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Transition of Digital Culture for Indonesian Women in Print Magazine to Digital Magazine

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Abstract- Magazine is an information source that is part of media industry. Moreover, magazine is also acts as an entertainment source for its readers. One of the impacts of the technological development is the transition from printed magazine to digital magazine. The development of technology creates a revolution in publishing industry, for instance this phenomenon changes the consumption habit of printed publication, which is currently in its fully mature state today. This transition give impacts to its readers. One of the examples are the digital culture from the visual point of view. In this work, we focus our observation of such a culture transition from the visual point a view on a magazine. A study case that is used in this work is from Indonesia life style magazine. This magazine is considered as one of the women magazines that have the longest history in Indonesia. A qualitative method and semi quantitative method that describes the digital culture transition from the digital culture view that occurs on both printed and digital version magazine is used in this work. Such a technological transition influences the value of the magazine with respect to its readers – Indonesian women. Media is battlefield of culture. Most of the content of the contemporary culture war is related to the image cultivated by the mass media. This struggle goes beyond morality and values, sometimes focus on the involvement of our popular media representations and the evidence of lessons learned about community media.

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Transition of Digital Culture for Indonesian Women in Print Magazine to Digital Magazine

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Abstract- Magazine is an information source that is part of media industry. Moreover, magazine is also acts as an entertainment source for its readers. One of the impacts of the technological development is the transition from printed magazine to digital magazine. The development of technology creates a revolution in publishing industry, for instance this phenomenon changes the consumption habit of printed publication, which is currently in its fully mature state today. This transition give impacts to its readers. One of the examples are the digital culture from the visual point of view. In this work, we focus our observation of such a culture transition from the visual point a view on a magazine. A study case that is used in this work is from Indonesia life style magazine. This magazine is considered as one of the women magazines that have the longest history in Indonesia. A qualitative method and semi quantitative method that describes the digital culture transition from the digital culture view that occurs on both printed and digital version magazine is used in this work. Such a technological transition influences the value of the magazine with respect to its readers – Indonesian women. Media is battlefield of culture. Most of the content of the contemporary culture war is related to the image cultivated by the mass media. This struggle goes beyond morality and values, sometimes focus on the involvement of our popular media representations and the evidence of lessons learned about community media.

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1. INTRODUCTION

Digital technology has changed the way people interact with the media and content. Each medium has the characteristics that make each individual has their own interpretation to use it. The traditional (printed) media makes the readers enjoy reading the text and the paper from the beginning to the end. For the digital media, the reader does not only able to enjoy the flexibility of the text but also they have the unlimited consumption time. The increase in text flexibility in the digital media is one of the main characters of digital culture.

The rapid advancement of science, globalization, and technology brought fundamental changes in all aspects of life including the information media. Printed media is the oldest media in the history

of human civilization. One of the factors are contained in the development of media technology. Print media that is gradually shifted to digital media that has affected the production and consumption of the people, especially the women in Indonesia.

The change of the technological developments has result the change from the printed magazine into a digital magazine. Digital magazine is one innovation that transforms a printed magazine of a paper form into digital form. The Indonesian-women's magazine is a reflection of the surrounding trend and culture. This is supported by the increasing number of magazines published in Indonesia, both local and franchises-based. That shows a real example that the magazine is a reflection of the culture and character. The society is constantly changing dynamically. The development of the culture create certain trends, especially digital magazine [1].

All the needs of women will be supported for the latest information on the progress of women's growth in Jakarta in terms of education, economic, social and cultural. In fact, currently the Indonesian women in Jakarta have occupations, ranging from government officials, business-owner, business-employees to housewives. Business and high mobility does not preclude women to learn about the world around her. The diversity of the types of jobs, led to increased awareness of women in Jakarta to obtain information. Demands for socio-cultural life, lifestyle and social interactions make them need an up-to-date information about women lifestyle.

Digitalization of the magazine that is mainly devoted to the Indonesian women have changed the way Indonesian women to consumption the media. Also the way they look at the impact of digital culture that is developing in Indonesia. The process of digitalization itself has brought many changes in the media industry both in terms of producers and users due this digitalization process. Users are having more difficulties in distinguishing between one to another medium for various information because different information look similar and they are extremely accessible [2]. The readers have a different culture with the ease and flexibility of the media usage in terms of both space and time. Electronic display gives the space and time based experience through a built-in multiple narratives, according to the form, character, and nature of the screen [3].

