# THE RELATIONSHIP CHARACTERISTICS; CYBERNETICS TRADITION SOCIAL MIXED RESEARCH ON PARADIGM EXPERIMENTAL DESIGN

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This work was carried out in collaboration between both authors. Both authors read and approved the final manuscript.

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## ABSTRACT

The main objective of this study is to present a new approach for comparing the archipelago region according to its innovation re-branding level. Over the years, various organizations have published reports on the level of re-branding innovation for the Indonesian state and the archipelago region. Typically, taxonomic or narrative re-branding methods are used to measure developments in this area. The main disadvantage of this re-branding approach is that it offers a philosophical assessment of the re-branding level of the State innovation based on a philosophy only on average, whereas the main purpose of re-branding of such an analysis should be philosophical to include an assessment of the compatibility of results obtained in different fields is a composite measure. For this purpose, a different procedure based on the proposed multi-analysis is a narrative method.

**Keywords:** Assessment; analyze; method; framework; re-branding; communication perspectives.

## 1. INTRODUCTION

The main objective of this research is to present a new approach for comparing the archipelago region according to the level of re-branding innovation. Over the years, various organizations have published reports on the level of re-branding innovation for the Indonesian state and the archipelago region. Typically, taxonomic or narrative re-branding methods are used to measure developments in this area Carroll, [1]. The main disadvantage of this re-branding approach is that it offers a philosophical assessment of the re-branding level of the State innovation based on philosophy only on the average, whereas the main purpose of re-branding of such an analysis should be philosophical to include an assessment of the compatibility of results obtained in different fields. is a composite measure Chewning et al., [2]. For this purpose, a different procedure based on the proposed multi-analysis is a narrative method Communication & Coordination, [3]. In this method, the respective level of innovation is related to ethically, logical problems, in the socio-economic object, strategic communication objectives are assessed using the results obtained in each group of indicators calculated for this purpose. Coombs & Holladay, [4]. The purpose of this communication means that an area of the Indonesian state can be divided into groups of people according to the level of innovation communication objectives to all areas

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considered, not only according to the average value of its development. This is the basic advantage of this type of communication objective analysis DuFrene & Lehman, [5]. The added value of the consideration of communication objectives stated in this paper is the possibility of obtaining additional information about the social structure internally for communication for innovation concerned with the object of human ethics. Einwiller & Korn, [6]. Must have a social identity emphasized old aesthetic norms related to new social ethics that discourse analysis is a new analytical approach related to the type of communication with ethical judgments at the educational level Fediuk et al., [7]. Written in the main objective of this research is to present a new approach for comparing the archipelago region according to its innovation re-branding level. Over the years, various organizations have published reports on the level of re-branding innovation for the Indonesian state and the archipelago region. Typically, taxonomic or narrative methods are used re-branding to measure developments in this area. The main disadvantage of this re-branding approach is that it offers a philosophical assessment of the re-branding level of the State innovation based on a philosophy only on average, whereas the main purpose of re-branding of such an analysis should be philosophical to include an assessment of the compatibility of results obtained in different fields. is a composite measure. For this purpose, a different procedure based on the proposed multi-analysis is a narrative method. In this method, the respective level of innovation is related to ethics, logical problems, in the socio-economic object, strategic communication objectives are assessed using the results obtained in each group of indicators calculated for that purpose.

The results are closely related to educational ethics that are relevant to associational identity goals such as information communication systems, where social cohesion with internal organizational goals is the organizational goal of external goals with social construction systems with strategic knowledge and experience development. Human perception can be built with the message process area that deals with capturing the limitations of the perception of the relationship between human perceptions itself. The constant crossing of the social perception level is used with related messages to determine the perceptions that exist for the study of communication science as a stimulus to the reality of messages that are human perception style. Communication & Coordination, [3]. Social perceptions have an important application in designing mechanisms for sampling the adaptive relationship with human perception to haptic data compression, which is necessary for transmitting haptic data through the study of communication science. Coombs & Holladay, [4].

