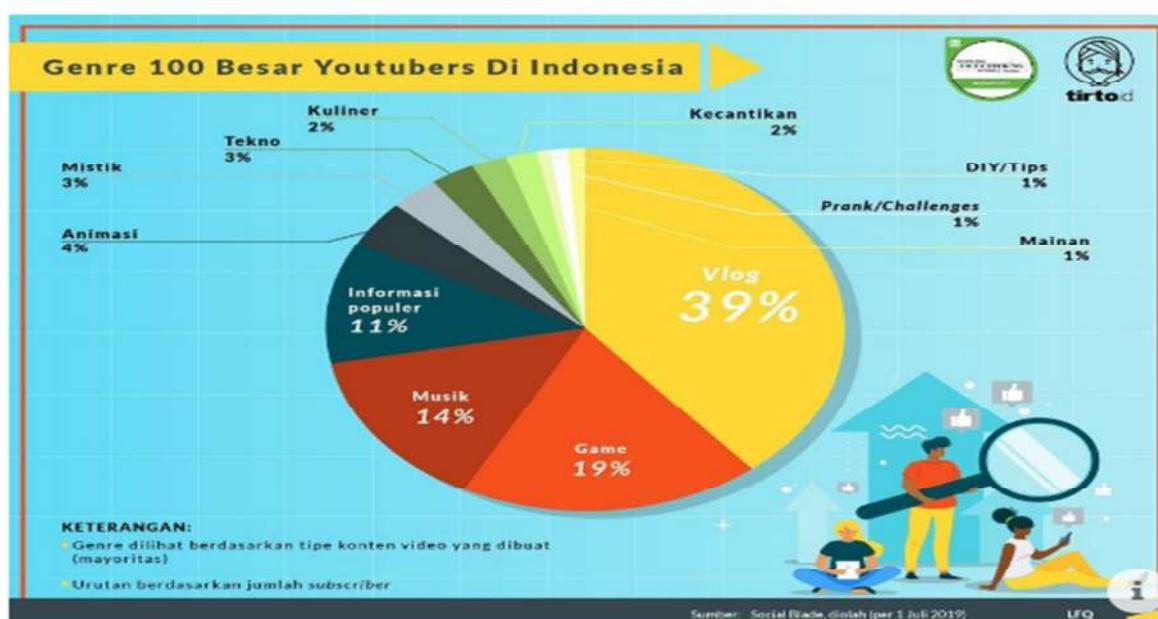Islamic information management vs Capital information management (Agustin, 2019)

Figure 3. The most popular vlog in Indonesia.

Vlogs with 39% of the most popular followed by games 19%, music 14%, popular information 11%, mystical 3%, technology 3%, beauty 2% and culinary 2%.

3. Information Technology and dependence on Media

According to Gordon B. Davis in Hamdi Agustin, the value of an information can be determined based on its nature, namely:
   a. Ease of obtaining.
   b. The nature of the area and its completeness,.
   c. Punctuality,
   d. Clarity.
   e. Can be proven.
   f. No prejudice.
   g. Measurable.(Agustin, 2019)

Information will get a more perfect value if it can be obtained easily. Information that is important and much needed becomes worthless if it is difficult to obtain. From the information exposed by the media which is currently internet-based, it is easy to get access to all mainstream media. Depends on the strength of the range and signal to be accessed. With a wide and complete coverage of information. Information that is piecemeal and incomplete becomes worthless, because it cannot be used properly. Information has a more perfect value if it can be received by the user at the right time. Valuable and important information becomes of no value if it is received late/obsolete, because it cannot be utilized at the time of decision making. A lot of information about the world, whether economic news, politics, culture, natural disasters, politics and wars, can be broadcast quickly and directly broadcast in all countries. This is what makes CNN great, broadcasting accurate and fast news, for example on the tsunami incident in Aceh. At the time of the great tsunami disaster in Aceh on December 24, 2004, CNN was the first world television broadcast.

This is in stark contrast to Indonesia at the time of the tsunami in Aceh, almost all local and national media were paralyzed unable to access it because sufficient standards had not been met to be able to cover it directly.

Clear information will increase the perfection of the value of information. Clarity of information is influenced by the form and format of the information. The value of information is more perfect if the information can be proven true. The truth of the information depends on the validity of the processed source data. The value of information is more perfect if the information does not cause prejudice and doubts about the existence of misinformation.

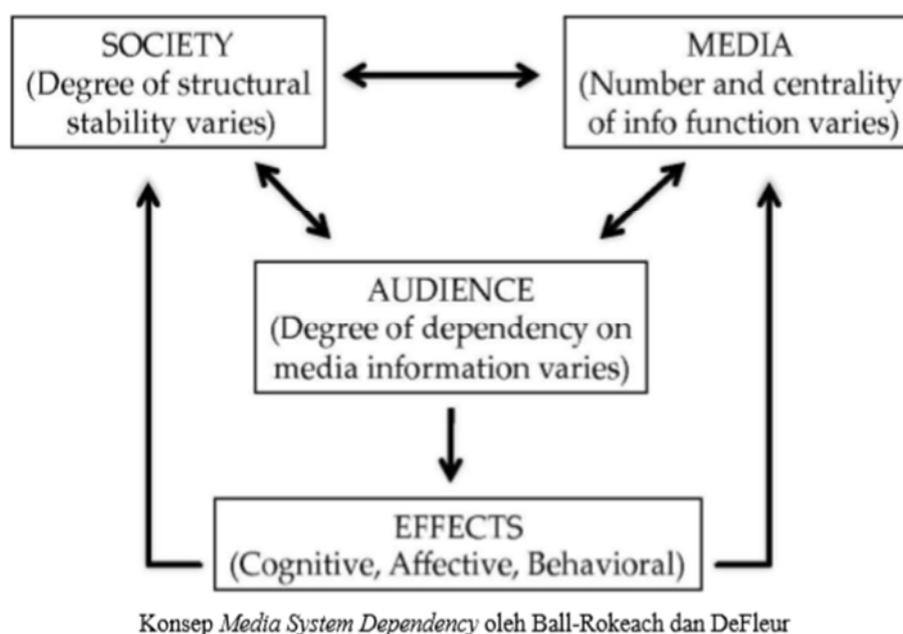Konsep *Media System Dependency* oleh Ball-Rokeach dan DeFleur

