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Political Media and Politic In Media

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ABSTRACT

Malaysia is rapidly builds country in economy, social or politic. In fact, the development that occurred in technology has given high impact to the country. Same goes to media. Media is a medium in conveying important information to the public in town and rural areas. In Malaysia, media organizations have been practicing a system that is known as the 'social responsible media'. In other word, the media, Malaysian media plays a role in ensuring the security situation of the society so that no fights and strife can occurs between clusters of society, to care the on society equally in order to defend the concept of democracy in Malaysia. In addition, the media in Malaysia also serves as a 'democracy watchdog'. However, in multi-racial country, understanding and unity between each other is vital among the community as compared to maintaining the political interest of the leaders both in government and the opposition solely that will in the end affect the people.

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INTRODUCTION

In this era of globalization, human beings are as if controlled by a new spirit after religion, called transformation. The Internet emerged as a human belief-info for all the info contained in it. In fact, people have begun to believe in its influence and power that is available to form and decide on the rationale in the future. When someone is able to master new media, he/she has indirectly dominating to influence in the future. The new media has greatly influenced the political situation in Malaysia these days. In fact, Islamic political developments were also influenced by the new media (Koike & Makato 2002).

Internet wave has three phases; first phase is the web, the second phase is the blog such as BlogSpot or word press and the third phase is the social sites such as twitter, Facebook, my space, etc. And Malaysia is currently experiencing the third phase of the internet wave. Although Malaysia is experiencing the third wave, however the use of the web and blogs are still popular among politicians and the society. This is because all three phases are mutually related and important in the dissemination process of any information and latest info occurred either in economic, social or political in particular.

The population of Malaysia (until December 2012) is in total of 28.3 million (2012 Population and Housing Census Report). While Malaysiakini (2012) stated that 92 percent of Malaysians have followed new media such i.e.: social sites such as Facebook and twitter. If compared Malaysia has more loyal followers that believe on online report more than the mainstream media such as TV3, TV1 Utusan Malaysia, Berita Harian and other popular newspaper in the country. In conjunction with the explosion of new media, many blogs, portals and social sites created and disseminated to the public. New media tools are owned by individuals and certain groups. Among those who have this new media is made up of the government, the opposition party, supporters of both parties and neutral individuals. By using this new media, they can and is entitled to report on various issues such as matters relating to transparency, democracy, election voter behavior, human rights, etc. Media owners will write and report an issue according to the orientation of their respective beliefs.

Perception is the strongest potential found in the new media. The perception covered the aspects of 'attention' and 'reputation'. In other word, fast-formed powerful perception will create 'attention' and able to make 'reputation'. The perception is created as results of 'reputation' they are placed as their resources, i.e.

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in planning political strategy. For example when we look at the issues that already exist due to reading and news delivered to the people, the perception will arise. The perception depends on the way the acceptance of someone either positive or negative. The reputation will be obtained when someone is able to deliver the fastest news. In fact, ones will govern people's beliefs by creating the fastest information. (Pharr & Ellis s. Krauss 1996).

New Media:

The existence of new media has changed the human life either in terms of patterns of thinking or way of life. Urban or rural communities get information quick and fast, even the Government unable to block and prevent current information to be channelled through the new media. All information notified related to current issues, including in related to Islam were also spread through the use of the new media, (Malike Brahim, 2002). Through this new media, new media owners such as blogs, web sites, facebook, twitter, etc. can issue opinions and discuss various issues and topics that can attract the attention of the public members to touch their lives in political issues and matters relating to Islam. Through dissemination that has been done, they can easily held street demonstration whenever there is an objection to the relevant authorities issue involving their interests together.

