

## The Roles and Impact of Communication Media in Cultivating Young People's Love for Royal Institutions

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### Abstract

*Communication media is a very important medium in the dissemination of current knowledge and information. In fact, its involvement with digitalization has contributed to good culture of knowledge proliferation in the community. Therefore, the role of the media is seen as very important in spreading positive values, especially towards the Royal Institution which become a pillar of national unity. Therefore, this research paper aims to see the extent to which this communication media plays a role in instilling love and affection towards the Royal Institution among young people. The study data was obtained through a questionnaire that received feedback from a sample of 14,154 students at a Public Institute of Higher Education. The research variables emphasize two main components which are the rate of obtaining information about the Royal Institution through media sources, the role of the media in disseminating information about the Royal Institution as well as the impact of this publicity in creating a sense of love among young people for the Royal Institution. Twelve elements developed from the two main components are conducted reliability analysis (Reliability Test) and descriptive analysis to see the scores of young people's perception of Royal Institutions as a result of the role of communication media. The results of the study show that the communication media play an important role in disseminating the information and also have an impact on the young people's love for the Royal Institution. However, the rate of this impact is indicated at moderate level due to its dependence on the well-planned delivery and good content from media.*

### **Keywords:**

*Role and Impact, Communication Media, Love, Young People, Royal Institutions*