

# Motives of Usage and Opinion Regarding the Impact of Online Media among Teenagers (Survey in City of Jakarta and Bandung, Indonesia)

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**Abstract-** Teenagers are the majority of online media users. The existence of online media in the middle of the community was considered to bring very significant impact, or in other words, the internet has brought significant effect to the users or to the audience, not the exception among teenagers. This study aimed to 1) identify individual and social motives of teenagers in using the online media and 2) know the teenagers' opinion related to the individual and social impact of online media usage. The survey found that to get the information is the main motive among the entertainment motive and to do a friendships. In term of the opinion regarding the impact of online media, most of the teenagers believed that online media can have an impact that is very worrying for the social life, especially to the local culture. In addition, most of them believed that it is necessary to know and understand the use of online media wisely and intelligently and the method that is considered as the easiest and most appropriate to know and understand the use of online media wisely and intelligently is the combination of classroom learning, discussion, and also by using audio-visual media.

**Index Terms-** motives, impact of online media, teenagers.

## I. INTRODUCTION

Internet has made people easier to exchange thoughts or ideas about the things of their interest and favorite from the fields of politics, sports to education. In a survey of internet use, Haythornthwaite and Wellman (2002: 32) argued that in the context of the social impact of the internet has changed society in all respects; the internet also controls the change of the social community into a private society and divided it individually. Although most people have a close relationship socially, but they are not physically close. The relationship spread in the metropolitan area and also happens internationally.

Internet has occupied the same position with the mainstream mass media that was born and developed in the past. Even when each user or audience have internet access, the Internet can be regarded as not only the mass media or personal, but the internet has brought a personal conversation that can involve society at large. Related to the above, Nikos (2011) stated:

*“Media and the wider sector of communication are changing under the impact of the internet. The changes affect all aspects of the communication process, audiences, media and information producers and, inevitably, the role of the media in society. As communication industries are converging it becomes possible for companies to expand the range of their services...”*

*New opportunities for information delivery to readers require the acquisition of new skills in the spheres principally of information presentation and organization.”*

Teenagers are the majority of online media users. Based on data from a survey conducted by UNICEF, the Ministry of Communication and Informatics of the Republic of Indonesia and Harvard University (United States of America), consisted of 400 children and teenagers throughout Indonesia, both in urban and rural areas, as many as 98% of children and teenagers claimed to know about the internet and 79.5 % are the internet users. There are three motivations for children and teenagers to access the internet, which is to search for information, to connect with friends (old and new) and for entertainment. Although all of them are against pornographic content on the internet, but most children and teenagers have been exposed to pornographic content. The study also found that there is still a significant digital gap between children and teenagers who live in urban areas (more prosperous) in Indonesia, with those living in rural areas (and less prosperous). Angela Kearney (2013) UNICEF Country Representative of Indonesia stated that young people are always interested in learning new things, but sometimes they do not realize the risks that can be caused. The majority of those surveyed have been using the online media for more than a year and nearly half of them claim that the online media has become the primary choice of communication channels. The study also revealed that 69% of respondents use a computer to access the Internet and more than half, which is 52% are also using cell phones (mobile phones) to access the internet. Because the Internet has become inseparable part of teenage life in Indonesia, efforts are required to increase the awareness, knowledge and skills in order to continue using the Internet safely.<sup>1</sup>

Based on the above background, this study aimed to 1) identify individual and social motives of teenagers in using the online media and 2) know the teenagers' opinion related to the individual and social impact of online media usage.

## New Media and Communication Process

Slevin (2000) stated that even though we have different ideas about the nature of society, communication and media technology, but this will not take long for us to agree that personal communication media has become a feature inherent in modern life. The statement is also consistent with the views previously been proposed by Thompson (1995), he argued that

<sup>1</sup>SurveiPenggunaan Internet Ramaja di Indonesia. (*Teenagers Internet Usage Survey in Indonesia*).teknokompas.com. Wednesday, February 19, 2014.

the development of the media has changed the way that is profound and irreplaceable for the communication features of contemporary society. No matter where we are or what time of day it is, a number of media, from newspapers to television and from a conventional phone to the phone, allows individuals to experience a variety of events in their environment at that time also. Now, the emergence of new media that spearheaded by the internet is beginning to contribute significantly to the complexity of communication channels in an uncertain world. To know and understand the position of the transformation in modern society, next we need to know the major role of media and be careful with the effect that it has.

