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Teenagers, Online Media, and Hyperpersonal Communication: Preparing Teenagers on Facing Global Labor Demands in the Online Hoax News Era

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Abstract

ASEAN Economy Committee is a momentum for the change of the relations among ASEAN countries. Since its appearance in 2015, the country members of ASEAN have been trying to improve their quality. On the matter of labor, there is a big difference regarding to the skill that is needed for the labor in this era from the past. On the other sides, the global era also impacts on the development of information and communication technology. Online media has been established to complete the mainstream mass media. The content of the media, either as a mass media or online media, is just the same. However, there is a difference in the reception of the message itself, there is no difference in the function of the media. This article explores the need for improving the teenagers, as the future leader of a country and to be a prepared high-quality labor even in an advanced information era like today. The conceptual finding of this article can be used to do an application research based on the need.

Keywords: teenager, labor demand, global era, hyperpersonal

1. Introduction

The transformation of the era comes with the new way of life for people in general. It is understandable that people, as a dynamic creature, will change their life style. In current situation, internet has trusted to be the new innovation that already involved in every aspects of human's life. The internet ability to reach broader scope has made people to love it and willing to adapt on it.

The teenager has the greatest potential to be the group of society that has the strong relations to the internet. Asosiasi Penyelenggara Jasa Internet Indonesia or APJII/The Association of Indonesia Internet Service Provider launched the data on the internet using in Indonesia. It is said that 42.8% of all of internet users in Indonesia is the teenager [1]. It consists of the age 10–24 (18.4%) and 25–34 years old (24.4%). It can

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be understood that the youth is the highest group of the internet users in Indonesia. It makes sense, since internet involves technology knowledge, and teenager seems easier than the adult to learn about it.

In this global era, there is a high requirement in some aspects that force people to improve their skill and knowledge so that they will be able to go through the challenges that come ahead. On the other side, the internet intervention in daily lives seems unavoidable that doesn't give us chance to choose between using it or leaving it. Therefore, it is important to understand how to build a great teenager characteristic to face the harsh life in this era, especially in the part of an industrial world.

Become a certified labor is one of the qualifications to be a good quality employee. In Indonesia, government has provided an independent institution to handle it, called Badan Nasional Sertifikasi Profesi (BNSP) or National Agency of Profession Certification. The establishment of this institution was based on Law of Labor, Number 13/200. This institution will provide a service in certifying the employee by conducting the test for them and finally will issue the certification to proof them as a certified employee. Some of the fields of works with certification institution are finance/banking, tourism, technical, oil and gas industry, information and communication technology, electricity, beauty, mining, real estate, and so forth. The question is, is certified labor is all that we need? It appears that it is not enough to have a piece of paper that says the certification in a field to be a great labor.

On the other side, there is a big differences on the demand of the labor nowadays, compare to the years before, due to the changing of the era, and the development of the global life. Since 2015, for example, ASEAN has established the ASEAN Economic Community (AEC) that forces Indonesia, as one of the member of ASEAN, to do some preparation on it. The preparation requires a high competency of labor to meet the need for it. AEC involves the wide-ranging and multifaceted regional economic integration process. The economic integration agenda of ASEAN countries has significantly established from its initial focus back then, on trade liberalization and currently covers a broader array of issues ranging from investment to labor migration to Intellectual Property Rights [2].

The increasing of the era, the higher quality of labor is needed. This internet era comes with the variety of new phenomena, and the flood of information is one of them. The more information are exchanged, will require more than a reading skill, but people must have the skill to accept whatever it is on the news on the right way. Flood of information has been happened since the first time printed machine was invented.

It goes wider when internet came. The variety of topics also appears, and the issue on hoax is on them. The development of the internet use in the world, specifically in Indonesia, causes some consequences, including hoax phenomena. Actually, hoax had been existed since the middle age era [3].

In the digital information era, the topic is not the only one that is needed to be considered of. The news about the topic is something that also important, since people are live with the media that always have their own agendas as the content of the news. Moreover, teenager as the highest group of the internet users in Indonesia are expected to be the group of society that have the skill to accept the information from the media to support their technical skill in the global era.

This article will explore the need skill of teenagers as the future labor to meet the labor demand in the future era. The news about hoax will be employed to be the example of the topics that might appear in the media.

