



Sejarah Ilmu Komunikasi

Pengantar Ilmu Komunikasi

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- A stylized illustration on the left side of the slide. It features a dark grey volcano with a plume of black smoke rising from its crater. A thick, flowing stream of orange and yellow lava is shown on the right side of the volcano, cascading down its slope. The background is a light grey gradient.
- Ancient Greeks like Aristotle and Plato started a rich tradition of the study of rhetoric in the Western world more than two thousand years ago.
 - Communication did not become a distinct field of study with academic departments until the 1900s, but it is now a thriving discipline with many subfields of study.

Sejarah Komunikasi Manusia

a. Era Komunikasi Tulisan

Dimulai ketika bangsa Sumeria (4000 tahun SM) mulai menulis dalam lembaran tanah liat.

b. Era Komunikasi Cetakan

Ditandai dengan ditemukannya mesin cetak oleh Gutenberg tahun 1456. Muncul era "*Penny Press*"

Sejarah Komunikasi Manusia (2)

c. Era Komunikasi Telekomunikasi

Berawal dengan ditemukan alat telegraph pada tahun 1884.

d. Era Komunikasi Interaktif

Berawal penemuan *mainframe* komputer pada tahun 1946 .

A historical map of the Strait of Anián, showing the Bering Sea and the Gulf of Alaska. A sailing ship is depicted in the upper left corner. The map includes labels for 'STRETTO DI ANIAN', 'MAR. CIN.', 'Rio Tigris', and 'Rio A.'. The text 'a brief history of communication studies' is overlaid in the center.

a brief history of communication studies

Sejarah Perkembangan Ilmu Komunikasi

- **Periode Tradisi Retorika**
Dimulai sejak jaman Yunani kuno
- **Periode Pertumbuhan**
Antara tahun 1900-Perang Dunia II
- **Periode Konsolidasi**
Pasca Perang Dunia II – Tahun 1960-an
- **Periode Teknologi Komunikasi**
Tahun 1960-an sampai sekarang

Periode Tradisi Retorika

- Dimulai pada jaman Yunani Kuno
- Pada periode ini belum dikenal istilah “Komunikasi”, istilah yang dikenal adalah “Retorika”.
- Retorika adalah kajian yang sistematis pada Yunani Kuno. Perintisnya adalah Aristoteles, Plato dan Cicero.
- Model proses komunikasi paling klasik dari Aristoteles yang bersifat persuasif.

Periode Pertumbuhan : 1900 – Perang Dunia II

- Topik komunikasi menjadi penting pada abad 20 (PD I)
- *Revolutionary Discovery* → teknologi komunikasi; radio, tv, dll
- Ketertarikan untuk mempelajari masyarakat :
 1. Dalam bidang politik → propaganda dan opini publik
 2. Tahun 1930 → efek komunikasi terhadap individu dan kelompok
 3. Tahun 1930 → pendidikan; *public speaking*, radio dll

Periode Pertumbuhan

- Amerika Utara, 1930–1950-an
- Proganda melalui media komunikasi pada PD 2 mendorong perkembangan riset terhadap efek media
- Tahun 1950 → Iklan dan kegunaan komunikasi dalam marketing
- Komunikasi menjadi penting setelah PD II → persuasi dan pembuatan keputusan

Chicago School

- Berakar pada keilmuwan pragmatis dan sosiologi dari Chicago school
- Dilakukan oleh para *behaviouralist* pada penelitian awal efek media seperti:
 - Charles Horton Cooley (1864-1929)
 - John Dewey (1859-1952)
 - George Herbert Mead (1863-1931)
 - Robert E. Park (1864-1944)

Chicago School (2)

- Pendekatan ini berfokus pada prinsip dasar komunikasi manusia seperti makna, bahasa dan pikiran.
- Para pendiri Chicago School berfokus pada makna budaya yang diciptakan oleh interaksi manusia dengan lingkungannya.
- Teori-teori interaksi sosial dan konstruksi sosial memberikan pengaruh yang besar terhadap perkembangan ilmu komunikasi.

Periode Konsolidasi : Perang Dunia II – 1960-an

- Dua perkembangan pada tahun 1940-an menggeser paradigma dari ilmu komunikasi
- Di tahun 1950-an dan selanjutnya lebih berorientasi kuantitatif seperti cybernetics, yang diformulasikan oleh Norbert Wiener (*Cybernetics: Or the Control and Communication in the Animal and the Machine*)
- Selain itu terdapat *Information Theory* oleh Claude E. Shannon dan Warren Weaver dalam *Mathematical Theory of Communication*.