Plus, the new media results in more intelligent and open minded people especial on their rights. Prior to the availability of the new media, the people know nothing when it comes to the relevant matters in the country, especially on their rights. But, when the new media exists, the government cannot arbitrarily do something that should not be done to the people. In other words, the people who refused and never tried to obtain information will be easily deceived by the political leaders that using democracy as a mask to maintain their power. Dissemination of information arisen in new media sometimes aroused anger among the community. Especially when it involves religion and Islamic legal practices. Many spread the wrong unguided and unfounded teachings propagated by immoral individuals. Disputes that occur in politics often associate with Islam. Sometimes the issue arise in politics has nothing to do with Islam but due to Islam's high and noble standpoint, individuals involved often use Islam as one of the ways to attract readers and influence the community. For people who are not knowledgeable, incorrect information presented will be accepted and trusted (Malike Brahim 2002).

"The Internet can be seen as an interactive playground for the politically engaged. Through the use of blogs, online magazines, journals, newspapers, and even online broadcast news sites the Internet offers its audience information about everything from almost every different view point, but what is

even more impressive is that its audience can talk back. In Micheal X Delli Carpini and Bruce A Williams article "Constructing Public Opinion: The Use of Fictional and Non Fictional Television in Conversation about the Environment", they explain an ongoing conversation that happens between the television and its viewer. This conversation happens when a viewer listens to the television and then verbally or non-verbally forms responses to what they have just heard, but within broadcast media there is a major limitation as the television cannot hear those responses. They cannot adjust or answer questions based on their viewer's responses. The only opportunity for this is through focus group that take months to get back and may represent a small sample of its viewers. The Internet, however, allows for this conversation to continue on. Through blog wall postings, chat rooms, and email, the media source can evaluate its audiences reaction and adjust its material, or answer questions on material that maybe unclear. Old media is set up in a lecture style setting where the outlet is the teacher putting out whatever information it feels necessary and the viewers are students unable to even ask question. However, new media is more discussion based, where the teacher or the media outlet is there to frame the conversation, clear up any misconceptions, and offer up to date information and the viewer plays a student who is able to share his opinions and understandings of the information he has received." (Charness & Olley, 2004: 416-433)

Indeed there are many blogs, websites, Facebook, twitter, and others to discuss matters related to politics. In addition, in this study, the authors only studied four key matters for discussion. Those are blogs, websites, Facebook and twitter. All four are seen based on its way, the issues discussed, ways of campaigning, as well as the involvement of the community of their interest in providing response to the issues raised.

Web Social Uses Statistics:

According to statistics issued by the Social Bakers (2012) and Internet World Stats (2012), the amount of Internet usage in Malaysia is estimated at a total of 17,723,000 users with 60.7 percent of the total population in the country and the number of Facebook users who joined was 50.29 percent of the total population The number of active Facebook users social sites in Malaysia is a total of 13,354,900 users while twitter page users reached 1,128,000. This resulted Malaysia to be ranked on the 18th of the total Facebook users around the world. Whereas, in accordance to the Social Bakers (2012), it was found that the largest groups who use Facebook are aged between 18 and 24 years, by 34 per cent and in terms of gender, on the other hand, it was found that a total of 53 percent are men and the remaining 47 per cent are women. Based on the percentage of the social media usage, it is believed that the campaign

that uses internet as medium could provide a big impact on a political party and candidates who contested because the information shared can be accessed by all levels of society.

Social Web and Political Parties:

The 13th general election (PRU 14) have witnessed great battles and intense between the two major political party in Malaysia, Barisan Nasional (BN) and Opposition Alliance in social media. Various ways of campaigning were done by both parties, in fact the latest trends show almost all parties and candidates contested use the internet through the website such as blogs and social media accounts like Facebook, twitter or YouTube as one of the ways to present their manifesto.

Facebook/Twitter and Islamic Politic:

Facebook and twitter is one of the popular new media that nowadays. All written information will be easily spread as rapid and as quick as possible, same goes on finding old contacts and new contacts. It can be said everyone is able to have a Facebook and twitter account, in fact; most leaders have Facebook and twitter account. This is because, through this kind of media, they are able to interact with people directly and it can affect people's minds on what will be served. A lot of the discussion is being said. At this point, discussion was mainly related to politics and elections. In fact, issues related to politics and Islam was written by Facebook and twitter accounts' owners.