The term new media is often used to refer to the operating media or internet-based digital technology and the integration image and sound technology. But in fact, it is not easy to understand the concept of new media, especially when the pair with the concept of online media and social media. New media held out the possibility on-demand access to content anytime, anywhere, on any digital device, as well as the interactive user feedback, creative participation and community formation around media content. Another important promise of new media are 'democratization' of the creation, publishing, distribution and consumption of media content. The aspect that distinguishes new media from traditional media is the digitization of content into bits. There is also a dynamic aspect of the production of content that can be done in real time, but the offer is less standardized and have not received attention (Socha and Barbara Eber-Schmid, 2014).

Furthermore, to know how the impact of new media for the communications process, first needs to be investigated some of the differences between new media and old media. The differentiation include systems, technologies and aesthetics. The systemic difference refers to the difference principle direction of the organization. Instruction on the old media is primarily based on the system of broadcasting media and national print media; ownership of the state; funding and regulation; limited supply of broadcast spectrum; centralized public service culture. In the meantime, the direction of the new media are distinguished through global communications and also through local approval; through privatization and setting back issues of ownership, content, arrangement and production program in terms of both technical and legal; through trade missions and results. In terms of technology, digital systems have answered the problems limited spectrum. Limitations of quotas in the broadcasting space have been replaced by medium virtually unlimited voice, text and digital images, the use of fiber-optic lines, breaking through in the aspects of technology transition and development on a large scale in the provision of frequencies to transmit. The aesthetic difference between old media and new media are in this aspect of the speed and interactivity, greater scope in terms of reflectivity and the dominance of images than text. Basically, digital media are media that fast and rate (Axford, 2001). The new media has made a remarkable transition, change the mode of communication that original in print and electronic form, now become interactive. The development of mass communication has been changing the nature of communication in society more broadly that the individual experiences can transcend their social environment (Slevin, 2000).

Meanwhile, Thompson (1995) have previously measured the impact of the new media, which in turn has generated a debate. He argued that the deployment of communication media have developed a new form of interaction and new types of social relationships between individuals. Thompson has created three types of interaction which is: 1) interpersonal interaction, 2) interaction by using the media and 3) interaction with quasi intermediary. In particular, the three types of interaction offered by the new media for online audiences today. Internet, YouTube, Facebook and all types of social networks is a very clear example of the new interaction patterns. Thompson was referring to the importance of cultural and public space in studying interactivity.

The new media is also a platform that embodies social communication within the members of the community. Social communication in breadth has been understood that this is similar to the idea of cultural anthropology as a way of life and an interactive mode of action that brings together the public and provide the privileges). This idea is represented as the principle of integration of the community and have a basis in facilitating for telling stories, reminiscing and combining information.

Motif and social nature is also related to online communication. Several studies have found that those who perform traditional social relationships are a little more often use the internet. However, these findings have limitations to generalize. The most common reason to use the internet is as social isolation, are not satisfied with the face to face communication, loneliness, social anxiety, and so on. It has been stated that the focus of the study CMC (computer mediated communication) is the social separation. The conclusion is that today use the internet more like phones than televisions and gains in internet communication technology has reached a destination where the distance between internet communications and traditional communications have been closed (Thompson, 1995).

According to Romli (2014), online media - also called digital media - is presented by online media on the internet. Understanding of online media is divided into two senses:

1. General definition of online media. Understanding of online media in general, namely any kind or media format that can only be accessed via the internet contain text, images, video, and sound. In this general sense, online media can also be interpreted as online communication. With the general understanding of online media, then email, mailing lists, websites, blogs, whatsapp, and social media are in the category of online media.
2. Specific definition of online media. Understanding of online media in particular which is associated with the notion of media in the context of mass communication. Media - stands for mass communication media - in the scientific field of mass communication have certain characteristics, such as publicity and periodicity. Understanding of online media in particular is a medium which presents the work of journalism (news, articles and feature) online.

Technically or 'physically', online media is the media-based telecommunications and multimedia (computer and internet). Including online media category are the portals, websites (including blogs), online radio, online television and email.