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This paper will discuss the factors in the digital culture that influence the changes the Indonesian women on the transition from the print media to digital media; how the digital culture affects consumptions behavior of the Indonesian women with respect to digital magazines? The used methodology research is explanatory and descriptive, while the used data analysis method in semi-quantitative and descriptive with the approach of digital culture. The purpose of this study is to understand the digital culture with respect of transition from printed magazines to digital magazines.

II. BACKGROUND

We obtained data in 2012 from a survey consisting of 1429 respondents whom all of them are Indonesian women. From this data, the readers are

majority estimated between the age-range of 25-39 years with marital status of 68% is married and 32% single. The majority of educational level of the readers is undergraduate (S1) degree with 59% of the entire data. And 70% from the entire data population is working women. Aside from working women, the occupational status of other magazine readers are either self-employed, housewives, or students. According to the overview, most of the readers of women magazine have children. The readers of the women's magazines are active women who would like to follow the latest news, so the magazine producers have to keep up to meet their expectations.

From the acquired data, the users who shifted from printed to digital media is increasing. This is shown in the Table 1.

Table 1 : User Preferences for online and offline platforms

	2010	2012
Online		1.052
On print	1.320	377
Total Online + on print	1.320	1.429

Note: Survey was asked how well the statements describe printed or online newspapers. Results show percentage of interviewees strongly agreeing to the respective statement. Base:1320 individuals in 2010 and 1429 individuals in 2012. Data source: (Indonesia Magazine Survey 2012)

In 2011, the transition from print media to digital media is growing in Indonesia, both on local and franchise-based magazines. This can be seen from the difference between printed and digital user of respective media in Table 1. Moreover, the survey shown in Table 1 shown that almost all of the women have moved to digital magazine. The significant of the online usage development show that women in Indonesia have shifted from print media to online media. In 2010 (N = 1320) the total of all respondents are still using print media, while in the year 2012 (N = 1429). From this

data, 73% of the population shows that the readers has moved from print to digital media. This significant change will give impact on the culture of Indonesian women who read digital magazines.

The education level of survey respondents in 2012 is majority (59%) a university graduate (bachelor level). In the era of global competition, there are many factors that affect women's competition, a few examples are technology and lifestyle [4]. Therefore, with better education women have better ability to deal with era of digital technology today.

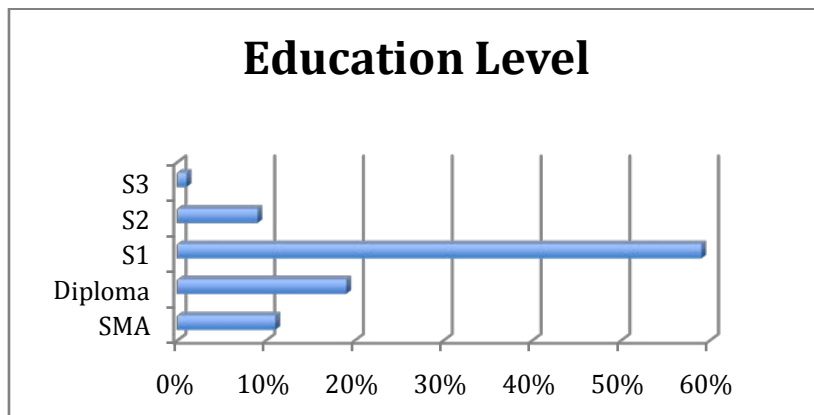


Figure 1 : Education Level Indonesia Life Style Magazine Readers

Note: Survey base 1429 individuals in 2012 for the education level of life style readers magazine. Data Source: Indonesia Magazine Survey 2012

III. DATA

The survey was conducted on 1429 women throughout Indonesia by using email and questionnaire.

From this survey, 92% of the respondents were located in Java and 8% are spread throughout Indonesia (non-Java islands).

Table 2 : Indonesian Women Spend 'Me Time'

Shopping	22%
Traveling with family	17%
Gym Centre	12%
Cooking	11%
Watching movie	11%
Restaurant	5%
Book Store	4%
Culinary	3%
Karaoke	3%
Salon and spa	2%
Sport	2%
Gardening	1%

From the data in Table II, most Indonesian women spend their spare time on shopping while the least of them are doing gardening. According to this

survey, 87% of the respondent frequently shop online. The purchased it that is bought with online media also varies, as stated in the Table III.

Table 3 : The Most Popular Online Products

Product purchased	Base (N=1228)
Fashion products	77%
Airlines ticket	46%
Beauty products	36%
Book	36%
Cookware	14%
Concert ticket	8%

*Note: Survey base 1228 individuals in 2012 who using online shopping.
Data Source: Indonesia Magazine Survey 2012*

Most Indonesian woman bought fashion product from online shopping. Life style magazine give a lot of fashion and latest trend of mode. According Dora Santos (2011), digital magazines give readers the change to look, try and buy. Life style magazine especially in fashion, the digital era gives the possibility to see objects at 360 degrees, zoom them and buy in a matter of seconds through a security [5].