Political Figures' Social Site:

Political figures need to have social site. This is one of the platforms that can be used by the political figures to expand his influence in the community. The most popular political figures' names on social sites from Barisan Nasional (BN) is the former 4th Prime Minister of Malaysia, Tun Dr. Mahathir Mohamad, the 6th Prime Minister of Malaysia, Datuk Seri Najib Tun Razak, the Interior Minister of Malaysia, Datuk Seri Hishammuddin Tun Hussein Onn and Umno Youth Movement Chief Khairy Jamaluddin. Whereas, for the opposition lineup, consists of the site belongs to the opposition leader, Datuk Seri Anwar Ibrahim, PAS General Mursyidul, Datuk Nik Abdul Aziz Nik Mat, DAP Publicity Secretary Tony Pua and Deputy PAS General Mursyidul, Datuk Dr Haron Din, as preferred by his supporters. There are parties and candidates who have more than one account with varieties of ways and forms of social sites so that they can channel more information efficiently and effectively while encouraging bilateral communication between the community and leadership.

Popular Social Figures' Page:

In this writing, the author has divided the social

sites used by political figures into two categories namely, twitter and Facebook. Based on studies, it was found that Facebook and twitter is the channel of choice for political figures to spread information, and its influence in attracting public's attention. This is because Facebook and twitter are popular social sites used by Malaysians, especially the younger generation. So, through both medium, political figures able to develop ideas and their influence on society especially in Islamic politic.

Twitter:

The most popular political figure and led the list of the most popular profiles on twitter social sites is the Prime Minister of Malaysia, Datuk Seri Najib Tun Razak, who is also the Chairman of the Barisan Nasional coalition.. According to internet monitoring site, Social Bakers (2012), it was recorded that the twitter page belongs to Datuk Seri Najib Tun Razak (@NajibRazak) have the most followers in Malaysia by 1,510,127 followers. In addition, the twitter account owned by Datuk Seri Najib Tun Razak also ranked 11th highest followers in the world in politician category. Only two political figures' representative of Southeast Asia have successfully ranked within the top 20 cluster, namely Datuk Seri Najib Tun Razak, the Malaysian Prime Minister and also the 6th Indonesian President Dr. H. Susilo Bambang Yudhoyono who is on the stairs 8th stairs with a total of 1,709,746 followers on twitter. Meanwhile, the top five list under politician category in Malaysia included the Interior Affairs Minister of Malaysia, Datuk Seri Hishammuddin Tun Hussein (@HishammuddinH2O) with 477,893 followers, followed by opposition leader Datuk Seri Anwar Ibrahim (@anwaribrahim) with 278,535 followers. The fourth placed goes to Umno Youth Movement Chief, Khairy Jamaluddin (@Khairykj) with a total number of 264,734 followers and last but not least is Tony Pua, DAP Publicity Secretary (@tonypua) with a total amount 59090 followers. In summary, it can be seen through Illustration 3.1 below.

Facebook:

For facebook, found that Datuk seri Najib Tun Razak page is listed on the second rung of the most popular page chose by the people with 1,633,812 ' Like '. While at the top of the stairs is the former Prime Minister of Malaysia, Tun Dr Mahathir Mohammad who led with 2,085,034 fans. Followed in the third place is the PAS General Mursyidul, Datuk Nik Abdul Aziz Nik Mat with a total number of 917,785 fans, and subsequently in the fourth rung is the Deputy PAS General Mursyidul, Datuk Dr Haron Din with 672,546 fans and last but not least, ranked the fifth, the opposition leader, Datuk Seri Anwar Ibrahim, with a total of 582,839 followers (Social Bakers 2012).

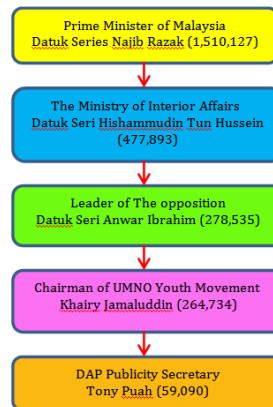


Illustration 3.1: Political Figures' Twitter Top Five Followers Ranking in Malaysia. Source: Social Bakers 2012

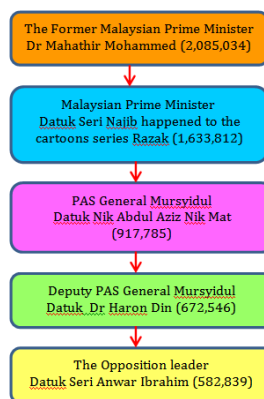


Illustration 3.2: Political Figures' Facebook Top Five Followers Ranking in Malaysia. Source: Social Bakers 2012.

