

# The Uses and Impact of Social Media for Teenagers in Sub-urban Area

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**Abstract:** It seems like new media technologies, especially social media, are widely used in the today's society in Indonesia regardless of the area where the people live, i.e. urban area, suburb, or rural area. Yet, that the most prominent users of social media are simply teenagers. Despite the variations of motive that may drive teenagers to use social media, the argument is that the use of social media, with whatever the motives, does have impacts on social life of the teenagers. This research deals with social media use and impacts by focusing on teenagers living particularly in the suburb area of Sukoharjo Regency, Central Java. By focusing on the impacts of social media on communication behavior, the research employs a quantitative approach of survey research which involved as many as 200 respondents. The result of the research shows that the level of the parent's income influences the social media usage in the suburb area of Baki Sub-district, Sukoharjo Regency. There was also no impact on the teenager's communication pattern towards the society.

**Keyword:** *Social Media, Teens, Impact, Communication Behaviour.*

## Introduction

Accessing the internet's social media has become a routine activity for people, especially teenagers (Judhita, 2011). This is in line with the result of a research by the Ministry of Communication and Information of Indonesia, which stated that the majority of the users of social media are children and teenager. The activity in social media is mainly a means for entertainment. The up-to-date and funny features are what drive the teenagers to keep using social media. There were even cases of teenagers who have become addicted to social media. The social media addiction can lead them to become antisocial, behave defiantly, and worst, falling for criminal acts.

From these numbers, there is a strong digital gap between teenagers from urban, sub-urban and rural areas. Urban teenagers tend to be free and open-minded with all information. Certainly, this characteristic makes them able to process the emergence of all the latest information with freedom. How about the impact of communication behavior that occurs to teenagers in sub-urban areas? Sub-urban teenagers live in different geographical and demographic conditions with a gap in access to education, information and economy. How the sub-urban teenagers' communication behavior as an impact of the existence of social media diaspora is like an unstoppable time bomb.

Baki is one of the sub-districts in Sukoharjo Regency. This sub-district is interesting because it is directly adjacent to the urban city of Surakarta. The gap between the two certainly has its own entity. Urban teenagers who tend to be free are different from suburb teenagers who still maintain the values of customs and politeness where the norm of punishment still applies. One of them is ostracism. Therefore, Baki's teenagers are still dress and behave neatly and also maintain the values of politeness and behavior in interaction. This is a real example of contradictions between teenagers of urban and suburban areas.

## Method

This research is a quantitative research. The objective of this research was to measure the use and impact of social media on sub-urban teenagers in Baki sub-district of Sukoharjo regency. The technique of data collection was using survey techniques, with emphasis on relational research which study the socio-economic relations of the community with the motivation of use. So, if there is an impact of teenagers' communication behavior on parents, friends or neighbors, directly or indirectly, it is processed by statistical methods (Singarimbuan, Masri; Effendi, Sofian; 1982).

The samples were 200 respondents, from population of 12.469. Interpretation of sampling was taken by non-probability, by drawing incidental sampling. Therefore, turning in to implications consequences, that was the findings of research could not be used for drawing the generalizations of populations. The conclusion was resulted by this research was generalization sampling.

The analyzed data includes primary data and secondary data, which is quantitative. Primary data includes socio-economic community, use of social media and communication behavior obtained directly from respondents. Whereas secondary data is complementary data regarding the availability of social media, demographic data, geographic data and other supporting documents. The object of this research was teenagers from the age of 12-18 years with the number of 200 respondents of teenagers of Kudu Village, Baki Sub district, Sukoharjo Regency. The village was selected because it is located near the office of sub-district.

Zikmund et al (in Latan, 2014), stated that validity can also be interpreted as the result of correct measurement in presenting concepts. The reliability of behaviour measurement shows that the resulting measurements are free from error of bias and error of over-time measurements (Latan, 2014). The techniques of data analysis include statistical tests, hypothesis testing and significance testing (f-test) through SPSS version 25.0.