2. Literature Review

2.1. Teenager as future labor

Teenagers can be explained as a group of society in the range of age 16–19, so, the High School student can be classified into the final teenager group. There is a period of consolidation into the adult period at this stage, yet it is characterized by the achievement of the: (1) A rising interest in the functions of the intellect; (2) The ego seeks the opportunity to unite with others and in new experiences; (3) the sexual identity is formed and will be stable; (4) Egocentrism (overly self-centered) is replaced by a balance of self-interest with others; (5) Grow the 'wall' that separates one self and the public [4].

Moreover, teenager also a group of society that has motivation which is usually called change-oriented movement. There is an emphasizing of the change, and the change is more possible in term of the behavior, not the thought. When there is a change in the behavior, the thought might come as follows. The teenagers are more likely to change their behavior by the following three conditions: (1) The teenager associates the change with something of intrinsic value, (2) The teenager is able, willing, and ready to change, (3) The environment where the teenager lives is a safe, filled with acceptance, and consist of empowerment place [5].

Teenagers are highly more trusted to be the great future leaders, to act as the important stakeholders than any other group of society. They will play the role in an

important part for successful community engagement [6]. It is because the possibility for them to run everything in order. They get more opportunities to improve their quality, and they also in the phase of young age, where they can do whatever they want to make their hopes and dreams come true. Unfortunately, a research from Eva & Sendjaya revealed that the teenager didn't get much on the training regarding to the ethics of the work. They still need to be trained on how to be a great leader, so that the able to run the office, the organization, or even the country well [7]. Teenagers also hold the greatest ability among other group of society on learning the new technology, such as internet. It gives them the power to dominate and become a decision maker in a family [8]. Domination in a decision can indicate the power. Moreover, with the power, someone can easily influence people around them.

2.2. Mass media and online media in the global era

Mass media meets the increasingly complex needs of society with an important monitoring function as a transmitter of information. The term mass media has been defined by McQuail as a means of organizing regularly, remotely, and many empty spaces over time. He refers to the mass media as a channel capable of distributing messages quickly to large audiences [9]. The distribution can be done through the medium of newspapers, television and internet. The media usually considers having the task of collecting, summarizing, and reporting information through mass communication that works for different groups of people. From McQuail's definition, the keyword for understanding mass media term is the ability to cover the mass. It can't be counted for surely, it also can be defined in numbers. The term mass is defined in the term of the size of the audience, the mass people. They are very large, dispersed geographically, quite diverse, and typically anonymous. It appears that it was an ancient thought of mass media. Turow got a new idea in the focus of describing what mass media is. He emphasized it in the production process of the mass media. He also stated that there are four ways people use mass media; for enjoyment, companionship, surveillance, and interpretation [10].

Based on the aforementioned functions, every field of life can be represented in the mass media, from economy, politics, social, and cultural issues. The example of social issue that might appear in the mass media is the information about a crisis of an organization. The media can be so critical in deciding for putting a particular thing as an interesting issue to be published so that it can be consumed by so many people or so many audiences. This issue can influence the audience, and it will have a great

possibility that the audience who read the news is the employee of the crisis organization. When people hear the message and then influence them in an important way, they are more interested in the message and give more mental energy to consider their content [11]. This kind of content of a mass media comes from the surveillance function. In the surveillance, audience will learn about what is happening in the world around. People try to find out the social reality [10].

Another social issue that appeared in mass media is the shooting at a school. It can give a clear explanation to the people on tracing particular patterns of visualization relating to the representation of victimizers and victims [12]. Related to one of the functions of the mass media, interpretation, this issue is kind of a sensitive issue. Surveillance is no longer enough for people. They will try to seek deeper than only know what happened. Interpretation means finding the meaning of something. In the interpretation, people not only try to look at the phenomena, but they also try to find out the reason behind it [10]. Causal explanation is eager to be found by the people who already get initial information about everything

Interpretation also means production of meaning of the content of mass media. It also can be seen from the study conducted by Raharja [13]. The research showed the sport issue. He did a research using framing analysis which consists of four structures (syntax, script, thematic, and rhetorical). It was concluded that okezone.com and viva.co.id have different tendency in constructing the facts of the score of National Team of Indonesia. The difference was in the tendency in constructing the facts of this news that can't be separated from the alignment of the media in positioning themselves in Indonesian football conflicts. Furthermore, the alignment of the media in Indonesian football conflicts is full of political content when viewed in terms of ownership of each media involved.