### **Uses and Gratification Theory**

According to the perspective contained in this theory, instead studying of what the media do with humans, the better to study what humans do with the media. The study that using the perspective of this tradition, focusing on the use of media content to obtain gratuities or discovery requirements. Audience behavior in outline regarded as the needs and interests of individuals. It would need to be underlined, this model is a model of the process of admission only, do not cover the entire communication process.

McQuail (1979) stated that there are two main points that drive the emergence of approach 'uses' is, among other things:

1. The existence of opposition to a deterministic view of the effect of the media, which is part of the dominant role of the individual that we know the two-steps model of communication.
2. There is a desire to escape from a prolonged debate about the tastes of the mass media. In this issue uses and gratification approach has presented another alternative of looking at the relationship between media content with the audience, and in the categorization of media content - according to 'function' and not according to the 'level of tastes'.

There are three assumptions of the uses and gratification theory, which explains how people use mass communication to meet their needs, to discover the motives behind the use of media by individuals and to identify the positive and negative effects of media use by individuals. Departing from these motives, uses and gratification theory assumes that the audience using certain media to achieve their goals or satisfaction. There are some some different requirements that can be satisfied from the use of media. Media can satisfy cognitive needs, including knowledge and information; affective needs, including emotional and aesthetic experiences; personal integration needs, which allows the audience to achieve self-confidence or their self-development, social integration needs, including creating relationships with others through a communication network; and release the tension and avoid tension. However, these theoretical models suggest that the audience should be able to identify, educate, entertain social interaction based forms of media they use (Sendjaja, 2003).

### **The Impact of Online Media to the Teenagers**

Teenagers are among the users of online media that are quite dominant. Data from Ministry of Communications and Informatics of the Republic of Indonesia in 2014 showed that the number of internet users in Indonesia based on age are those who are in the age range 18-25 years as many as 45% of the total internet users in Indonesia, where the age is entered into the category of teenager age.

The existence of online media in the middle of the community was considered to bring very significant impact, or in other words, the internet has brought a significant effects to the users or to the audience, not the exception among teenagers. As the mass media, the internet also has the potential to impact both individually and socially for its users. According Nurudin (2007) that there are three categories of media effect on individuals, namely:

1. CognitiveImpact (Knowledge). Cognitive impact is the consequences arising on self-communicant that are informative for a person. In the cognitive impacts discussed about how the media can help people to learn useful information and develop cognitive skills.
2. AffectiveImpact (Attitude). This impact levels are higher than the cognitive impacts. The purpose of mass communication is not just to tell the audience about something, but more than that, the audience is expected to also feel compassion, touched, sad, happy, angry, and so on. Excitement can not be measured with a loud laugh when watching the funny scenes. But the researchers have managed to find the factors that affect the intensity emotional stimuli of mass media messages.
3. Behavioral impact is the result that arise in the audience in the form of behavior, actions or activities. A scene of violence on television makes people violent. Cooking broadcast on television make mothers more fond and creative in cooking. But there are also reports that the film was not able to motivate urban youth to avoid the use of illegal drugs.

In addition, the mass media including online media also have an impact for the community, or commonly referred to as the social impact of mass media. The existence of mass media in presenting information tends to trigger change and has an impact on the determination of lifestyle of the people. Various information presented is considered to influence the shape of the positive and negative. Slowly but effective, media shaping public views on how people view personal and how one should relate to the everyday world.

Messages or information conveyed by the media may support the society for the better, make people are happy with themselves, feel pretty or otherwise restore confidence or feel lower than the others. Shifting patterns of behavior that is caused by mass media can occur in the family, school, and in social life. Manifestation of the changing patterns of other behaviors that lifestyle. Changes in lifestyle in terms of impersonation or imitation excessively against themselves a firgur being idolized based on information obtained from the media. Usually someone will imitate everything associated with his idol, whether in dress, appearance, hairstyle or manner of speech that reflects who his idol (Trimarsanto, 1993: 8). The foregoing tend to have more influence over the younger generation.

Socio-psychologically, information flows that hit our lives will lead to a variety of influences on the development of life, particularly for children and teenagers. Their behavior patterns, gradually influenced by what they received that may deviate from the stage of development of the soul as well as the norms in force. This can occur when the impressions or information that should be consumed by adults was watched by children (Amini, 1993). The impact of the mass media can be varied among the behaviors that deviate from social norms or cultural values. In this modern age, people generally assume it's not something that violates the norms, but has been considered as part of the mass trend currently. In addition, the development of mass media that very rapidly and can be enjoyed easily lead people tend to think practically.