Periode Konsolidasi

- Setelah PD 1, terdapat keinginan untuk merehabilitasi tentara yang mengalami kesulitan bicara seperti gagap dan gangguan pita suara.
- Para ilmuwan kemudian *mengajarkan public speaking*, debat dan argumentasi.
- Bersamaan dengan berkembangnya teknologi media, para ilmuwan juga melakukan kursus *radio announcing, speech giving*, dan retorika.

Periode Konsolidasi

- Sosiolog Paul Lazarsfeld mengembangkan studi *media audiences* dengan menggunakan teknik survey dan focus groups. Penelitian ini digunakan untuk kepentingan industri dan marketing

Pelopop (*Forerunner*) Ilmu Komunikasi

- Harold D. Lasswell (1902-1978)
- Paul F. Lazarsfeld (1901-1976)
- Kurt Lewin (1890-1947)
- Carl I. Hovland (1912-1961)
- Norbert Wiener (1894-1964)
- Claude Shannon (1916-2001)

Four
Founding
Fathers

Pelopop (*Forerunner*) Ilmu Komunikasi

- Four founding fathers (Lazarsfeld, Lewin, Lasswell, and Hovland) tidak mengindentifikasikan diri mereka sebagai ilmuwan komunikasi.
- Wilbur Schramm (1907-1987) adalah akademisi Amerika Serikat pertama yang mengidentifikasikan dirinya sendiri sebagai ilmuwan komunikasi.

Periode Teknologi Komunikasi

- Jumlah universitas yang menyelenggarakan ilmu komunikasi meningkat.
- Asosiasi profesional dan pusat penelitian komunikasi bertambah.
- Makin banyaknya literatur dan makin beragamnya bidang-bidang studi komunikasi.

Periode Teknologi Komunikasi

- Tuntutan gerakan keadilan sosial tahun 1960-an melatarbelakangi ilmuwan komunikasi mempelajari komunikasi interpersonal.
- Area riset dari studi ini adalah komunikasi *nonverbal communication*, isu-isu *self-disclosure*, resolusi konflik dan *personal development* dalam hubungan interpersonal.
- Ilmuwan Marshall McLuhan dari Kanada mulai meneliti pengaruh sosial dan material dari penggunaan media teknologi terhadap masyarakat dan kognisi manusia.

Frankfurt School

- Tradisi teori kritis (*critical theory*) diasosiasikan dengan Frankfurt School di Jerman, Eropa
- Paradigma kritis ini bermula dari pemikiran anggota Frankfurt School seperti:
 - Theodor Adorno (1903-1969)
 - Max Horkheimer (1895-1973)
 - Walter Benjamin (1892-1940)
 - Herbert Marcuse (1898-1979).

Amerika Utara, 1970-1980-an

- Selama kurung waktu 1970 dan 1980-an pengaruh *critical theory*, strukturalisme, semiotik dan post-strukturalisme sangat terasa di kampus-kampus ilmu komunikasi di Amerika Serikat
- Melalui pengaruh teori kritis, komunikasi dijelaskan sebagai proses konstruksi dan *sharing meaning* melalui sistem simbolik yang spesifik.

Communication: Past to Present

- Dari teknis menulis jaman prasejarah dan surat kabar, kini kita menggunakan sms dan email. Dari kode Morse dan telegraph menjadi telepon dan radio. Sekarang kita menggunakan televisi, komputer dan telepon seluler.
- Salah satu yang membedakan manusia dengan makhluk lainnya adalah inovasi dan perkembangan teknologi komunikasi. Teknologi memudahkan, mempercepat dan menambah jumlah komunikasi.

