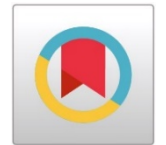


THE ROLE OF STAKEHOLDERS ASSISTING TEENAGERS IN RESPONDING TO CYBER MEDIA



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ABSTRACT

The purpose of this study is to understand the behavior of teenagers in accessing cyber media, as well as the efforts of stakeholders to assist them in responding to cyber media. This research is a type of qualitative research. The research data were collected through document study, observation and interview with 15 informants, consisting of educators, parent representatives, community leaders, youth leaders and mass media observers from Denpasar City, Badung Regency, Gianyar Regency and Buleleng Regency. The data analysis was done descriptive-interpretively. The results showed that teenagers were good at utilizing social media applications such as BBM, Facebook, Twitter, WA, Line, and Instagram. They also used email, Wikipedia, Mailing list, Youtube, Weblog, and Blogsite to correspond with their friends and access information. But the information consumed by teenagers from the internet has the potential to affect their consumptive behavior, adopt a shortcut culture, as well as individual behavior that weakens social solidarity. The family, educational institutions, peers, and the government have a strategic role in anticipating the negative impact of internet (cyber media) on teenagers. Efforts of developing education-oriented sites need to be made.

1. INTRODUCTION

Today, information and communication technology has grown immensely, both in urban and rural areas. In the past, television, newspapers, and radio were very dominant as a medium for delivering news or information, but today there are new tools, namely, internet networks used to communicate and convey information. Today, people love the virtual world (the internet), a world full of hyperreality (Baudrillard in Pilliang, 1998: 228).

The presence of information and communication technology (ICT) has changed the way of life of the people in carrying out daily activities. The application of ICT in all sectors of life involuntarily has brought the world into a new era of globalization faster than initially imagined. The result is that instant information can be accepted and followed by people around the world. Changes that occur at the global level affect these societies (Azra, 2004). Today the use of the Internet has affected almost all aspects of human life both social, economic, educational, entertainment, and even religion without knowing geographical boundaries and social status.

Progress in the application of ICT in various areas of life makes the concept of geographical distance unimportant to those with access to ICT. Anyone connected to ICT can access information anywhere and communicate with anyone wherever he or she is by using the Internet. ICTs drive fundamental changes in everyday human life, including in learning and teaching. Learning process that is previously centered on lecturers and the

surrounding environment, now students have been able to find a source of learning widely by utilizing the development of ICT (Renstra Unud 2015-2019).

Some universities in Indonesia already have cyber media facilities such as e-learning, e-library, online thesis, online dissertation and other online services. E-learning is one way of doing teaching and learning activities in college environment online. Teachers can provide all their course materials by uploading these materials to this server. E-library is a cybermedia tool that supports library functions that serve all educational, research and community service activities through the provision of information and knowledge in various forms along with the development of information technology. While the online thesis service, the online dissertation has made it easier for students and the public in general to access the research results of master and doctoral students through cyber community without having to visit the local campus.

In addition to being a vehicle for news and information, the internet has now been developed into cybermedia that supports online libraries. Internet is not only in use in terms of habits of communicating with others, and search for data or information available on the internet. Through internet, email can receive and deliver letters and other documents. The Internet can also support daily activities such as reading newspapers, magazines, even to the learning process. For busy professionals, internet presence is the best alternative for most daily activities. The global world like today technology has the key to change in society (Gaulet in Bungin, 2006: 177). Therefore, research related to the utilization of ICT is very necessary to see how far the community can take advantage of this information and communication technology.

In addition to print media (magazines, newspapers, tabloids), TV and radio, internet or cyber media presence is expected to support the educational process in building the character of teenage personality. This paper will discuss two problems: (1) How is teenager behavior in accessing cyber media? (2) How do stakeholders assist teenagers to respond to cyber media?

2. RESEARCH METHODS

This research is a type of qualitative research. The research data was collected through document study, observation and interview with 15 informants, consisting of educators, parent representatives, community leaders, youth leaders and mass media observers from Denpasar City, Badung Regency, Gianyar Regency and Buleleng Regency. Data analysis was done descriptively-interpretively.