Another impact is the growing trend towards consumerism lifestyle. With the development of mass media, especially with

the advent of modern (new) mass media is a bit much to make people constantly overwhelmed by feelings of dissatisfaction and lifestyle versatile instant. This lifestyle will unwittingly kill the creativity that exists within us in the future. Globalization is now impacting on the development of Indonesian culture. Rapid flow of information and telecommunications turned out to cause a predisposition that leads to the dissipation of the values of cultural preservation.

respondents stated strongly agree. It can be said that online media is used by the majority of teenagers who were respondents in this study is to get information. Although here is not rendering specifically what type of information that they usually find through online media. However, none of the respondents disagreed that the usage of internet is to get the information. Based on these data can be said all of the teenagers using internet media also for the purpose of obtaining or getting the information.

## II. RESEARCH METHODS

This research used survey method that according to Wiseman and Aron (1971) survey is a method of collecting and analyzing social data by using the structured and using interviews and questionnaires were very detailed to get information from the respondent's enormous by sampling on the population. The survey has a number of advantages, for example can be used to investigate problems in a natural setting, without having to be designed in the laboratory. The survey when involving larger data, can forecast trends and provide measurable data with a pretty clear indicator that can be used as the basis for policy-making. The survey also less restricted by geographical constraints because it can be done by sending a questionnaire or ask questions by telephone. This research is trying to find an exact description of all activities and enough objects, the process of human beings. Whenever possible quantitative description can be done, in order to do statistical analysis, but it is possible to use a qualitative description of the sentence (Wimmer and Dominick, 2005: 167-168).

The research subjects are the teenagers aged 14-17 years. Teenagers are among the dominant internet users, based on the results of research conducted by UNICEF together with the Ministry of Communication and Informatics of the Republic of Indonesia and the University of Harvard (United States of America) consisted of 400 children and teenagers throughout Indonesia, both in urban and rural areas, as many as 98% of children and teenagers claimed to know about the internet and 79.5% are internet users. Jakarta is a city with the highest internet users in Indonesia, namely 3.54 million users and Bandung is the city with the third highest after city of Jakarta and Surabaya with the number of 579,000 users.<sup>2</sup> For the purposes of the survey data collection, it has been selected the teenagers in two cities, which are the city of Jakarta and Bandung as many as 185 respondents.

## III. RESEARCH FINDINGS

### **The Motives of Online Media Usage: The Information Aspects**

The following data will explain the motive that underlying the respondents in using online media. In the first aspect of this motive is the related to aspects of the information. In terms of the use of online media to get information a total of 77.30% of

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<sup>2</sup> *Jumlah Pengguna Internet Berdasarkan Kota Tahun 2013.* Kementerian Komunikasi dan Informatika Republik Indonesia. (Number of Internet Users by the City in 2013). The Ministry of Communication and Informatics of the Republic of Indonesia. <http://statistik.kominfo.go.id/site/data?idtree=326&iddoc=1186>

**Table1. Using Online Media to Get Information**

No.	Using Online Media to Get Information	Sum	%
1	Strongly Agree	143	77.30
2	Agree	42	22.70
3	Disagree	0	0.00
Total of Sum		185	100

Similarly, in terms of using online media to share information, most respondents, as many as 51.35% of respondents stated strongly agree and 48.11% of respondents agree that using the internet is aimed to sharing information.

Although there are respondents who did not agree, but the number is very small, that only 0.54% of respondents. More can be seen in Table 2 below:

**Table 2. Using Online Media to Share Information**

No.	Using Online Media to Share Information	Sum	%
1	Strongly Agree	95	51.35
2	Agree	89	48.11
3	Disagree	1	0.54
Total of Sum		185	100

The last part of the aspect of information is using online media to update the information, where the majority of respondents strongly agree that they were using online media one of them is to update the information, as many as 56.22% of respondents strongly agreed and 42.16% of respondents agree

with the statement. Only 1.62% of respondents who claimed not agree that the use of online media is to update the information. Thus we can say that the internet is one medium that is quite close to the teenager in updating the information they have. In this regard, can be seen in Table 3 below:

**Table3.Using Online Media to Update Information**

No.	Using Online Media to Update Information	Sum	%
1	Strongly Agree	104	56.22
2	Agree	78	42.16
3	Disagree	3	1.62
Total of Sum		185	100

**The Motives of Online Media Usage: The Social Aspects**

The next section is the motive nor the factors behind the use of online media is the social aspect. The first social motive is to use online media to socialize. Table 4 below illustrates that the majority of teenagers agree that the use of online media is to socialize, as many as 55.68% of respondents, while there are 40% of respondents stated strongly agree. From these data can be said that the online media is one tool used by teenagers to

socialize, as well as socializing in face to face. Online media has become a kind of bridge for young people to socialize, get to know each other and get along with each other. Although there are respondents who disagree that using theonline media for socializing, but their number is not so dominant, that there are 4.32% of respondents. More can be seen in the following table:

**Table4. Using Online Media to Socialize**

No.	Using Online Media to Socialize	Sum	%
1	Strongly Agree	74	40
2	Agree	103	55.68

3	Disagree	8	4.32
Total of Sum		185	100

A further element in the social aspect is use of online media to get the perception of others. According to the survey, data showed that as many as 68.65% of respondents were agreed and there are 22.70% of respondents strongly agreed with the statement. It can be said that the teenager as an individual also requires others to perceive who they are and the perception others have about themselves is important. One is by make the process of communication through online media. As stated by Mead (1934) and Sullivan (1953) that someone in seeing himself also do what is called as reflected appraisal process (Mead, 1934; Sullivan, 1953).

In this process of individual self-reflection by observing or imagining what others say about themselves. In this way a child

is said by his parents that they are talented, fun, and fat will be thinking about him as what people are saying these parents. Cooley (1902) described this process in terms of the looking glass self. The process of obtaining this self-perception also involves a social process in which in the social process of someone getting information about him from other people (Gaines, Jr., 2007). Since the discovery of the new media made possible by the internet, then this process can also be done online. Although there are those who disagree with the statement, but there are only 8.65% of respondents. More can be seen in Table 5 below:

**Table 5. Using Internet to Get Perception of Others**

No.	Using Internet to Get Perception of Others	Sum	%
1	Strongly Agree	42	22.70
2	Agree	127	68.65
3	Disagree	16	8.65
Total of Sum		185	100

Other elements that are part of social aspects in the use of online media for teenagers is to broaden their horizons, as many as 68.65% of respondents stated strongly agree and 30.81% respondents were agreed with the statement. Aligned with this aspect of the information that has been presented in the previous section above, online media are used to add information; this

section also states that most teenagers are using online media to broaden their horizons. It can be said that expanding the horizons here is in addition to the information also to communicate or socialize with others. As illustrated in Table 6 below:

**Table 6. Using Online Media to Broaden the Horizons**

No.	Using Online Media to Broaden the Horizons	Sum	%
1	Strongly Agree	127	68.65
2	Agree	57	30.81
3	Disagree	1	0.54
Total of Sum		185	100

In addition to these matters above, in a social context that reinforces personal identity also needs to be done in the process of socialization. Online media is also recognized as one of mediums that used by teenagers to strengthening the personal identity they were, which is 58.38% of respondents agreed with the statement and 19.46% of respondents strongly agreed. Interesting things that can be seen from the data that shows that there are 22.16% of respondents who did not agree that the use of online media background with a motive to strengthen personal identity. This indicates that there are some teenagers who do not too openly show their identity, particularly through online media.

**Table7. Using Online Media to Strengthen Personal Identity**

No.	Using Online Media to Strengthen Personal Identity	Sum	%
1	Strongly Agree	36	19.46
2	Agree	108	58.38
3	Disagree	41	22.16
Total of Sum		185	100

As with the motive using online media to get acquainted with new friends, where most of the teenagers admitted to agree to that. A total of 58.11% of respondents agreed and there are 20% of respondents stated strongly agree.

**Table 8. Using Online Media to Get Acquainted with New Friends**

No.	Using Online Media to Get Acquainted with New Friends	Sum	%
1	Strongly Agree	37	20
2	Agree	126	58.11
3	Disagree	22	11.89
Total of Sum		185	100

It is also consistent with the data in Table 5, which explains that there are 22.16% of respondents who use online media to surf on the social media of friendship network. This does not include the data using that particular social media with at once using with the other media as well. Online media has brought everyone through social media of friendship network, is much easier and faster, and it is also part of the activities of social interaction of teenagers.