A professional design or social branding agency that creates visual elements that shape social identity in a corporate organization or company brand, show what they stand for, and highlight their employees' beliefs. This is not just a pure logo design and several colors are put together to make it look beautiful with more corporate quality Carroll, [1]. Re-Branding is delivering products and product services with company strength. According to customer perceptions for communication purposes, branding is a social system process that creates a relationship or impact between the company's products and the customer's emotional perceptions to produce a separation between competition and building loyalty among customers. Coombs & Holladay, [4].

A company brand relationship is an idea or image of a product or service offered by a company that remains in the minds of customers. Is emotion or feeling that develops towards the company or its products offered by the company. A product can easily be copied by other companies but the brand is always unique and different from other brands. There are many examples in our daily life such as lifestyle Einwiller & Korn, [6].

In this case, their products are similar but the company name, logo, tagline, etc. In contrast to each other, this is a corporate strategy designed as an organizational goal to assist people in rapid interpretation methods to identify and experience companies with their job relations. Fediuk et al., [7], and provide them with reasons to choose their duties over competitors, by clarifying what should be this more specific ethical behavior or not. The ultimate relationship goal is to attract and remain loyal to customers and their stakeholder relationships by delivering products in the right place at the right time. The coding of the company system is to take samples and represent human input correlations that are associated with the system of company norms that apply in the company, for example, to represent the input of company tasks as a log of individual task activity in the company group.[8] - [10], as follows:

### a. Communication skills

Resources must have good communication skills or communication relationships, such as how the source relationship can set the right design goals when the communication process is carried out, can send messages in certain symbols, or relationship images that can support good communication Lent et al., [8].

### b. Attitude

The source of the relationship must have a good attitude, moreover, he will process the source relationship into a message Management & Management, [9]. Attitude is needed by a relationship so that the message can be conveyed clearly so that it can be well received by the relationship with the recipient.

### c. Knowledge

The source relationship has broad background knowledge about the topic of the relationship/message being discussed, several parties who may be involved and support the strength of the relationship between the topic or message conveyed, knowledge of the recipient/communicant, and the correlation of social identity Mehta & Xavier, [10].

### d. Social system

The source of the relationship has good social skills for the message itself, has good norms and ethics so that the message can be conveyed clearly in the relationship with the recipient Nolte & Martin, [11].

### e. Culture

The source of the message of the relationship knows the cultural background of the recipient of the relationship, which aims to harmonize and convey communication that can be well received if the relationship adapts to the culture of the recipient. Shuffler et al., [12] A newer, alternative, linkage message framework proposes that vision consists of the following three-stage relationships: encoding, selection, and decoding. The coding is to take a sample and represent the firm's input intervals with a relationship, for example, to represent the firm's input intervals as an activity log. Selection, or deliberate choice of message reality, is to select the relationship of a fraction of the input information system for further processing of social normalization, for example, by shifting the gaze to a connected message object or a visual location to better process message signals at the location of the relationship. that object. Decoding is inferring or recognizing the selected message reality input signal, for example, Sommerfeldt, [13].

The findings of the relationship are taken empirical data to explore how to negotiate gender differences between men and women, in this case, male identities. The sector of male behavior in life is exponential which is a social construction in recent years and is

## 2. METHODS

expected to continue to grow and increase in information systems(Timko & Perone, [14,15]).

Thus, social forces with the potential for human growth with the period of social relations make the gender sector capable of changing fields of work that are important and interesting to consider in terms of attitudes, influences, trends and reflect how social behavior in society can present gender opportunities. Davey & Bishop, [16]. Exploration of social identities that impact gender theory relates to group expectations about the relationship of other scientific fields Coombs, [17].

Relational behavior is distinguished from saturated task relations, but while task-relationship behavior has become an acceptable practice, the impact of assignments tends to trigger various attitudes about whether this remains in line with the meaning of feminine relations Einwiller & Korn, [6].

Gender relations for relationship assignments by offering a purposeful opportunity to understand how the field of task relations contributes to the formation of social identities DuFrene & Lehman, [5]. In a social society as a form of socially sustainable exploration to form social behavior for contemporary human relations to carry out the platform of the social system, they adhere to their social identity Fediuk et al., [7].