Figure 4. media system dependency by Ball-Rokeach DeFleur

Ball Rokeach (1976) explains that the amount of a person's dependence on the media is determined from two things, namely:

a. Individuals will tend to use media that provide more of their needs compared to other media that only have less.

b. The percentage of dependence is also determined by the social stability of the time. if the country is in an unstable state, you will be more dependent/trusted on other media to find out information, it could be from other sources, either news or other social media.

Various problems in assessing there are several unique things related to the fact of users and dependence on internet media in Indonesia, including: It's easy to fall prey to hoaxes, the first fact is actually sad but is the most important and most accurate when describing the average internet user. Hoax news that is currently widely occurring, makes public trust in the national media set aside a lack of trust in the information presented. Plus news regarding the state of the country during the COVID-19 pandemic. Both the media and communicators, in this case the government, cannot provide a consistent and trustworthy communication message. Thus reducing public trust in the media and also the Indonesian government itself. Basically, trust cannot by itself have many basic factors so that trust can be given.

The quality of the information provided is able to provide information that is needed by the world community so that it can be accepted by all ages and is easy to digest. Even though in reality sometimes the news delivered is not in accordance with

actual events, but due to the ability of the personnel from the media to present bombastic news with several manipulative techniques so that it can arouse people's emotions and make the news interesting for consumption.

In addition to the bombastic news presentation technique, the technique of manipulating people's emotions carried out by the mass media so that the public supports the conflict in Iraq is also criticized as an act that is seen as a violation of the journalistic code of ethics because of the level of distortion in the presentation of the news which is more like propaganda, and not propaganda. balanced factual news. William Hutchinson of Edith Cowan University said that the behavior of the media during the two Iraq Wars did not represent a balanced, impartial, or objective representation of the violence that took place, but rather supported the particular perspective of the ruling elite(Syah, 2019).

In Indonesia itself, there are actually many social media programs created by the indonesian people that can be used in social media:

a. Yogurt

   The social media developed by KongKo Digital has reached more than 5 million. The concept is quite different from social media in general. With Yogrt you can find new friends by location.

   The features given can also be games and quizzes in it. there is a live streaming feature.

b. Oorth

   Functioning like social media in general, Oorth can also be used by the community to sell or do fundraising. Additional features such as News, serve the purchase of credit, data packages, and electricity, and can be used to plan community events.

c. Kwikku

   Similar to Facebook. Kwikku is equipped with instant messaging, blogging, post sharing, meme and video features.

d. Countryman

   Countryman community media. There are various communities to be found. For example, traveling, football lovers, culinary, and others.

e. Buzzbuddies

   Buzzbuddies is a location-based social media.

f. Callind

   Callind which stands for Callind Indonesia is a social media application created by women from Kebumen, Central Java. Basically Callind has the same function as other social media. Such as voice chat, and share photos and

videos. Callind can also detect fellow users within a radius of 100 kilometers. Not only that, there are also creative advertising features that can be utilized by micro, small and medium enterprises (MSMEs).

g. LiteBIG

Has been operating since 2013, LiteBIG is an application that can be used to send messages at no cost. Other features that can be obtained are news features, paying bills, and making donations. Applications carried by PT. Sandika Cahaya Mandiri has crossed the 500 thousand download mark on the Play Store.(Namira, n.d.)

Islam itself has given a description of hoax news, and must be wise in receiving or obtaining information described in the Qur'an, Al-Hujurat: 49/6

$$يٰٓاَيُّهَا الَّذِيْنَ اٰمَنُوْٓا اِنْ جَاۤءَكُمْ فَاسِقٌ بِنَبَاٍ فَتَبَيَّنُوْٓا اَنْ تُصِيْبُوْا قَوْمًاۢ بِجَهَالَةٍ فَتُصْبِحُوْا عَلٰى مَا فَعَلْتُمْ نٰدِمِيْنَ$$

Meaning: You who believe, if a wicked person comes to you with news, then examine it carefully, so that you do not inflict a disaster on a people without knowing the situation that causes you to regret your actions.

D. CONCLUSION

Mastery of television media and social media is part of the power in controlling information. should not be based on market mechanisms, then the process of hogemonization may occur. which means the strong dominate the weak. The victims are developing countries which will continue to be consumers of capitalist influence.

The cultural shift has happened without notice with the capitalization of the media which is seen today as profit-oriented. Media integration must begin with loving your own product in utilizing sources of wealth to achieve common interests.

Indonesia itself should strengthen human resources by utilizing existing natural resources to eliminate dependence on other countries. This can actually be started from small things, such as making domestically-made goods the First priority to be chosen over foreign-made goods, in order to love domestic products. The products that are made should also be made, easily recognizable, for example, so far the products are always made with the name of the place of residence (province, district). Very much different from foreign products, labeling with the name of the country has been used for all types of products made in the country, such as made in China, made in USA, Made in Japan and so on, even though these products are used for citizens.

Communication socialization needs to continue to be developed, mastery of information technology is very important, will have a strong impact in the future. In fact, the Indonesian people, especially the millennial community, are potential national assets.

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