Associated with the personal aspect, it can be seen from Table 9 below that most teenagers or as many as 56.76% of respondents agreed that the use of online media is motivated to gain personal satisfaction. Online media is a personal media but in addition can be used personally and can also include the social matters even more extensive things. Through online media, every individual can perform social activities at once personal communication, even the activity of mass communication.

**The Motives of Online Media Usage: The Personal Aspect**

**Table 9. Using Online Media for Personal Satisfaction**

No.	Using Online Media for Personal Satisfaction	Sum	%
1	Strongly Agree	44	23.78
2	Agree	105	56.76
3	Disagree	36	19.46
Total of Sum		185	100

Based on the above table as well, though there are teenagers who do not agree that using the internet to obtain personal satisfaction, but is still less is compared with those who agree and strongly agree, that only 19.46% of respondents.

**The Motives of Online Media Usage: The Entertainment Aspect**

The last aspect of the teenagers' motive in using online media is the entertainment aspect. In terms of using online media

for entertainment in the context through video and images, in table 10 below can be seen that there were 107 people (57.84%) who agreed and 63 (34.05%) stated strongly agree. That is, mostly teenagers, in addition to using online media as a medium of getting information, social interaction and personal satisfaction, the online media is also used for entertainment. As other media, online media also fulfill these four aspects of the motive in its use by society, especially teenagers.

**Table 10.Using Online Media to Get Entertainment through Videos and Pictures**

No.	Using Online Media to Get Entertainment through Videos and Pictures	Sum	%
1	Strongly Agree	63	34.05
2	Agree	107	57.84
3	Disagree	15	8.11
Total of Sum		185	100

**Opinion Regarding the Impact of Online Media**

After knowing the various motives of the teenagers in using online media, the next part is to conduct the relevant opinion confirmation among teenagers of the impact of online media usage among them, particularly related to the negative impact, both on individuals, and on society.

Table 11 below provides insight that most teens realize that online media can actually be a negative impact for them, as many as 91.89 of respondents claim to be aware of it. That is, when they were use online media are motivated by a variety of motive above, they are also aware that what they do could potentially get the negative impact.

**Opinion Regarding the Impact of Online Media to the Individuals**

**Table 11. Opinion Regarding the Impact of Online Media to the Individuals**

No.	Do you aware that the Online Media Can Bring Negative Impacts to Its Users	Sum	%
1	Yes	170	91.89
2	No	15	8.11
Total of Sum		185	100

So it was related to the data presented in Table 12 below which illustrates that as many as 69.19% of respondents stated that online media can affect their knowledge and understanding in a scale that is quite alarming and as many as 18.38% of

respondents as found similar in scale very worrying. That is, most of the teenagers realized that online media, if used intelligently and wisely it will impact quite worrying.

**Table 12. Opinion Regarding Online Media Impact to the Individuals' Knowledge and Understanding**

No.	Opinion Regarding Online Media Impact to the Individuals' Knowledge and Understanding	Sum	%
1	Very Alarming	34	18.38
2	Quite Alarming	128	69.19
3	Not Alarming	23	12.43
Total of Sum		185	100

The table below gives an overview of the opinion of respondents regarding the impact of online media in influencing individuals' attitudes and consciousness. According to the table 13 can be seen that 60.54% of respondents admitted that online media can affect the attitudes and awareness of people on a scale that quite alarming and there are 35.14% of respondents who

stated this in a very alarming scale. That is, they have the opinion that online media has the potential to bring a negative impact to the individual in a deeper level, the attitudes and awareness. Majority of teenagers realized that the online media they use can affect their attitudes and awareness.

**Table 13. Opinion Regarding the Impact of Online Media to Individuals' Attitudes and Consciousness**

No.	Opinion Regarding the Impact of Online Media to Individuals' Attitudes and Consciousness	Sum	%
1	Very Alarming	65	35.14
2	Quite Alarming	112	60.54
3	Not Alarming	8	4.32
Total of Sum		185	100

When viewed as more deeply, which is related to the impact of online media in influencing the behavior of individuals, the reality is not much different. Majority of teenagers believe that the impact of online media can affect individual behavior is alarming, as many as 53.51% of respondents stated so and as

many as 41.62% of respondents who stated in a very alarming scale. Although there is an opinion in the scale that is not alarming, but the number is very few that are 4.86% of respondents only.