Acceptance of acculturation of natural culture to the impact of gender relations as a practice among contemporary task relations will help stimulate further social change, increase the dominance of relation tasks, and change the perception of ideal masculinity relations in relational societies Gould, [18].

The definition of an insider in one jurisdiction could be broadband e-learning Krishna & Vibber, [19] can include not only the insider man himself, but also people related to him, such as intermediaries, colleagues, and even family members Maiorescu, [20].

A person who knows information systems and non-public characteristics of human beings on a basis may be guilty of even the smallest crime related to misappropriation. Mehta & Xavier, [10]. Recent social identity research can find that mixing various social stimuli can also result in an effective learning method, if these social stimuli are clearly perceived as different, or social science is explicitly marked as distinct social signs Shuffler et al., [12]; Sommerfeldt, [13].

Qualitative methods as a persuasive communication method to frame a qualitative approach focuses on the

communication methodology of the five main traditions in qualitative research: biography, ethnography, phenomenology, basic theory, and case studies of communication network patterns. Phenomenology is designed to discover phenomena and unearth previously unknown or overlooked problems while exploring the experience and meaning of social phenomena. Research methods include problem analysis, architecture, or design methods used to solve problems. Problem analysis describes the problems that exist and is resolved in this study. The design describes how to solve the problem and should be presented in a form with a complete narrative method. Within the framework of this relationship, deliberate relationship selection begins in the main visual cortex along with the visual pathways of the relationship, and deliberate boundaries impose a dichotomy between central and peripheral visual fields for visual recognition of relationships or message decoding of relationships. There are many factors involved in which messages influence the possible forms of perceptual perception Timko & Perone, [14,15], for example:

**a) The rate of change in the stimulus.**

The rate of message crossing steadily decreases for faster changes in stimulus.

**b) Temporal resolution.**

It defines the message as the minimum time interval required to understand two successive sample message style relationships.

**c) Directional sensitivity.**

The message of relationship studies which can claim the social identity that message transmission is the role and function of messages from human relations with social identities which only as a creature needs information can be carried with a large social system, not a direction capable of providing interpersonal communication intent.

**d) Task of organizational dynamics systems.**

Differentiating or comparing with message users is more relationship sensitive when performing a comparative task than is a discriminatory task.

It is because the message relates to the fact that one must see social change only along one direction under the message with the aim of the comparative task. All can be linked, this indicates social identity that the perceptual perception of independent social that is still unanswered is the function and role of the message of the related social interpretation task that

must be carried out with multi-analysis data Timko et al., [14,15].

A message station is a terrestrial message station link type that broadcasts both message recipients within a specified link area. Traditionally, message stations have their links broadcast by sending specially encoded message signals, called terrestrial messages. Individual message stations are usually granted a message license by a government agency to use messages for a specific part of the message spectrum (channel) through which they send their signal messages. Some message stations use broadcast translators to resend the relationship for further messages in the interpretation system area, sympathetically, and paradigmatically with parasympathetic patterns of communication cybernetic in overcoming buying millennials Xavier, [21].

Berlo's SCMR communication model also emphasizes communication as a relationship process. In the Berlo communication model, it is revealed that communication runs from information sources that have related information and encodes or changes the information that was originally sourced from the mind then converted into writing containing information or relationship messages. After the dialectic message is sent and captured by the channel or link eye that can see, the message is received by the recipient or recipient of the message. Before the message is received, there is a decoding process relationship, when the message reaches the recipient, he tries to understand or decode the code sent to him Timko et al., [14,15]. The process of decoding the relationship takes place in the human brain, how it tries to translate the relationship code it receives. As stated earlier about the relationship of several important elements in the SMCR communication model, the following is an explanation of them Sommerfeldt, [13].