3. DISCUSSION

3.1. TEENAGER BEHAVIOR IN ACCESSING CYBER MEDIA

Today, information communications technology (ICT) continues to grow. Recent developments of ICT are realized in the form of Personal Computer (PC), laptop, smartphone, and Ipad. Most respondents use smartphones (85%), 4% use PC / laptop, and only 1% use Ipad (Figure 1).

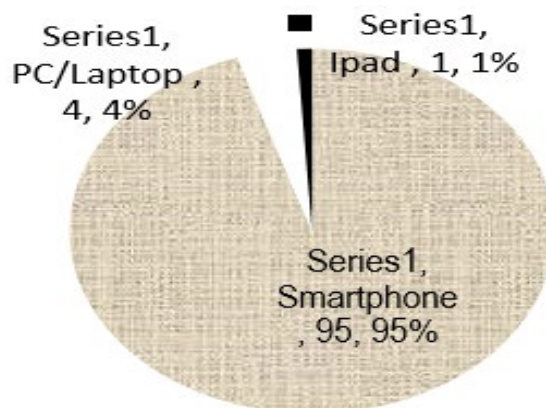


Figure 1: Type of ICT used Respondents (N = 100)

(Source: Suryawati, 2017)

Current Information Communication Technology (ICT) has provided a variety of application facilities which are increasingly smart and easily operationalized by the users. Among these are social media applications such as BBM, Facebook, Twitter, WA, Line, and Instagram. All respondents used some of these social media applications. It appears that BBM users were more dominant than WA. In addition, they also do correspondence and access information using social networking such as email, Wikipedia, Mailinglis, Youtube, Weblog, and Blogsite.

Most respondents often use cybercommunity to know weather conditions (76%), money exchange rate (51%) and job market info (49%). Respondents also used cybercommunity to search for information related to their hobbies, including electronics, cars, home ads, recipes, and drugs. In addition to accessing information related to hobbies, respondents also access the internet for entertainment in the form of sports broadcasts, music, movies as well as information about online shopping ads.

Exposure to mass media and the internet is put on adolescent behavior. If they lack independence, adolescent attitudes and behavior may be affected by exposure information presented through cyber media. Impressions of violence and pornography for example can affect adolescent behavior.

The presence of information and communication technology today has made it easier for humans to perform daily activities. Various activities that used to be done physically directly now are done quickly, simply by pressing the button on the phone or computer. What is expected to come can be done, including shopping activities, booking tickets, sending documents and so on. Everything can be done over the internet. The ease with which ICT development is on the one hand is very positive, as work becomes easier, effective and efficient, but on the other hand, the internet / cyber media also offers negative things, including:

- 1) offer / influence the consumer's lifestyle to the public. Today's mass media whether print; TV, or online media, often provides content that spoils the public's imagination, such as luxurious life and leisure, free sex "Westerners", and so on.
- 2) Introducing a shortcut culture, an all-round picture of life, luxury without effort (an irony of the realities of life)
- 3) Cyber communication has changed the pattern of social interaction of society into virtual society (Cybercommunity). People are more likely to use virtual communication than face-to-face communication to interact with relatives and friends because the device to access them is unlimited. Consequently, egoism, individualism develops. Social proximity becomes reduced by the use of information and communication technology. Social sentiment, sense of community, and social solidarity can be disrupted. Humans to each other will become alienated, because hypnotized by cyberspace.

3.2. ROLE OF STAKEHOLDERS ASSISTING TEENAGERS IN RESPONDING TO CYBER MEDIA

In the midst of the cultural currents of materialism, hedonism and glamourism, the internet media has the potential to negatively affect the attitudes and behavior of teenagers who access them. First, as the informant's statement above, the packaging of information presented in cyber media tends to offer a culture of consumerism. Moreover, the behavior of teenagers who access the internet mostly (69%) visit online shopping sites (Figure 2).