**Table 14. Opinion Regarding the Impact of Online Media to Individuals' Behaviour**

No.	Opinion Regarding the Impact of Online Media to Individuals' Behaviour	Jumlah	%
1	Very Alarming	77	41.62
2	Quite Alarming	99	53.51
3	Not Alarming	9	4.86
Jumlah		185	100

In terms of respondents' opinion on the impact of online media, mostly teenagers found online media can impact it alarmingly and partly found very alarming, both the impact on the knowledge, awareness, attitudes, and behavior of individuals, including the respondent's themselves.

In terms of online media impact on society, then in this section conducted a survey that includes teenagers' opinion about the impact of online media on social, cultural, political and economic conditions. Table 15 below illustrates the opinion of adolescents in relation to online media impact on social life. The data shows that there are 57.84% of respondents believed that online media can affect the social life on a scale that is quite alarming.

**Opinion Regarding the Impact of Media Online to the Society**

**Table 15. Opinion Regarding Online Media Impact to the Social Life**

No.	Opinion Regarding Online Media Impact to the Social Life	Sum	%
1	Very Alarming	60	32.43
2	Quite Alarming	107	57.84
3	Not Alarming	18	9.73
Total of Sum		185	100

Slightly different from what is obtained from the table above, when seen at the data in Table 16, in fact, most of the respondents think that online media can impact the culture on a scale that is very worrying, as many as 49.19% of respondents and as many as 43.24 % of respondents believed that online media can impact the culture on a scale that is quite alarming. That is, the teenagers realized that the culture of the local society

can be potentially be eroded by the presence of online media. It stands to reason, given the content of online media that been very diverse, especially those who come from outside the country, plus the use of online media are quite frequent and intense, especially among teenagers.

**Table16. Opinion Regarding Online Media Impact to the Local Culture**

No.	Opinion Regarding Online Media Impact to the Local Culture	Sum	%
1	Very Alarming	91	49.19
2	Quite Alarming	80	43.24
3	Not Alarming	14	7.57
Total of Sum		185	100

Related with teenagers' opinion on the impact of online media to the political process, the majority of teenagers stated that the impact is quite alarming, as many as 58.38% of respondents stated so. Meanwhile, there are 20.54% of respondents who stated in quite alarming scale, and there are 21.08 of respondents which believe on a scale that is not alarming. Positively, it can be said that at this time the online

media have also become part of the political life, particularly in Indonesia. The teenagers found online media presence is not alarming for the political life. It is because, they also may obtain information about the political process through online media. More can be seen in Table 17 below:

**Table 17. Opinion Regarding the Impact of Online Media to Political Process**

No.	Opinion Regarding the Impact Of Online Media To The Political Process	Sum	%
1	Very Alarming	38	20.54
2	Quite Alarming	108	58.38
3	Not Alarming	39	21.08
Total of Sum		185	100

The last aspect related to the impact of online media on society is on the impact of online media on economic conditions. Can be seen in Table 18 most teenagers found online media impact is quite alarming for the economy, as many as 32.97% of respondents. The interesting point was found that there are quite a lot of respondents stating that online media does not impact alarming for the economy, as many as 32.97% of respondents.

That is, there is a sizeable portion of teenagers who believe that online media can actually help support the economy, so that its presence does not have to worry about. Meanwhile, although there are teenagers who believe that online media can be very worrying impact on economic life, but the number is not too large, that only 16.22% of respondents.

**Table 18. Opinion Regarding the Impact of Online Media to Economic Condition**

No.	Opinion Regarding the Impact of Online Media to Economic Condition	Sum	%
1	Very Alarming	30	16.22
2	Quite Alarming	94	50.81
3	Not Alarming	61	32.97
Total of Sum		185	100

**Online Media Literacy**

After knowing the motives or factors behind teenagers in using online media and teenagers' opinion related to the impact of online media to on individuals, social life, culture, politics and economy, next is to confirm whether it is necessary to do a media literacy, in this case is online media literacy for the teenagers. Do the teenagers feel that it is necessary for them to know and

understand how to use the internet media wisely and intelligently? From table 19 below can be seen that most teenagers, which is 76.22% of respondents stated that they need to know and understand how to use online media wisely and intelligently.