## Results and Discussion

This is research about the uses and impact of social media for teens in suburb area that is located in Baki Sub-district and Sukoharjo Regency. Before explaining several of findings, first let the author describe the general conditions of Baki Sub-district of Sukoharjo Regency as research setting. Based on BPS Baki sub-district in number 2017, Baki Sub District devide in to 14 villages, 35 Su-villages, 110 RW and 364 Neighborhood Association. The boundaries of region are:

1. North : Surakarta City and Sub District Kartasura
2. East : Sub District of Grogol and Sub District of Sukoharjo
3. South : Klaten Regency
4. West : Sub District of Gatak and Sub District of Sukoharjo

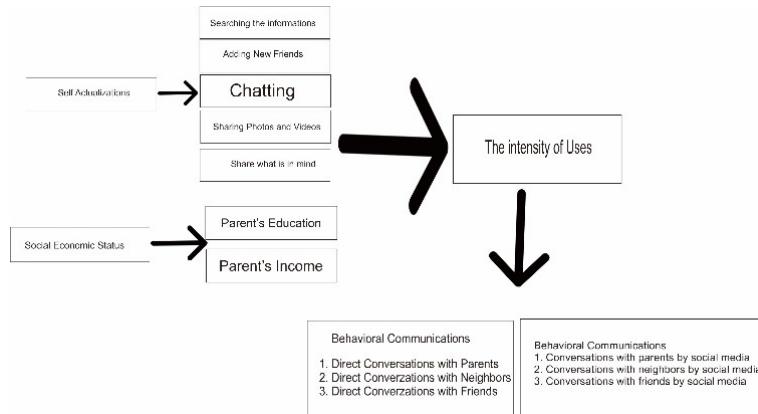
The total of populations in Baki in 2016 as many 79.544, consist of 39.415 mens and 40.129 womens. Total of teenagers are 12.469, consist of 6.246 mens and 6.223 women.

## Uses and Gratifications

Social media is used to fulfill several needs and interest, therefore it can be concluded that the use of social media has a goal which became the motivation to carry it out. Therefore, in accordance to the theory of uses and gratifications, it assumes that audiences are active and goal-oriented. Audience members are largely responsible for choosing media to meet their own

needs, and media are considered only one factor contributing to meeting needs. (Littlejohn & Foss, 2011)

The teenagers of Baki who are active social media users are able to conduct selectivity of use to meet their needs in social media. In this case, the purpose of social media is supported by the motivations in use in which will affect the intensity of use. This intensity in turns will affect the impact of communication behavior towards parents, neighbors and friends. In this study, the conceptual framework is as follows:



**Chart 1.** Conceptual Definitions

Self-actualization becomes a motive as a goal for teenagers of Baki in carrying out activities on social media. Moreover, socio-economic status is also considered to have an influence on changes in the communication behavior of teenagers of Baki. Santrock (in Indrawati, 2015) stated that social economic status can be seen from the existence of community groups that have similar work, education and economy characteristics. This situation will show the differences in conditions such as achievement in the field of work, differences in education, income, etc. Parents of the teenagers in Baki have common things; such as living in a sub-urban area with the majority working as farmers and factory labors. However, parents have different levels of education and income with each other.

### ***The Motivation of Social Media Usage***

The use of social media by the teenagers of Baki Subdistrict has different motivational tendencies. In this occasion, researchers conducted a survey by giving open questions. The answers possibilities are not determined by researchers and respondents are free to give their own answers (Singarimbuan, Masri; Effendi, Sofian ; 1982). However, researchers gave limitations by using the motivation theory of hierarchy of need by Abraham Mashlow in order to receive cognitive answers from the respondents. And the result of the survey shows that the motivation of using social media is mostly to seek information.

**Table 1.** The Uses of Social Media Motivations

No.	Motivations	Total of Respondents
1	Looking for informations	74
2	Adding friends	23
3	Chatting	62
4	Sharing photos or videos	21
5	Write on social media what's in mind	20

Moreover, (Siddiqui & Singh, 2016) social networking sites render the opportunity for people to reconnect with their old friends, colleagues and mates. It also make people to make a new friends. Share content, pictures, audios, videos among them also media social changes the society life style.