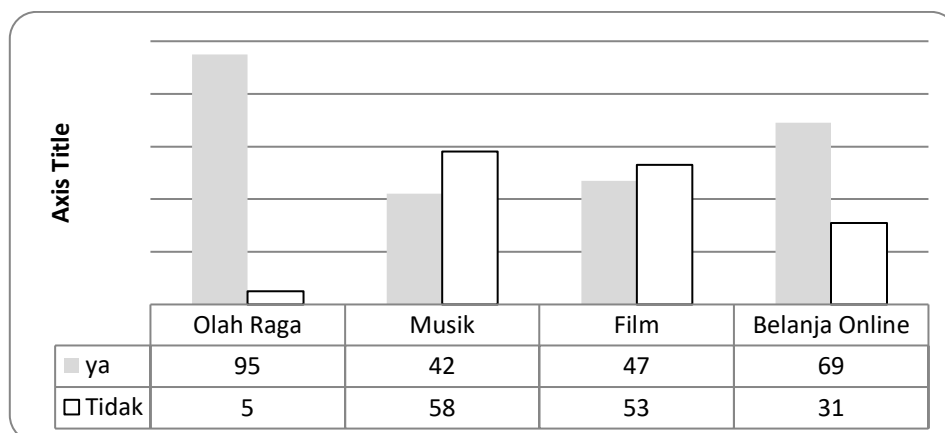


Figure 2: Entertainment information often accessed to by the respondents (N = 100)

(Source: Suryawati, 2017)

Because of frequent visits to online shopping sites, automatically the desire to grow consumerism, the phenomenon of consumptive behavior, as well as the shortcut culture of offered by popular culture can become a reality. In addition, the virtual world (internet) also creates alienated humans, albeit in togetherness. They do meet face, but often do not greet each other, because each cool to play its gadgets. For that, there is hope that adolescents will not fall victim to consumptive culture, "shortcut culture" (good life without effort). It takes anticipatory steps so that the development of cyber media today does not fade the cultural traditions of Balinese society as follows two informants:

"Do not make our children consumptive, dragged by the influence of the media presenting a consumptive culture. Consumptive culture, imitative culture (imitation), glamorous life as set by TV teen drama and YouTube (on the internet). Cultures lullabying young people must be corrected. (Ketut Sukanata, Director of Local Association of Indonesian Family Association (PKBI), interview: September 1, 2017).

"I am as a village head looking at the religious social aspect, I do not let the bad developments of cyber media affect the social and religious life of indigenous peoples in Bali (I Made Maja, Head of Mantring village Tampaksiring Sub-district interview: November 20, 2017)

The Balinese people, including the younger generation, should be able to utilize cyber media to preserve the cultural traditions of Balinese society that are threatened by their existence due to the negative effects of popular culture. Popular culture presented by the mass media and the internet today is potentially eroding the values of local tradition (Bungin, 2011: 101)

Various negative effects of popular culture sourced from the internet need to be reduced; on the contrary efforts of internet utilization (cyber media) in constructive and educative need to be developed. Information management and the development of communication strategies are needed to build the character of teenager personality. In this regard, the relevant stakeholders need to play a synergistic role. Among them are the role of the family, the role of educational institutions, a conducive social environment and the implementation of media regulations that sustain constructive education for the development of teenage personalities.

First, families have an important role in directing and assisting teenagers. However, from the field study, the old family is not fully able to control the teenager in consuming media and internet materials. There are some parents who tend not to know the activities of his son and daughter in accessing media information. Families also have not provided effective assistance for the development of teenager self-identity. This is not in accordance with family functions which, according to Anthony Giddens (1992) as an institution a family has a major role in socializing the values of life to the next generation. It is the family who teaches the character and traditions of the community. Through the family also the ethos of hard work and unyielding attitude is taught.

In line with the incessant influence of mass media today, the family must also be able to play a role in the teenagers' mentoring when responding to media influence. Adolescents - especially early adolescents (aged 10-14 years) need to be accompanied in receiving, sorting and selecting information that supports the development of their personality. Information circulating through the mass media and the internet is part of learning for itself. Similarly, the role of peer / community environment tends to be permissive. There are adolescents that are less educational environment. Among them is the environment of teenagers in the city of Denpasar, some of his teenagers are involved in the likes of drunkenness and motorcycle gang (Suryawati, 2012).