**Table 19. Online Media Literacy**

No.	It is Necessary to Have Some Knowledge and Understanding How to Use Online Media Wisely and Intelligently	Sum	%
1	Yes	141	76.22
2	No	44	23.78
Total of Sum		185	100

That is, the teenagers thought that they need to get advice and guidance on how to make online media as a ‘friendly media’ in their personal and social life. In other words, education and training on online media literacy is necessary for them to follow. The last part of this study is related to the way or method that is considered as the most convenient and appropriate in knowing how to use online media wisely and intelligently. Based

on the data which can be seen in Table 20 below, it is known that the majority of teenagers stated that the easiest way and the appropriate is through a combination of learning such as in the classroom, through discussions and using audio visual media, as many as 63.24 % of respondents stated so.

**Table 20. Methods that Considered the Easiest and Most Appropriate to Know in Using Online Media Wisely and Intelligently**

No.	Methods that Considered the Easiest and Most Appropriate to Know in Using Online Media Wisely and Intelligently	Sum	%
1	Learning such as in the classroom	31	16.76
2	Discussion	19	10.27
3	Using Ausio Visual Media	6	3.24
4	The combination of learning such as in the classroom, discussion and using ausio visual media	117	63.24
5	Self learning	3	1.62
6	The combination of learning such as in the classroom and using ausio visual media	2	1.08
7	The combination of discussion and using ausio visual media	1	0.54
8	The combination of learning such as in the classroom and discussion	5	2.70
9	No answer	1	0.54
Total of Sum		185	100

Nevertheless, there are some teenagers who stated that through learning in the classroom is considered the easiest and most appropriate, as many as 16.76% of respondents and as many as 10.27% of respondents stated that the discussion was the most convenient and appropriate method. But the number that most dominant is those who stated the easiest and appropriate method in knowing and understanding the use of online media intelligently and wisely is through a combination of learning such as classroom, discussion and through the use of audio-visual media.

**IV. DISCUSSION**

Data analysis above has explained that there are several motives or factors underlying the use of online media among teenagers, among them the aspects of information, social,

personal and entertainment. Based on the information aspect, the motive to obtain information is the most widely received a statement strongly agree, among two other motives, namely to share information and up dating the information. So it can be said that the main motive of the teenagers in using the Internet on this aspect is to get information. Related with teenagers’ opinion on the impact of online media to individuals, it is known that among the impacts on knowledge, awareness and attitudes as well as online media impact on behavior, most teenagers found online media can be very alarming impact on the behavior of its users. Mass media including online media also has the potential to affect many users, both in knowledge and understanding (cognitive), awareness and attitudes (affective) and behaviors (behavioral) as stated by Nurudin (2007).

Furthermore, in terms of social impact, the majority of teenagers believed that the use of online media can have an impact on the culture at quite alarming scale. The teenagers

realized that online media can have negative impacts on the local culture. Align as stated by Hanitzch (2011) that the impact of the mass media can be varied among the behaviors that deviate from social norms or cultural values. In this modern age, people generally assume it's not something that violates the norm, but considered as part of the current trend. In addition, the development of mass media can be very rapidly and easily cause people tend to think practically. Globalisation is now impacting on the development of the culture of Indonesia. The rapid flow of information and telecommunication actually causes a tendency that leads to the dissipation of the preservation of cultural values.

## V. CONCLUSION

Based on the analysis and discussion in the previous section, it can be concluded some points as follows:

1. The main motive of online media usage among teenagers is a related with the motive of information, particularly related to the aspect of to get information and also to broaden teenagers' horizons.
2. Personally, most of the teenagers have a motive for entertainment in using online media.
3. In the context of social motives, mostly teenagers have a motive to do a friendship in using online media.
4. Most teenagers believed that online media can have an impact that is very worrying for the social life, especially to the local culture.
5. Most teenagers considered that it is necessary to know and understand the use of online media wisely and intelligently.
6. The method that is considered as the easiest and most appropriate to know and understand the use of online media wisely and intelligently is the combination of classroom learning, discussion, and also by using audio-visual media.

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