(Siddiqui & Singh, 2016) also said in past years teens are in touch with their friends only in schools and colleges, but nowadays the teens are also in touch during they are in own home, even though they used the social media not only to known friends but also with unknown people.

From the arguments (Siddiqui & Singh, 2016) (Judhita, 2011) and (Vevere, 2015) social media affect for offline social network, how people present their self, how people maintenance behaviors and how affect to their privacy.

### **Social Economy Status**

The majority of residents of Baki have occupation of farmers, farm workers, and factory labor. The busy parents who have little time in home become a chance for the teenagers to access social media without limitation. The parent's income, which is above the minimum wage, is also a reason for the parents to provide gadget facilities for their children more easily. However, with the educational capacity of modern parents who understand more about the positive and negative impacts of gadgets, they will limit the children on its usage. Next, in a closed manner, the researcher gives a questionnaire regarding the income of parents:

**Table 2.** Education

No.	Parent's Last Education	Total of Respondents
1	700.000 – 1.400.000	66
2	1.400.001 – 2.100.000	60
3	2.100.001 – 2.800.000	53
4	2.800.001 – 3.500.000	21
	Total	200

**Table 3.** Income Category in Rupiah

No.	Income Category	Total of Respondents
1	700.000 – 1.400.000	44
2	1.400.001 – 2.100.000	63
3	2.100.001 – 2.800.000	50
4	2.800.001 – 3.500.000	17
5	>3.500.001	26
	Total	200

### **Intensity of Uses Social Media**

Andarwati (in Rizky, 2017) explains that intensity is an activity that departs from feelings and done repeatedly. In addition, Saverin and Tankard (in Gifary & Iis) explain the theory of dependence, where people increasingly relies on social media to meet his needs, social media becomes an important part of their life. The intensity of the use of social media in this study is based on the reference of duration of use in a day. Thus, the dependency of teenagers of Baki towards social media can be seen. This is assisted by using indicators that the researchers made to simplify the reading in the report. In this case, the intensity of social media usage by the

teenagers of Baki is on level of high average usage, which is between 3-4 hours. The process of data collection from respondents is done by giving open questions so that researchers could classify according to the number of most frequent intensity of usage.

**Table 4.** Intensity of Social Media Usage

No.	Intensity of Use Social Media	Total of Respondents
1	0 Minutes – 1 Hour	15
2	1 Hour 1 Second – 2 Hour	26
3	2 Hour 1 Second – 3 Hour	46
4	3 Hour 1 Second – 4 Hour	78
5	>4 Hour	35
Total		200

### Validity and Reliability

The results of the research analysis are shown in 10 questions, which produce the validity value with the communalities value above, or > 0.50, which indicate validation, with the existence of sufficient correlation for factor analysis.

**Table 5.** Communalities

**Communalities**

	Initial	Extraction
P1	1,000	,773
P2	1,000	,841
P3	1,000	,552
P4	1,000	,819
P5	1,000	,626
P6	1,000	,605
P7	1,000	,759
P8	1,000	,732
P9	1,000	,754
P10	1,000	,917

Extraction Method: Principal

Component Analysis.

Whereas consistency of measurement technique is listed in reliability analysis as follows:

**Table 6.** Item-Total Statistics

<b>Item-Total Statistics</b>					
Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted	
P1	22.19	48.436	.559	.564	.679
P2	22.38	49.351	.508	.546	.687
P3	22.04	45.943	.561	.422	.673
P4	21.31	52.163	.404	.682	.703
P5	22.66	42.427	.631	.504	.655
P6	22.49	44.944	.517	.456	.680
P7	21.54	50.602	.440	.594	.697
P8	22.92	53.455	.215	.405	.730
P9	22.37	54.747	.091	.280	.758
P10	23.38	58.969	-.008	.119	.751

The existence of social media is helpful for user interaction between each other, without any limits time or distance. Its relatively inexpensive usage is a plus for the increasing number of users over time. The context of space or virtual world is a hole of contemporary phenomena, which makes it possible to see various formation of identity, gender branching, sexual orientation and language construction, which carried out by individuals who use information technology. This happens because users have a global freedom to present themselves in cyberspace. Cyberspace is not physically present, but emerges through a series of digital data, audio, text, images and animation that allows social entities to be artificially formed (McLuhan in Little John, 2006).