The communication model with the Source-Channel-Message-Receiver (SCMR) is a system of updating the thinking of previous communication experts, namely Wilbur Schramm, and Shannon & Weaver. The SCMR Communication Model proposed by David K. Berlo, the simplest and most influential communication model in everyday people's lives is David K. Berlo's communication model. As the name implies, the communication model is SCMR, this model has several important elements in the communication implementation relationship, namely Source, Message, Channel, Receiver. For a message to be conveyed well, coding is needed so that relationships can convey thoughts or ideas that are converted into words to be able to convey the word/study message to the communicant. Therefore,

the role of encoding and decoding is an important information system Nolte & Martin, [11]. The source of the information system relation has several backgrounds with communication methods in the development of communication systems with supporting systems such as technology systems with the theory of the SMCR word communication model which is described by the communication model is David K. Berlo or commonly known as the SCMR Model. The SMCR model focuses on the encoding and decoding processes which are considered important relationship systems in the formation of the SMCR communication model promoted by David K. Berlo. Like the information system that has been stated earlier, the development of information systems is a relationship system that focuses on the process of receiving messages in the form of a symbol system and translating the reference symbol received or commonly called decoding so that the study of the message can be understood and accepted as a whole. The image of the communication model can be seen as an ethical brand of goods, as part of a series of communications in the context of the attractiveness of an ethical system related to the moral principles of a particular system that is connected. Defining right and wrong social behavior in the image system model decisions in an information system device. Page system policy with an information system needs to be evaluated risk not only from economic or financial criteria but also by the morality of relationships, the principle of relationship morality Shuffler et al., [12].

## 3. RESULTS AND DISCUSSION

The result of disclosing this knowledge is that researchers can better understand the possibilities embedded in the experience of studying human phenomena and realities. The goal of hermeneutic phenomenology is to explain and reflect the meaning of life from the basic experiences of different human life. There are four methods of philosophizing; These are logic, existentialism, the analytic tradition, and the study of phenomenology. Logic is truth based on the study of reasoning and critical thinking. The socio-psychological tradition is data analysis and argument construction and serves the agenda setting of a sense of anxiety and uncertainty as a pathway to a democracy that is free from half-truth and deception. Generally, phenomenological studies are carried out by drawing conclusions from cases in the social sciences regarding the perspective approach method.

The method approach is always a good main idea to try to achieve ideas that are higher than the target sample size of the conclusions in the case descriptions if some of the approach methods do not provide case results that can be used as a partial discussion group discussion method critically but approach in detail in empirical practice with the discussion of post-positivism on studies critically on the findings of these conclusions.

Phenomenology is a qualitative research approach that focuses on the similarity of life experiences in certain knowledge groups through the process of exchanging information in a paper that can build universal meanings from the conclusions of events, situations, or experiences and acquire knowledge at a deeper level. The understanding of the phenomenon as a case study is a general approach method in social science post- positivism Sommerfeldt, [13]. This is based on an in-depth investigation of individuals, groups, or events that hold the roles and functions of the new information system that is obtained to the maximum extent possible so that no more information is received and feels saturated in the discussion of grouped findings in detail with comprehensive conclusions. Case studies can be positivism descriptive in nature or explanation of conclusions using a narrative method in the conclusion approach with the post-critical finding post-positivism method Timko & Perone, [14,15].

The perception of the relationship from the *latin perseptio, percipio* is the relationship between the act of collecting, recognizing and interpreting sensory information to provide an overview and understanding of the environment. Perceptual relationships include all signal relationships in the nervous system, which are the result of stimulating physical or chemical relationships from the act of sensory relationships. Such as the relationship of visual reality that affects the social context in dealing with each other, social interaction using media discussions, talk time, and listening to discussions involving metaphorical words. Perception is not the acceptance of passive cues but is shaped by learning, memory, hope, and attention. Perception relies on the complex functioning of the nervous system connections but does not arise because messages appear outside of consciousness with communication perceptions on the social interactions they perform, Mehta & Xavier, [10].