The Popular Factors:

Each politician needs correct and accurate ways or methods in influencing the society to follow him. Seen through illustration 3.1 and 3.2, it was found that Datuk Seri Najib Tun Razak has managed to influence people and became a successful icon on social sites. From these data, it can be said that Datuk Seri Najib Tun Razak has his own personal touch in the community through this medium. Personal touch is very important on a leader and the government. For example, campaigning through new approaches such as facebook, twitter and instagram that able to provide direct communication between people the Prime Minister, Datuk Seri Najib Tun Razak.

In using the social site conventionally, it was found that conventional way is indeed a stage in election for candidates to reach their voters, however the candidates cannot focus personally on the people. In contrast with social pages such as Facebook, *Twitter* and *instagram*, this is a kind of personal space for an individual to communicate directly to political expert, better than campaigning on the container lorry. In fact, the use new media also provide tremendous impact to the young voters. Young voters use this medium the most. Therefore, all issues and topics of discussion spoken or written will turn into one big topic to be discussed, even the topics related to Islam or even politics.

Political Media And Politic In Media:

Communication is one of the disciplines in social sciences that we should learn, in fact; it has gained a place in the academic world. Communication is important in human's daily life. In fact, this involvement in social science was taught in tertiary education, public or private. Other than that, this communication is very important because it swiftly educate us in closeus to have good relationship between man and man and between man and God, God said (convey messages) through Al-Quran (Ghani & Zulkiple Abd 2005).

Zambry Abd Kadir (1995) states that in this modern era, various types of media communication born to convey message to on things happened. Media can be classified into traditional media such as the newspaper, books and magazines, heritage media like art performances and the new media which are internet, the web page and so on. Generally, the academicians and media practitioners in the community were bound and influenced on the free media concept by the West. However, each country has its own laws to regulate the freedom of a newspaper. In fact, the global thinking especially from the West that holds on the freedom, liberality and human rights in conveying message to the community.

Advance technology nowadays changed media pattern in human life. All things and issues spoken extensively without restrictions. Current transformation developed and controlled by the media technology that is now visible to monopolized the concept freedom according to the West and liberalism. The concept of 'freedom of information' was fought in chapters 19 in general statement related to human rights (1948). Basically, the concept of freedom in the media has been accepted by all the country members of PBB, ignoring restriction between states and cultural system that has been set. In other words, 'through any media, without inference and regardless of frontiers'. In fact, each individual is entitled to and free to save, receive and convey all the ideas, information and opinions to anyone.

According to A. Muis (2001), in his book entitled "Islam Communication, he stated that in the third world dependence situation on information from Western media, Islam has experienced one hard and difficult opposition. This is because, all information obtained despises the last divine religions and most followers of that religion in that area are not easy to be confronted. This is due to the media factor that has been controlled by the non-Muslim Westerns that has made the West communication experts as reference to develop a kingdom. In fact, in most developing countries, they experienced the same problem except for the Islamic countries that have weak Islamic media but fast progressing secular media.

Generally, it can be said that information era is rapidly improved and brought effect and certain consequences against the Islamic new media. In fact, it is possible to state that the negative effect is more than the positive effect. This is due to the factors that all information has been controlled by the West for example in entertainment where movies show secular Western values that against Islam.

We must accept the fact that the role and development new media as a communication tool must be known and studied as it is one of the main and important elements in people and country nowadays. In fact, we also need to know how to develop and gain benefits from it. The use of the existed technology must convey message and knowledge based on the teachings of Islam. Islamic communication Islam should play the role and function in conveying the correct information, education, and positive entertainment.

