

# Technology, Social Media And Behaviour Of Young Generation In Indonesia; A Conceptual Paper

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**Abstract:** Technology development brings a wide impact for community, especially for young generation. Technology provides both positive and negative impacts for young people in Indonesia, especially communication technology. The following is a review of a study that will reveal the impact literatur and dynamic behavior of the younger generation as a result of the development of social media in Indonesia. This study is expected to be a reference for subsequent studies on adolescent study and its dynamic

**Index Terms:** Social Media, Young Generation, onseptual paper, Indonesia

## 1. INTRODUCTION

The internet has a vital role in life in the current era of technology and information, ease of access using extensive information technology through e-mail, chatting through social networking sites, finding information and other things. Of the several activities carried out by accessing the internet, social networking sites are the most popular sites, especially for teenagers. These sites include Facebook, Twitter, Path, Instagram, Waze, Ask.fm, Tumblr, Pinterest, LinkedIn and Google+. Annual study results from Yahoo! Inc., about an innovative study of internet user behavior that identifies significant trends about internet user behavior in Indonesia. First, over the past two years, the use of cellular phones (cellphones) in Indonesia has been the main driver of growth in internet usage in Indonesia, where cellphones are the second most used medium (55%) after television (100%). Secondly, internet growth has also been linked to demographic shifts where relatively older age groups (30-50 years) begin to use the internet in Indonesia. Third, entertainment and holiday content, especially entertainment news and celebrities (40%), upload and download music data (39%) show maximum growth. Search rose from 70% last year to 75% this year, largely driven by young users who use the internet to search for images (76%), music or audio (43%) and videos (33%) (www.chip.co.id).

Based on statistical indicators of internet users in Indonesia, the average time required by internet users to access information via a PC or laptop is 5 hours 30 minutes per day, the percentage of internet users via mobile or smartphone is 14% of the total population. While the average time spent by internet users via mobile or smartphone in Indonesia is around 2 hours 30 minutes every day. Internet development statistics in Indonesia reach 15% or 38,191,873 internet users from our total population 251,160,124, while internet users use mobile or smartphone reaching 14% of the population. Naturally, Indonesia is a lucrative target for current smartphone marketing (www.teknologi.kompasiana.com). Currently adolescents as one of the internet users who have not been able to sort out useful internet activities, and tend to be easily influenced by the social environment without being able to filter the effects of their activities. A number of studies on the impact and utilization of the internet show that the internet is the main source for learning about what that is happening in the world such as for entertainment, fun, relaxation, to forget problems, eliminate loneliness, to fill time as a habit and do something with friends or family, Severin and Tankard (2005). For Indonesian teenagers, especially adolescents starting in junior high and high school levels, the internet is a basic requirement both to support learning activities at school or as a means of accessing entertainment. The impact that arises in the end is how the effects arising from technology and communication, especially social networking for adolescents. According Budimansyah (2004) required the development of human resources that are characterized as an effort to develop in terms of an internal nation with other terms to build human resources with a straight, strong, high personality. The quality of human resources is first determined by the character or personality, ie character or personality that is moral and highly motivated. The absence of this element causes Indonesian people to be oscillated, weak in their initiative, easily directed to things that are bent (Soewardi, 2005; Untari, 2019). Based on the explanation of the facts above, this study seeks to describe descriptively the impact of social media in influencing the behavior of young people in Indonesia.

## 2. METHODOLOGY

Technological developments affect various aspects of life, including the behavior of the younger generation in Indonesia. The development of social media has both positive and

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negative impacts. And this paper seeks to make a comprehensive study of the impact of social media on the lives of young people, especially in Indonesia. Thus this study is a conceptual paper related to the development of social media and young generation behavior through the discovery of information data and facts derived from secondary data from related agencies as well as information and data derived from textbooks and scientific publications. This paper is expected to be a reference for observers of the world of adolescents and social media development.

### 3 ACADEMIC REVIEW

#### Social media

The development of social media has an impact on the way organizations communicate. The advent of web 2.0 allows people to build business and social relationships and share information. Social media or in Indonesian is called social media is media that is designed to facilitate social interaction that is interactive or two way. Social media is based on internet technology that changes the pattern of information dissemination from previously one to many audiences, many to many audiences (Paramitha, 2011). According to Gunelius (2011) social media is an online publishing and communication tool, site, and purpose of Web 2.0 that is rooted in conversation, engagement, and participation. According to Satria and Ali (2018), social media is a participatory online media that publishes news, photos, videos and podcasts that are announced through social media sites. Usually accompanied by a voting process to make media items popular (Untari and Satria, 2019). The definition of expanded social media is said that Social media is democratizing information, changing people from content readers to content publishers. This is a shift from the broadcast mechanism to many to many models, rooted in conversations between writers, people, and peers. Based on this definition, it is known that the fundamental elements of social media are, first, social media involves different social channels and online is the main channel. Second, social media changes from time to time, meaning social media continues to grow. Third, social media is participatory. "Viewers" are considered creative so they can provide comments (Evans, 2008). Social media can take various forms, including internet forums, message boards, weblogs, wikis, podcasts, images and videos. Technologies such as blogs, image sharing, wall posting, e-mail, instant messaging, music-sharing, group creation and voice over IP. Some types of social media applications are Bookmarking, Content Sharing, Wiki, Flickering, Connecting, Creating - opinion, Blogs (Puntoadi, 2011) Social media can compete with a variety of other communications, even providing very important benefits for the company. Here are some of the benefits of social media according to Puntoadi (2011) as follows:

1. Personal branding is not only a figure, it's for everyone. Various social media such as Facebook, Twitter, YouTube can be a medium for people to communicate, discuss, and even gain popularity on social media. The advantage of building personal branding through social media is not knowing tricks or pseudo popularity, because the audience will determine (Puntoadi, 2011).
2. Fantastic marketing result through social media. People don't watch TV's anymore, they watch their mobile phones. The phenomenon in which the way of life of

society today tends to make more use of their mobile phones that are already known as "smartphones". With a smartphone, we can see various information (Puntoadi, 2011).

3. Social media provides opportunities to interact more closely with consumers. Social media offers a more individual, personal and two way form of communication. Through social media marketers can find out the habits of their consumers and interact personally and build deeper engagement (Puntoadi, 2011).
4. Social media has a viral nature. Viral according to Danis (2011) means that it has properties like a virus that is spreading rapidly. Information that arises from a product can be spread quickly because the inhabitants of social media possess a sharing character.

#### Young generation

The term adolescence or adolescence comes from the Latin word *adolescere* which means "to grow" or "grow to adulthood". Primitive nations, as well as people from ancient times, view puberty and adolescence is not different from other periods in life span, children are considered to be adults when they are able to reproduce. The term adolescence, as it is used today, has a broader meaning, including mental, emotional, social, and physical maturity. (Hurlock; 1990). Monk (Monks & Knoers; 2002) explains that in the development of one's personality, adolescents have a special meaning, but once adolescence has an unclear place in a series of processes of one's development. Teenagers actually do not have a clear place. He is not included in the group of children, but he is not included in the group of adults or the elderly group. Teenagers are between children and adults. Teenagers are still unable to master their physical and psychological functions. Supporting the opinion of Monk and Hurlock, the Candidate (Monks & Knoers; 2002) states that adolescence clearly shows the characteristics of the transition or transition period because adolescents have not yet obtained adult status but no longer have childhood status. Even though there are no clear boundaries between childhood and adolescence, a sudden symptom appears in the beginning of adolescence: that is, symptoms of genital sex, until this adolescence or at least the beginning of the period also referred to as puberty (Monks & Knoers; 2002) Puberty is a period in the developmental range when children change from asexual beings to sexual beings. The word puberty comes from the Latin word meaning "age of maturity". This word refers to physical changes rather than behavior that occurs when an individual is sexually mature and able to give offspring (Hurlock; 1990). Monk argues that puberty comes from the word *pubescent* (ie *Pubescent*). Another word *Pubescere* which means getting pubes or pubic hair, which is a secondary genital sign that indicates sexual development. If furthermore the term puberty is used, then what is meant is adolescents around the period of sexual cooking (Monks & Knoers; 2002). Age Limitation Adolescence is generally considered to start when a child becomes sexually mature and ends when he reaches legal ripe age. According to Hurlock (1990) in general adolescence is divided into two parts, namely early adolescence and late adolescence. The dividing line between the beginning of adolescence and the end of adolescence lies around the age of seventeen. Early adolescence lasts approximately from thirteen years to sixteen or seventeen years and the end of adolescence begins from the age of

sixteen or seventeen years to eighteen years. Thus the end of adolescence is the shortest period. Not much different from that Monk (Monks & Knoers, 2002) said that the development of adolescence globally takes place between the ages of 12-21 years, with a division of 12-15 years of early adolescence, 15-18 years of middle adolescence, and 18-21 late teen years. Whereas puberty generally occurs between 12-16 years in boys and 11-15 years in girls (Monks & Knoers; 2002, Hurlock; 1990) Age limit for adolescents according to WHO is 12-24 years. According to the Ministry of Health of the Republic of Indonesia is between 10-19 years and not yet married. Whereas according to the BKKBN is 10-19 years (Widiastuti, et al.; 2009). Development in Adolescence According to Widiastuti (2009) based on the nature or characteristics of adolescent development (time span) there are three, namely: Early Adolescence (10-12 years), Middle Adolescence (13-15 years), Late Adolescence (16-19 years). In outline the development of adolescence includes three main aspects, namely: physical development, emotional development, and psychosocial development.