The message is received by the recipient and tries to understand the contents of the relation with the code that was sent. In the SMCR model proposed by Berlo, it emphasizes the quality of message content and available sources of information. The clarity of the content of the message and the relationship of written information will affect the pattern of a person's level of understanding of the message he receives Timko et al., [14,15]. The message of cause and effect in the fact of the relationship, analogy occurs not only after, but also before and at the same time as the perception of a high-level relationship. In social perception with a high level of social systems, human relations create

representations by selecting relevant information. Etymologists apply several studies to philological relationships. Changes in the form and meaning of word relationships can be traced with the help of older texts where available. Making use of dialectological relationship data, the form or meaning of a word may show variations between dialects, which can yield clues about the history of previous relationships Cheba & Szopik-Depczyńska, [22].

As narrative methods deal with the systematic comparison of related languages, etymologists may often be able to detect which words originate from the language of their common ancestor and which are then borrowed from other related languages. The study of the relationship of message reality about semantic change. Definite etymologists often make hypotheses about the relationship that changes the meaning of the relationship in certain words Garman et al., [23]. This hypothesis tests its relationship with general knowledge about the semantic shift. For example, the assumption of changes in the meaning of a particular relationship can be proved by showing that the same type of social change has occurred in other languages and this communication analogy also becomes a basic being, for any comparative argument and social experiment whose results are transmitted to the unexamined object of human thought relations. for example, justified knowledge assumption experiments applied to the way humans view humans as their social identities Kim, [24].

These communication analogies have been studied and discussed since ancient classical relationships by philosophers, scientists, theologians, and social identity systems Miesing et al., [25]; Newkirk & Lederer, [26]. The last few decades have shown renewed interest in analogy, especially in the cognitive science of information systems relationships Poumadère et al., [27]. About the term communication resources with information systems and targets there are two traditions of passivism-critical on the relationship system on the role and function of information technology as the use of different information systems Cheba & Szopik-Depczyńska, [22], as follows:

a) The tradition of relational logically to socio-culture and economic systems regarding the mapping progress of symbolic artifacts, or the interpretation of what is usually a more complex information system domain or information source with relations to what is usually a less complex information system domain or target, using the narrative method of These words are generally in terms of category theory by the method of description.

b) The tradition of the study of psychology as related cognitive systems, in literary theory, and the specialization of systems in philosophy outside logic, speaks of the mapping of what is usually a more familiar area of experience information; the system with its components is Source-Channel-Message-Responses (SCMR), for what communication situations are usually information systems with information area relationships that are more problematic than experiences with social targets.

c) Relationship argues that the system is a motivational system where there is no boundary between perceived relationships, including high-level perceptions, and analogical thinking.

d) The relationship between communicator perceptions by examining a message study in conveying messages by constructing media channels online media, the fastest information channel to find ethically valuable information messages is in their media information system policy channel. If an information system is correlated with ethical mass media ethical relationships, they often get clumped data and delivery of messages; usually have extensive information systems available to public data. The ethical message study imaging strategy will help classify message delivery in the message criteria they need by their value, mission, and vision, since the beginning of the message study to contribute mass media channels to public relations patterns using positive information systems. The most important focus of the study of messages from this communication model lies in the message channel by the mass media with the success of the message from the delivery of messages received by message recipients as if transmitted by mass media sources Garman et al., [23]. In the mass media, communicators and messages as a communication model expressed by Berlo, depicted a linear communication system or one-way communication. The communication model as not requiring the delivery of messages between the delivery and recipient of the message as feedback with the impact of social transmission as a context for message processing on multi-analysis data with the information system it uses Miesing et al., [25].

As a communication model that is shortened by the word SMCR, it describes how mass communication can describe the socio-cultural context in the mass media channel that can construct social reality with the context of messages by social cognition by a very wide system dynamic audience. In the social aspect mass media of communication networks, the context of social construction with the reality of mass media

messages as information communication technology is seen from the ability of the mass media to understand the code of the real symbol of the message received by the receiver by the mass media channel Newkirk & Lederer, [26]. The process of social reality with the delivery of social constructions arranged with the topic of this mass media message is called decoding. As the construction of message reality is expressed by the construction of social messages in the SCMR communication model by David K. Berlo, decoding is the most important aspect of message studies in shaping the form of communication in an SCMR model Cheba & Szopik-Depczyńska, [22].