Year	Event	Remarks
Around 1565 A.D.	The reporting of the delivery of a child by queen using drum beats from a distant place to King Akbar.	It is believed that minister Birbal experimented with the arrangement to decide the number of drummers posted between the place where the queen stayed and the place where the king stayed.
1835	Invention of telegraph by Samuel F.B. Morse and Sir Charles Wheatstone	It resulted in tremendous growth of messages through post offices and reduced physical travel of messengers considerably.
1876	Telephone invented by Alexander Graham Bell and Antonio Meucci	Perhaps the most widely used means of communication in the history of mankind.
1895	Jagadis Chandra Bose and Guglielmo Marconi demonstrated wireless telegraphy.	It meant a giant leap – from an era of communication using wires to communicating without using wires. (wireless)
1936	Television broadcast (John Logi Baird)	First television broadcast by BBC
1955	First radio FAX transmitted across continent. (Alexander Bain)	The idea of FAX transmission was patented by Alexander Bain in 1843.
1968	ARPANET- the first internet came into existence (J.C.R. Licklider)	ARPANET was a project undertaken by the U.S. defence department. It allowed file transfer from one computer to another connected to the network.
1975	Fiber optics developed at Bell Laboratories	Fiber optical systems are superior and more economical compared to traditional communication systems.
1989-91	Tim Berners-Lee invented the World Wide Web .	WWW may be regarded as the mammoth encyclopedia of knowledge accessible to everyone round the clock throughout the year.

- 1565 A.D Drum beat
- 1835 Telegraph
- 1876 Telephone
- 1885 Wireless telegraphy
- 1936 Television broadcast
- 1955 First radio across continent
- 1968 First Internet
- 1975 Fiber optics
- 1989-91 World wide web

Sharing & Communication Through The Ages



1 Cow Paintings
France, 30,000 BC
Who doesn't love a cow painting? Created to communicate, themes included animals and symbols for early man.



2 Pictograms
China & Egypt, 5000 BC
Pictograms and ideograms represented a concept, object or activity, and led to Egyptian hieroglyphs and Chinese characters.



3 Carrier Pigeons
Greece, 276 BC
OK, pigeons are disease-ridden, but they're great with directions, and rather fast bearing, according to the Ancient Greeks.



4 First Postal Service
Persia, 530 BC
Persian King Cyrus the Great created the first Postal Service - which hardly doubled as duty and for gathering as well.



5 The Marathon Man
Greece, 490 BC
Ancient Greek Pheidippides ran 150 miles in two days (with no travel) to announce the Greek victory over Persia.



6 Heliographs
Rome, 27 AD
Roman Emperor Tiberius sent coded orders daily by heliograph to the mainland from his island, Capri. Alright for some!



7 Paper
China, 105 AD
Tsu Lun of China took the inner bark of a mulberry tree, added water, pounded it a lot - and voila, paper was invented!



8 Town Crier/Bellman
The UK, 1549 AD
What did Town Criers tell the literate masses? Royal proclamations, local bylaws and - of course - local business adverts.



9 Daily Newspaper
Germany, 1609 AD
The first daily was the 'Einkommende Zeitung' published in Leipzig, 1609. The first English daily was the daily Courant, 1702.



10 Morse Code
The USA, 1835 AD
American Samuel Morse invents Morse code, a series of on/off clicks, tones or lights. Great (and disastrous) for the navy!



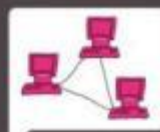
11 Telephone
The USA, 1876 AD
Scottish engineer Alexander Graham Bell patents the electric telephone. No camera or apps, but exciting nonetheless!



12 First Transatlantic Signal
Crested A Newfoundland, 1902 AD
Italian inventor Guglielmo Marconi transmits the first radio signal to travel the Atlantic Ocean.



13 1st TV Broadcast
Great Britain, 1923 AD
Scottish inventor John Logie Baird transmitted the first television signal. Finally, something to point our noses towards!



14 ARPANET Launched
The USA, 1969 AD
The Advanced Research Projects Agency Network was the precursor network to what we now know as the global Internet.



15 WWW
USA, 1989 AD
American government releases control of the Internet and the world wide web is born - helps fight speed news, and online shopping!



16 AIM
USA, 1997 AD
AOL pioneered instant chat with AIM (AOL Instant Messenger) in 1997. Now we could all safely talk to total strangers!



17 Blogging
USA, 1999 AD
Everyone gets a voice - the launch of Blogger.com and LiveJournal in 1999 led to a blogging explosion across the Internet.



18 Facebook
USA, 2004 AD
Harvard student Mark Zuckerberg created Facebook. Today it has an estimated 850 million users. Like?