As we know, religion method is accordance to man to be used in daily life. It taught man to live based on the true teachings and abstinence restrictions. We as khalifah have the responsibility to spread knowledge to one another. Here, good communication is required so that people can receive all the latest information spreaded. In this case, the knowledge we intended to spread must follow the laws that have been set by the Quran. Long before, the Qur'an was one of the printed media that function to disseminate knowledge to the public. It works as a tool to deliver the information, to educate, to give a

positive criticism and the most important is working as a tool to control the movement of the social community. In fact it can also help in forming a society that able to live in a positive environment (Zamry Abd Kadir 1995).

With the existence of this media, man able to do things in harmony and keep them from doing things that against the ethical values as a human being. Hence, the community can always perform actions of adjustments that need to keep welfare and and the harmony or to fulfill his will. In other words, the public could response or act against its environment.

Political media:

Political Media is a communication tools that can be owned, rule, dealt with or vice versa affected by political entities. The existence of the political media is aimed to spread the related entity. Normative media is a term that emphasizes the technical characteristics and social media itself in forming a decision. Some believe that community needs to transmit communication. In other words, the existence of political media is aimed to form and influence public on something issued by the media.

Politic In Media:

Politic in media is a political system that allows an individual in political parties to continuously interact and add his personal space so that the individuals involved able to deal with his political things through communication directly to the people and his targeted group through new media. This means that the politic in media members are way different with the system that existed: political party. In the sense of the conventional, the politicians are able to win an election and rule as members of the party. In such a way, the political party will become obsolete, but through the system that existed nowadays, it becomes something that have to be commonly practice by sharing political stage and politic in media as a system that is being developed with various software that began to be understood by the community (Edelman 1980; Bernett 1996).

Politic in media is also a political system and term that shows comparison between other systems such as political bureaucracy, political legislation, political justice and also political party. Each political system stated has different role, different interest with well-established political interaction that when combined can shows the form of the special political struggle. There are three main actors in politic in media which are the politicians, the journalists, and lastly the followers or the individuals which is the group who are driven by the interests of the special encouragement. For the politicians, the purpose of practicing politic in media in the community is to be able to use the media to win people hearts in election (Patterson 1993; Lichter Rothman & Lichter, 1986).

For journalists, politic in media is very important to them. This is because through politic in media, journalists can attract public's attention and emphasized on what so called 'free and significant

voice from the journalists'. In community, politic in media is aimed to maintain the purpose the politic and to take good care on politicians so they can be look up and their accountability approved with the use of minimum effort. The purpose of this goal is to create tension between the three players mentioned before in ongoing basis term which are the politicians, journalists, and the followers. The politicians needed journalists as an important medium that acts neutral news' conveyer to the people in giving and displaying something in the newspaper or the media. Meanwhile, the journalists do not want to be the politicians' dog and more comfortable in making focused and beneficial news to their area, where they can accomplish by using latest news, investigation, analysis that were avoided by the politicians (Cohen 1962; Sigal 1973; Epstein 1973; Gans 1980).

Media or anyone who works in it should be viewed as important political actors. They were creating the discussion or sending the messages from the political organization to the people, but they change the messages through various processes in making news and creating interpretation. Usually, what the politicians want will not or never be reported by the media according to their desire, in fact, the media often make their own political statement, whether in the form of comments, editorial and interview. Media reports may have wider significant impression on political environment and able to affect the situation. This is because, media and political process has dialectical relationship, involving reaction and action. Media reports and political activity analysis is one of the sources for political players and their advisors.

New Media Challenge Towards Islamic Politic's Development:

Challenge need to be faced with calm and open minded. Through the challenge existed, an individual that deal with the problem will be more mature in making decision and more careful in all things that happened. The threaten challenge will be negative effect on Malaysia's Islamic politics' development focusing in mission and vision. The more the people, the complicated the behavior will be. Each person has different views and opinions in things especially politic and Islam. Through the spread of Islamic politic, an individual then will face obstacles and challenges either from the non-Muslim or the Muslim itself.