Philosophical communication contains source, channel, message, and receiver elements by Wilbur E. Schramm combines the construction of social reality through various elements of message reality (Costa et al., [28]), as follows:

1) Branding of philosophy pays attention to the social reality of messages with the knowledge of social reality construction to achieve effective communication goals; the goals of communicants must pay attention to how to convey messages, both verbally and nonverbally. Related traffics relations reduce the impact of communication perceptions constructed by social reality by the mass media on the agenda-setting function on the impact of the message to a reality of task risk by the information system from statistical analysis data constructed socially in a social network in a communication model as a creative communication goal(Warrick, [29]).

2) Epistemological studies, the nature of knowledge, epistemic justification, rationality of belief in various systems of related social problems as effective nonverbal communication includes elements of sources, media, channels, and recipients(Ardalan, [30]).
   a) Intrapersonal as communicating with oneself or with others.
   b) Interpersonal communication is carried out between two or more people.
   c) Small groups on the purpose of communication are carried out by more than two members, where group members have a balanced portion of communication goals.
   d) Public communication is carried out in large groups so that it is too large for all members to not communicate well.
   e) Mass communication consists of several reality constructs of messages sent via information system channels in very large numbers to several people simultaneously.
   f) Distributed communication technology information systems through various communication sources such as mass media, print, television, radio, magazines, and others. There is no personal contact between sender and recipient of messages with information system errors.
   g) Interactive communication as a mutual stimulation and response to a multi-linear response to social cognition with data information systems in forming social reality constructs.
   h) Epistemology is considered as one of the four main branches of philosophy, along with ethics, logic, and metaphysics relating to the cybernetic system in the human emergency system requiring very important information(Cairns et al., [31]).

3) The difference between communicator and message study with dialogic that contains ambiguous meaning bias in message studies (Kim, [24]).

Differences in social status between communicants and communicators, for example, in company analysis with employees having to obey or obey whatever their superiors say so that employees are afraid to convey their aspirations of ideas or opinions. Semantic problems, concerning the language patterns used by communicators in conveying messages [32]. Incorrect representation of construction relationships can lead to misunderstandings and very different interpretations. Distortion of relationship perceptions, due to differences in the narrow point of view of oneself and how others think differently. The social structure that deals with justified knowledge or belief, including whether all justified beliefs must originate from justified basic human beliefs or whether justification requires only a coherent set of related beliefs Garman et al., [23]. Philosophical skepticism, which questions the possibility of knowledge, and problems related to human interpretations that have different perspectives such as whether skepticism is a system of conflict threat to our ordinary knowledge claims and whether it is possible to refute skeptical arguments.

As a result, the male ideal of strong and abusive hegemony fails to represent the target audience of the relationship more smoothly. This myth contributes to the field of relation to gender identity in task systems related to understanding knowledge systems with educational insights with the influence of human behavior relations in human social studies with contemporary masculinity constructs. Empirical data relationship findings, explore how to negotiate gender differences between men and women, in this case, male identities Kim, [24]. The male behavior sector in life is exponentially a social construct in recent years and is expected to continue to grow, increase. Thus,

the strength and potential with human growth during this period of social relations makes the gender sector capable of changing fields of work that are important and interesting to consider in terms of attitudes, influences, trends, and reflect how social behavior in these societies can present this gender opportunity. A relationship explores the impact of social identities associated with the gender system on community expectations about them. With relationship behavior differentiated from saturated task relations, however, while task relationship behavior has become an acceptable practice, the impact of the task tends to trigger various attitudes about whether this remains in line with the meaning of relations in feminine studies Garman et al., [23]. Gender relations for task relations offer a communication objective opportunity to understand how the contextual context relationship characteristics of the role and function of the task contribute to the formation of social identity (Communication & Coordination, [3]). In a society as a form of continuous exploration of social behavior for contemporary human relations to carry out the platform independently by ignoring the domination of tasks given by social identity in individual tasks. The acceptance of acculturation of natural culture for the impact of gender relations as a social practice among contemporary task relations will help stimulate further social change, increase the dominance of the context of social identity relations tasks, and change the perception of ideal masculinity relations in a relational society.