Content of the media about gender also appears in the study of Susilo [14]. It was a study of feminist though, the media represent various issues concerning women. In some media gender studies, the media has become the most correct judge in looking at female sexuality. The media consider themselves right in exploiting female sexuality for male readers' satisfaction. The media show women in subordinate positions and inferior to male. We easily see the media using binary opposite words in women. Where there are only two attributions attached to women. 'Good women' and 'not good women'. This study used the method of Critical Discourse Analysis Van Dijk to the discourse of women's news by the widest online news site in Indonesia, Tribunnews.com. The things observed are thematic, schematic, semantic, syntactic, stylistic,

and rhetorical. The results of this research is Tribunnews.com has strengthened the view that supreme women, through elements and media resources that dominated by it.

In the era of global, the social issue that already represented much in the media is about hoaxes. Some researches has studied about it from hoax as message of a campaign [15], to hoax in terms of conspiration [16].

It was clear that mass media cover every aspects of humans' life. Nowadays, it is not only mass media that gives impact on people. Internet has also been an important part of people's life. Rekhari's work on online media found that there were some impacts of new media use by Indigenous communities, within the framework of discussions about a 'global Digital Age'. She also drew a conclusion on social implications of new media adoption [17].

2.3. Future labor skill & social processing information skill

Labor with a great skill will be accepted easily in the company. The problem came out where there are differences in the demand of the labor regarding the development of the era. ICT skill is considered as one of the skills that need to be part of labor. Deursen and Dijk [18] found that the loss of working time will happen if employee don't have the ICT skill. Employee must explore information and communication technology used in organizations because it is associated to the profit of the company. They believed that the rate for time loss at about 7.5 percent. The higher time loss rate will equivalent to the lower of educational attainment. Employee need to be trained harder by the company and the informal interaction among co-workers was more important than the way that the company did formally. Due to the findings of loss, it is an important step to further increase the use of ICT in the workplace.

The studies all over the world on the labor issues came with the conclusion that generally, there is lack of qualified labor due to the skill and the knowledge. The study conducted in Hongkong revealed similar finding. Ho [19] did a research in Hongkong and it described the shortage of manpower and skills in Hong Kong's construction industry. This study was motivated by the large number of large-scale infrastructure and residential projects in Hong Kong but subsequently lacked serious workforce and skills. So as to identify practically to solve problems by assessing their effectiveness, identifying strategies and developing conceptual labor supply models. Data collected at discussion and survey forums involves 30 experts with two discussion forums to

identify practical response strategies and frameworks conceptually. Furthermore, the results of the discussions then generate an identified strategy for a questionnaire survey that is distributed in web form, inviting 2900 respondents. The result of this research is that there are three strategies that can give quick result for industry is to increase worker's wage, importing foreign workers and involving employers to provide training.

Moreover, Gunderson also did a study about the shortage of the labor [20]. He conducted the research in Canada. However, he suggested the way to deal with the shortage problem. He believed that it can be overcome by the role of governments by managing demand fluctuations through policy, providing financial support for vocational education, lending to employers and considering immigrants with the aim of filling shortcomings on certain skills. The study also further demonstrated that construction entrepreneurs can alleviate problems by attracting young workers, women, encouraging workers to multitasking, recognizing foreign equality standards, treating labor as a resource to ensure a highly committed workforce and coaching and how to manage labor management so that it fulfills the needs Labor for the company.

In G-8 countries, Pavlidou found that there has been a lot of unemployment in the last two decades, while employment growth has mostly employed part-time workers but with low wages [21]. In addition, the increase in employment rate refers specifically to unskilled workers. This study focuses on the value of its recognition that effective policy is an agenda for addressing labor-related issues related to effective economic demand so as to address and provide solutions to the current hazards of the labor market.

Besides all of the qualification on the labor demand all over the world and the problems in it, the skill for processing information is also crucial. Walter in Griffin [22] stated that hyperpersonal happened in communication among human. Walther's hyperpersonal perspective depicts how senders select, receivers magnify, channels promote, and feedback increases enhanced and selective communication behaviors in computer mediated communication. In the context of the receiver, there is an over attribution of similarity. Walther draws on SIDE theory, developed by European social psychologists Martin Lea and Russell Spears, to explain this kind of over-the-top identification. SIDE is their acronym for social identity-deindividuation. It is believed that some computer mediated communication relationships start when parties meet in online groups that share the common interest, problem, or passion. They assume that others visiting the site are like them in one important way. In the absence of cues that focus on individual

differences, their commonality is all they have to go on as they form their impressions of each other.

