

THE INFLUENCE OF MEDIA TOWARD CHILDREN LANGUAGE PRODUCTION

Abstract

The aim of this research are to find influence of media toward child's language production at meurande village dsn. bahagia II lorong meunasah langsa city, the method used in this research is descriptive qualitative. To collecting the data, the researcher use observation participant and interview. The sample of this research is child's age preschoolers as much six child. The result of this study, showed that the media has an influence on its users, the media referred to here is audio visual media, this media is a medium that is loved by children because display images and sounds however the evidence points to one direction the media affects people differently, depending on what program shows are seen from the media, this can occur because of the habit and often see cartoons film every day from the habit of watching cartoons film which causes them to be very easy to imitate both physical behavior and language behavior from viewing media program.

Keyword : Influence, Media, Language Production.