This would threaten the communication patterns of suburb teenagers who are not mentally ready and do not possess media literacy. The Baki sub-district, which is located on the border of Surakarta city, has a social economic status of lower mid with a small number of middle-upper classes. It's feared that it is unable to stem the swift flow of social media that does not concern time and distance. Therefore, this affects the communication behavior of teenagers in families and communities. One of the factors that influence the intensity of communication in a family is the level of socioeconomic status. Socio-economic status means a condition that shows the family's financial ability and the material equipment which they have. (Santrock, 2007) Socioeconomic status can be seen as a grouping of people based on similarities in work, education and economic characteristics. The result of this research shows an influence of 24% between the incomes towards the intensity of the use of social media by teenagers of Baki sub-district, Sukoharjo, with a correlation coefficient of 0.117 at the 0.05 degree of freedom. Meanwhile, education has no influence on it.

According to Blummer (in Pramiyanti, Putri, & Nureni, 2016), there are cognitive motives, diversion motives and personal identity motives. The majority of teenagers prefer chatting rather than looking for information and making friends on social media, followed by self-actualization and self-existence. Most female respondents are more open to self-actualization. At least 25% of the female respondents feel comfortable to put out their thought on social media. Conversely, male respondents prefer to seek information and make new friends. On the other hand, the type of social media favored by suburb teenagers is WhatsApp (82%), then Facebook (53%), Google Search (41%), Instagram (38%) and YouTube (25%). The total number of respondent is 200 respondents with age range of 12-18 years. 130 respondents were female (65%) and 70 respondents (35%) were male. However, the results of the analysis show that motivation does not affect social media usage. So there are other factors which influence teenagers to do social media activities.

Gleeson (2001) stated that humans adaptively shape their behavior based on the information environment and vice versa; the information environment is shaped by humans. In addition, the selection of a person's source of information is also based on patterns of habit. Meyers, Nathan, and Saxton (2006) stated that patterns of habit are interpreted as a source of information in the past which meet a person's needs and would tend to be used as a source of information for the next time.

Bungin (2011) stated that the transformation of contemporary Indonesian society is also influenced by the presence of the increasing number social media. The transformation includes various aspects such as religion, culture, lifestyle, and even the communication process. It is also what is feared to happen on the teenagers of Baki sub-district, Sukoharjo regency, which is the shift in behavior from conventional communication to comfortable (informal) communication because of social media, even though it is addressed to parents, friends or neighbors. After the measurement analysis of the dependent-to-independent variable, there was

an analysis on the impact communication behavior of Baki's teenager in relation to the intensity of social media use. The following is the intensity regression of the social media usage by the teenagers of Baki towards communication behavior to parents, friends and neighbors.

## Conclusion

The results of the research about the use and impact of social media on teenagers of Baki shows that the income of the parents had an impact on the motivation of social media usage with a correlation coefficient of 0.117 or 24%, while parents' education did not have any correlation. Moreover, the income of parents had an influence to intensity of use by correlation of 0.188 at 0.05 degrees of freedom, and finally, education has an effect with a correlation coefficient of 0.19. It can be concluded that social economic status affected the intensity of social media usage by 9.6%. Then, the intensity of usage does have an impact on communication behavior by looking at the comparison between the intensity of usage to communication behavior of teenagers with different correlation coefficients. However, the intensity of usage has an impact in online conversations, such as follow; the intensity of the use of social media by teenagers of Baki affects the intensity of social media interaction with parents with a correlation coefficient of 0.851. Moreover, the intensity of the use of social media by teenagers of Baki affects the intensity of social media interaction with neighbors with a correlation coefficient of 0.142.

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