3. Methods

This research is a descriptive qualitative research. The condition, process, and the connection of important aspects that found in the phenomena and be studied is described here. Interpretation is hardly needed to gain the fruitful finding [4]. Since it is a descriptive research, there is no comparison on the variables as a causal relation, like comparative study [5]. The collecting data technique employed in this research is documentary study or literature study, where the source of the data is written, either printed or online version [6]. The documents and literature that were used in this research were the references about mass media, online media, communication process, and labor skill.

Moreover, inductive analysis is used as the data analysis technique in this research, in this research, the data analysis was done together with the process of collecting data, not after the collecting data has finished. It was beneficial in term of meeting the complete finding, so that the collecting data still can be done if there was a shortage of the data [7].

The process of analysis data in this research can be divided into three parts. The first is the observation toward the finding of the research about the content of the media followed by the observation toward the requirement skill for the labor based on ASEAN Economic Community Blueprint. Last but not least is the elaboration on the skill of communication among the teenager conceptually based on the need for a great quality of labor demand in the global era.

4. Discussion

The variety of the messages that are transferred through mass media as the channel gives the consequences on the reception among the audiences. Audience of the media will act according to their need. Some of them are using media as a media for enjoying their life. Either mass media or online mass media provide the content that can fulfill the need for enjoyment among people and in this context, teenager.

As mentioned earlier, mass media has four main function; they are enjoyment, companionship, surveillance, and interpretation [10]. By looking at the characteristic of

the teenager, which is easy to change and egocentric [4, 5], it is possible that the most often function that apply on the teenager in consuming the media is the interpretation function, even there is no guarantee that they don't employ other function. It is can also be understood that the function may arises interconnected each other. For example, the surveillance function maybe followed by the companionship, enjoyment, and interpretation function. Therefore, interpretation comes as the ultimate function, because it will need an initial function. It is common, since people need to find something before give meaning on it, as if the order of mass media function, where there will be surveillance before the interpretation.

Teenager always becomes an active creature that will always ask everything they want. They will realize if something happen not in an order. The egocentrism can be seen by the pride of their selves and their own group or community. It is why they always want to know more about everything, moreover in the matter of any other group of the society that appears in the media.

In the context of processing the information in the process of communication, based on Walter theory, hyperpersonal communication happens in the communication using media [22]. The type of communication that is involved is both interpersonal communication and mass communication. This processing information enable teenager to consider that all of the audiences come from the same world as them. They may create a different reality from the objective one. It happens because the unique identification of an individual is being eliminated due to the lack of the cues of the individual differences.

It is important to pay attention on it, since the demand for the labor in this global era has shifted dramatically due to the change of the era. According to the blueprint of ASEAN Economic Community [2], the flow of skilled labor among ASEAN countries will be regulated as free. In order to make it real, ASEAN gives the best effort to facilitate the issuance of visas and employment passes for ASEAN professionals and skilled labor who are engaged in cross-border trade and investment related activities. ASEAN is also working towards harmonization and standardization, with a view to facilitate their movement within the region. Harmonization and standardization required a practical act, such as develop core competencies and qualifications for job/occupational and trainers skills required in the priority services sectors and in other services sectors and strengthen the research capabilities of each ASEAN member country in terms of promoting skills, job placements, and developing labor market information networks among ASEAN member countries.

Duersen and Dijk [18] said that skill in ICT is important due to the development of the era. It supports the blueprint of ASEAN about AEC. It is kind of a promoted skill, since it wasn't required in the past. Relates to the ICT, will also speak about online media. The skill of processing information from online media is also crucial, since the teenager holds the highest percentage of Indonesia internet users [1], and they also happen to be the future leader group that has the potential to be a high quality skilled labor. Easy to adopt and adjust the technology doesn't make the teenager become the best user. They need to learn on using it wisely, moreover in the middle of the content in online media that are varied. By improving the skill of processing the information from the media, teenager will have a complete skill. They already hold the skill of knowledge and their practical skill.

5. Conclusion

This article concluded that it is important to prepare a high quality labor for supporting the global era, more importantly, in the ASEAN scope that already built in 2015 with the concept namely ASEAN Economic Community. Social processing skill on news becomes crucial since it affect people, specifically teenager in their life. It will be better to train the labor since they are in the teenager age, because they are the future leader of a nation, and they got the ability in adjusting the development of technology in this global era.

There will be needed to do the following advance research on the application of this conceptual finding. It will be better to work on a case study so that the result will be applicable and useful in the real life.

Funding

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