The definition of a living system on social identity in a person is that one jurisdiction can be in the form of broadband e-learning and not only includes more people in terms of hegemony itself, but also someone related to their social identities, such as intermediaries, colleagues, and even family members(Coombs, [17]; Coombs & Holladay, [4]). A person who is familiar with information systems and information systems with non-public on that basic creature may be guilty of a crime that is allegedly related. Recent research has found that mixing various stimuli of social identity can also result in an effective learning method if these stimuli for social discussion are perceived as different (Davey & Bishop, [16]), or by study, messages are explicitly marked as knowledge and insight into different human ideologies.

## 4. CONCLUSION

The conclusion of social identity should indicate the structure of the relationship that can develop as knowledge or belief is given a justified place. The basic elements of human nature are whether all beliefs are justified must come from the basic belief that is justified or whether justification only requires a series

of beliefs with relationships that have the same and the same path. Philosophical skepticism, which questions the possibility of knowledge, and the issues to which mass media relations are related, such as whether skepticism poses a conflict threat to claims systems conflict with our ordinary knowledge and whether it is possible to refute skeptical arguments. As a result, male ideals of strong and abusive hegemony fail to represent the target audience a more romantic relationship with. This case relationship contributes humans to the field of gender identity relations in tasks related to understanding the influence of multi-linear social construction of human behavior relations on contemporary masculinity constructs.

The planning process is that the mass media has a cybernetics communication strategy that can be used in the mass media on information technology, the term "cyber-bullying" for a mass media literacy as a way of conveying information is a media socially. With the framework delivery message construction on the needs mass media users "media literacy" in the context media ownership. The process communicative messaging information delivery using the method communication planning analysis on the aspects studies is information transmission as the purpose nature communication. With descriptive method interpretative social analysis as the category level basic values and quality standards communication systems in Indonesia.

The result communication media mediation form communication on the competence aspects of science literacy, namely: first, communicative media literacy with attentions communication patterns consumed social cognitively in mass media accordance with the needs communication paradigm.

Second, Informative Literacy Planning the contexts certain Informative literacy on the form communication needed cognitively establish the identity level active and innovation. By Requirement motivation requirement communication business actors, third, access literacy process messages construction consumed by perpetrator communication at object actions literacy can be categorized become rational choice in choosing media literacy content.

Fourth, rational choice with top topic for cognitive competency choice establishes communicative identity. And fifth, the ability media communication regulation between television media content with information literacy and planning on the actions object communication discourse family environment. Media literacy is needed for the community to be intelligent must have the ability to process the transmission of communication messages in the

discourse of mass communication. In today's democracy will be difficult to enforce, if the community is not media literacy. The competence of media literacy as the main requirement in managing the ability to analyze the structure of information media message in producing "social-psychologist" which media with news source, as a result of communication planning as a conceptual framework in the process of making message transmission on the construction of media literacy reality. The method used in this research is qualitative method with interpretative paradigm.

First, have found media content; social-psychologist studies on the message transmission of information literacy even experience its socio-cultural effects.

Secondly, the competence of media access for action contributes criminal education to media literacy is very useful for people's lives. And the main requirement that must be adhered to is how media literacy is used with the regulation of knowledge and studying the context of a particular field.

Third, the ability to analyze the structure of the message in utilizing the basic concepts of science to understand the context in a particular field. Fourth, the role of society that can pattern communication with media transmission of information in producing "social-psychologist education on social media and aspects of media news".

Fifth, a series of mass media regulation that can motivate users form of findings, typology of construction, ontological, epistemological, and axiological various mass media is a knowledge for information literacy and competence skills to understand effects of the human communication theories.

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## COMPETING INTERESTS

Authors have declared that no competing interests exist.

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