1. Physical Development. Physical growth is still far from perfect when puberty ends, and it is clearly not completely perfect at the end of early adolescence.
2. Emotional Development. Traditionally adolescence is considered a period of "body and pressure", a time when emotional tension rises as a result of physical and glandular changes.

### **Empiricism The Role of Social Media in the Young Generation**

The Ministry of Communication and Information (Kemenkominfo) revealed that internet users in Indonesia currently reach 63 million people. Of that number, 95 percent use the internet to access social networks. Director of International Information Services of the Directorate General of Public Information and Communication (IKP), as conveyed by Selamatta Sembiring said, the most accessed social networking sites are Facebook and Twitter. Indonesia is ranked as the 4th biggest Facebook user after the USA, Brazil and India. According to data from Webershandwick released by Internet World Stats at the end of 2012, public relations companies and communication service providers, for the Indonesian region there are around 65 million active Facebook users. As many as 33 million active users per day, 55 million active users who use mobile devices in accessing it per month and around 28 million active users who use mobile devices per day. Twitter users, based on data from PT Bakrie Telecom, have 19.5 million users in Indonesia from a total of 500 million global users. Twitter became one of the largest social networks in the world so that it could reap profits reaching USD 145 million. Producers on social networks are people who have produced something, whether it's writing on a Blog, photos on Instagram, or uploading videos on Youtube. Most Twitter users in Indonesia are consumers, who do not have a Blog or have never uploaded videos on Youtube but often update their status on Twitter and Facebook. Besides Twitter, another social network known in Indonesia is Path with 700,000 users in Indonesia. Line of 10 million users, Google+ 3.4 million users and LinkedIn 1 million users (<http://kominfo.go.id>). Based on Nielsen's research results, users of social networking sites like Facebook in 2009 in Indonesia increased by 700% compared to 2008. While in the same period, Twitter users in 2009 increased by 3,700%. Most

users are 15-39 years old. This shows that the users of social networking sites are among school-age teens ([www.yprapto.wordpress.com](http://www.yprapto.wordpress.com)). From these data it can be concluded that social media users are among the younger generation, according to their definitions and characteristics adolescents are a period where the soul and physical body develop very rapidly. In this condition they have a tendency to gather, communicate with their peers, this right is what causes the use of social media at this age so high. According to the task of development, according to Widiastuti (2009) emotional changes that occur in adolescents in the form of conditions: Sensitive, easy to react even aggressively to disorders or stimuli, There is a tendency to disobey parents and prefer to leave. From this emotional side of adolescents will tend to use social media to react with the surrounding environment, to gather with their peers who are separated and used as a symbol of their disobedience to parents. The difference in age that makes teens will be tiered with parents parents, because they are born, live, grow and develop at different ages They will tend to be across from parents and gather with their friends rather than living at home together. In each arena there is a complex interaction of determinants to function properly. Based on this tendency, it is not uncommon for teenagers to access the largest social network. Seeing the task side of their development both physically, psychologically and psychosocially makes teenagers tend to consume social networks in their daily activities. They will be happy to share new things with their friends, talk about trends, communicate with friends of the same sex or the opposite sex, all together using social networking. Seeing this phenomenon we can conclude that social networking has an extraordinary influence on teenage behavior. The use of social networking can be seen as two sides of a coin in its use. The first is the positive impact that is obtained and we must look at the other side of the negative impact that must be watched out and anticipated from the rampant use of social networks among adolescents.

### **Impact of Social Footprint for Youth**

Positive impacts arising from the use of social networks among adolescents, namely:

1. Social networking is the most widely used internet function where every internet user can communicate with other users from all over the world. This can open easy access to find and carry out communication activities with anyone.
2. Data exchange media, by using email, newsgroups, ftp and www (world wide web - network of web sites) internet users around the world can exchange information quickly and cheaply.
3. The media for finding information or data, the rapid development of the internet, making www as one of the important and accurate sources of information.
4. The ease of obtaining information, which is on the internet so we know what is happening.
5. Can be used as information land for education, culture, and others.
6. Ease of transaction and business in the field of trade so that you do not need to go to the place of offer / sales.

### **Negative impact**

Pornography assumption that says that the internet is identical with pornography, is not wrong. With the ability to deliver information possessed by the internet, pornography is

rampant.

#### 4 CONCLUSION

Based on the above study it can be concluded that the majority of internet users who are social media sites are teenagers. Teenagers are a time when someone starts to develop themselves both physically and psychologically. The rapid development of social media has an impact on the younger generation, both positive and negative impacts. Thus the control of the development of social media needs to be tightened so that as much as possible to banish the negative impacts that may be obtained by the younger generation. In addition, the role of parents and the environment is also important to direct the young generation in the use of social media so that positive impacts can be obtained by the younger generation in Indonesia.

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