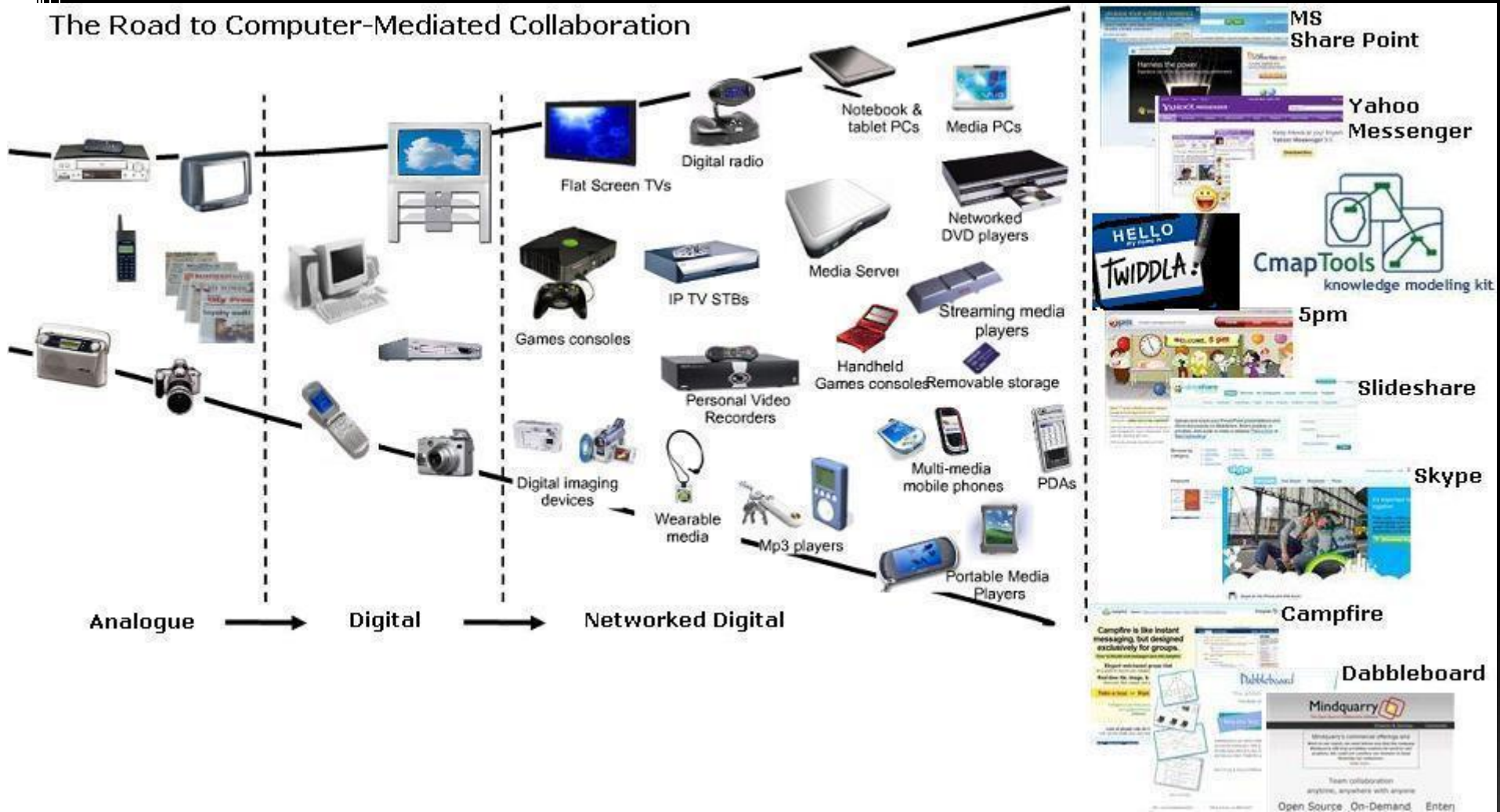


19 YouTube
USA, 2005 AD
YouTube broke ground in user-generated content, with users uploading videos across the Internet. Totally viral, right?



20 Twitter
USA, 2006 AD
What can you really say in 140 characters? A lot, according to Twitter's 350m+ users - it's a micro-blogging masterpiece.

The Road to Computer-Mediated Collaboration



Masa depan Ilmu Komunikasi

- Ilmu komunikasi di era millenium makin berkembang secara keilmuan dan semakin multidisipliner.





Group Discussion

- *Do you think Facebook and Twitter are an advantage to you or not? What prospects do you see happening in the future?*