Second, it has to do with the important role of educational institutions or schools. Educational institutions (junior high school, senior high school, university) in Bali are already running extracurricular program, including Youth Scientific Group (KIR), Scouting, and Student Group Concerned AIDS-Drugs (KSPAN). The principles of extracurricular activities include: (a) individually appropriate to the potential, talents, and interests of the learners; (b) voluntary, (c) active involvement of learners, (d) fun; (e) build the spirit of learners to work successfully and successfully; and (f) for the benefit of society (Norken, 2012: 97). Extracurricular program is quite positive to assist teenagers / students in the development of his life skills. However, educational institutions have not specifically provided guidance on the negative impact of the media. In some shows of teen soap operas precisely described that the school into a scene of romance and drama that degrade the authority of the school (Suryawati, 2012). Educational institutions should also provide guidance and guidance for their students related to the negative impact of the media.

Third, peer group has a dominant role in forming attitudes and behavior of adolescents. Therefore, the effort to create a positive and conducive social environment for teenagers is an important factor. However, the reality in the field shows that peer environments tend to be less educative and not conducive in shaping the expected adolescent personality. There is a practice of adolescent behavior that tends to be consumptive. They are consumed by the consumptive culture offered by the mass media. In addition, there is also a phenomenon of unhealthy attitude and

behavior of adolescents (including smoking, skipping school). This occurs as a result of the society's tendency to be permissive against the violation of social norms. Because peers have significant influence, it is necessary to create a peer environment that supports the formation of positive teen personality traits. Peers need to have positive and educational influences and examples. They must be a powerful social group, participate in mentoring and control in the development of the personality of their teenage peers.

Fourth, it is tied to the importance of the government's role in the development and enforcement of regulations that support education. Some informants considered that the government in enforcing regulations related to "media education function" is still weak. Among them are the Broadcasting Act no. 32 of 2002 Article 4 stating that: (1) Broadcasting as a mass communication activity has function as a medium of information, education, healthy entertainment, control and social adhesive; (2) In performing the functions referred to in paragraph (1), broadcasting also has economic and cultural functions. There is also a regulation on the function of media education (the Law on Information and Electronic Transactions, Article 4, Chapter II Principles and Objectives: the utilization of information technology and electronic transactions are carried out with the aim to educate the nation as a part of the world information society).

The above government policy enables the media to actively participate in educating the nation. However, its implementation in the field tends to be weak. The impression of the existence of the regulation that guards the "media education function" is lack of socialization. Implementation has also not been implemented in a consistent manner. The development of mass media (including TV, cyber / internet) is still determined by those who have dominant political and social-economic forces so that their orientation tends to carry a hedonistic and materialistic market culture. This does not support the policy regarding such media education functions. Therefore, it is expected that the regulation related to the function of media education can be upheld and implemented in the management of information and the development of communication strategies to sustain educational efforts and the development of constructive personality character of adolescents.

The government through the Ministry of Information is authorized to block sites that publish non-educational materials (including hate speech, racial intrigue, porn ation, pornography), as well as encourage the development of cyber community that sustains education in shaping a healthy, intelligent and responsible teen generations. This healthy, intelligent and responsible teen generation is the next generation that is expected to compete in the face of global competition in the future.

4. CONCLUSIONS AND SUGGESTIONS

4.1. CONCLUSION

- 1) Through Personal Computer (PC), laptop, smartphone, teenagers have been smart at utilizing social media applications such as BBM, Facebook, Twitter, WA, Line, and Instagram. They also use email, Wikipedia, Mailinglist, Youtube, Weblog, and Blogsite to correspond and access information. But information consumed by teenagers from the internet has the potential to influence their consumptive behavior, adopt a shortcut culture, as well as individualistic, and alienated behavior that undermine social solidarity.
- 2) To anticipate the negative influence of the internet, the family, educational institutions, peers, and government have a strategic role: (a) the family plays a role in socializing the values of life, giving assistance to children while interacting with the media, and providing direction for personality progress, (b) through the mentor teacher, the school/ educational Institution may also provide guidance regarding the negative impacts of the media; (c) peer / community environments may provide support to teenagers; (d) the government should enforce regulations concerning "the function of media education", and encourage the development of cyber communities that underpin the education and development of teenager personality which have healthy, intelligent and responsible characteristics.

4.2. SUGGESTIONS

- 1) School educators and parents at home need to provide assistance to teenagers accessing and consuming information from the internet (cyber community).

- 2) The government (in this case the ministry of information) needs to intensify and enforce regulations related to "media education function" by blocking non-educational sites (action porn, pornography), and supporting the development of educational-oriented sites.

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CONFLICT OF INTEREST

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