Challenges existed in the new media towards Islamic political developments is first, through the new media a group of Muslims who made liberal ideals and the freedom that follow Western's perspective was born. These things happen due to two factors which is the first, the bored feeling and want to be free from the political culture that seems to control the government and the second is amaze and way of saying thank you to the western that promote rights and freedoms living through the new media. Thus, it became barriers and challenges to Islamic political developments in Malaysia because

most Muslims practice that liberal culture based on the Westerns (Ugi Suharto 2007). The second challenge the existence of Muslims that are free, open-minded, and uncontrolled in criticizing thing related to politics, and even related to the Islamic religion. This situation gave a great impact to the Islam especially among the youth. For the youth, their way of thinking are still not mature and when sensitive issues is being spoken of, they quickly believe on the validity without questioning. Indirectly, the Islamic political development will face challenges from what had happened.

The third challenge is adding the non-Muslim community confusion on Islam and its struggle, especially when their knowledge of Islam has been misunderstood. Things like this happened due to two factors influencing it; the first is this non-Muslims community is closer to the Muslims with liberal thinking and the second is, this group is more vulnerable to receive wrong information on Islam from the wrong sources. The fourth challenge is to refer to the popularity loss on the new media and Islamic alternative due to less productive exposure by the new media Muslims practices. This is because, things and news stories related to liberal ideas lead compared to Islamic news.

Whereas the fifth challenge is the loss of interest, influence and the support from the youth on Islamic movements and its activity due to their in-depth interest on the new media that is controlled by the non-Muslims community. This matter can be detected through the lack of Muslims youth involvement nowadays. In fact, bad attitude and wild behavior among the youth in teracting in the new media was influenced by the voicing freedom mould by the Westerns. This bad culture finally cause polemic, slander, and things likened to it that can create chaosin Muslims community and Malaysian politics recently (Badlisham Mohd Nasir 2003). Next, the sixth challenge, the failure of the Islamic groups to avoid or to self-control on exposing dispute among them through the new media, whether the dispute is within individuals or within group. All disputes and problems before can be solved, but it is hard to solve and resolve. This is caused by the leading of the new media in conveying the latest and sensational news even though sometimes the validity of the news are not yet to be confirmed.

Last but not least, the convulsions of the 'Muslims nature' in Islamic movements with loose members on manners and morals in continuing the struggle on Islamic movements. In other words, an individual or a community threatens in terms of his/her iman will be off the runaway due to the strong influence the new media in themselves. With the existence of new media, the culture on criticizing the leaders excessively, the less love on leaders, the loss of thiqah culture among the rulers and the people led, the ignorance of the wala' and loyal culture will insulation culture to loyalty contract' and obedient and widen gap between the Muslim individuals. Things like this will result on the Islami relationship between the Muslims.

It can be concluded that challenges existed is a threat from the new media on the development of the Islamic politic as has been described above, which shows how great the role played by the new media and its relationship in ensuring the momentum of the Islamic movements in controlling the new media to reach mission and vision as acquired by the leaders of the country. By that, it has become the demands that urged on Islamic movements and the Islamic development to covers all imperfections and weaknesses detected due to the existence of the new media and next making this media as an effective weapon to achieve support, influence and voters for candidates to carry out solid Islamic movements that can develop Islam and politic itself.

Summary:

In conclusion, it can be said that this era the people resurrection nowadays various opportunities and challenges that touch the basic Islamic fundamental and Islamic development. All issues arise from the current political developments need to be handled carefully and with clear thought so that people will not easily be influenced by all unfair and wrong issues so that the people are save from choosing the wrong path in life. Without in-depth thinking, the approach proposed has a tendency to appear in assessment history in the future as an opportunist action solely. Populism cannot simply suppose to be the base and the main idea on Islamic development, which the main identity and its main mission is not politic and power solely. As one of the leaders, every action needs to be constituted by clear intellectual and moral basis. Other than that, the challenge existed in Islamic political development through this new media needs to be taken into account. All parties must play important role so that the misuse of the continuous media mainstream media will not happen. In fact, people need to be open-minded with all existed issues without any bad feeling on it.

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