IV. DISCUSSION

a) Digital Culture Technology

Between the late 1960s and mid-70s technology developed means to realize a post-industrial information society. Some examples are, the simultaneous appearance of a mini computer and global networking. This followed by the development of the personal computer. This technological evolution opens path to the development of a pleasant computing paradigm. This development is aimed towards a new generation of users with new requirements and cultural perceptions. This development also affects to the new realities of capitalism restructuralization.

A digital culture is not simply a result of technological developments, where the need was sensed, and becomes a solution for the fulfillment of needs. Instead it is the result of a number of elements, both from cultural and technological side. This includes

an understanding of the possibilities of digital technology arising from a human aids growing increasingly leading, for example, a typewriter as a writing tool which later becomes a desktop computer and gradually becoming a mini computer. The problem is that such development is firmly embedded in the technocratic level. Thus, an effective shift in the paradigm where computers affects the cultural changes are deemed necessary. Transition took place through the differences, although it's interconnected by a development [6].

Media is battlefield of culture. Most of the content of the contemporary culture war is related to the image cultivated by the mass media. This struggle goes beyond morality and values, sometimes focus on the involvement of our popular media representations and the evidence of lessons learned about community media. The media gives us an idea of social interaction and social institutions through daily repetition and can play an important role in shaping the public or social definition. In essence, the accumulation of the media depicts what is "normal" and what is "deviant" in our society [7].

The distinctive character of digital media is in promoting the open source text. Currently, the era of digital media openness seems to be more real with digitalization process where the media has the ability to



change and transform its content and spread through different media platforms [8].

Technology makes unique cultural change on Indonesian women. In the print media, the women received information through a print and a variety of efforts are needed to obtain such a print. In digital media, the users can obtain the access directly through the Internet. From example, previously, users are required to go to a physical shop to buy the desired item, by using a digital media, the user can buy the desired item directly from the virtual (online) shop and such order then delivered directly to the user's house.

The result of globalization characterized by the development of information and communication technology led to the absorption of other cultures including consumer culture in various forms. The process is evident from the many women who do open source online shopping compared to other activities such as cooking or gardening. Consumerism is a notion to live. In this notion, people are no longer considers the functionality or usability when purchasing goods. These people only consider the prestigious meaning attached to the desired goods or consumption as a result of the mass media influence on both print and electronic media [9]. Digital magazines have a tremendous

broadcasting potential. It is different from print magazine whose geographical expansion depends on the physical distribution. Digital magazine can potentially achieve anyone with internet access. Moreover, the very "discovery" of a digital magazine is facilitated by search engines, directories and social media. It can more easily to readers to find what they need from internet after read the magazine that they want to buy it [10].

Women's magazine presents information and fashion products are indeed one of the habits of the business owners to conduct a campaign to communicate the attributes of the target consumer. This is supported by the enthusiasm of the Indonesian women (especially in big cities) on keeping-up with the most recent fashion trend. Information on fashion has become a basic need of today's urban society, especially for younger women. Hence, currently we can found many magazines that are presenting a similar discussion in fashion and lifestyle. The result of the data survey reports that from 87% of the women who buy fashion products, 77% of them buy it on-line. The ease of access of the online shop makes women more interested in buying a fashion item as shown in the digital magazine.



Picture 1 : Fashion article in Indonesia Life Style Magazine
Data Source: Femina Digital Magazine No.01/XXXIX

b) The Other Side of Digital Culture

The strength of the digitization process is associated with the concept of reproducibility. This introduces a new way to perform the instantaneous copying process while simultaneously retains the same quality of original media texts. Openness text in media becomes diverse and provide an opportunity for specialization over the media product. Flexibility of media texts and technologies support more media

products to satisfy the tastes and interests of different communities [11].

Simultaneously, digitization has also changed the understanding of the public about the location of the media. In the digital culture, media is no longer associated in terms of geography and culture. Previously distribution, the place is important in the process of production, circulation, and acceptance [12]. The digital age gives an equal opportunity for the public

to be able to access the media from any location at anytime. Space and time are not limited in the era of digitalization, because from the readers can get the magazine wherever and whenever that they want without significant effort.

The emergence of digital culture is closely related to market competition in circulation at this time. The production and distribution process on a digital text is open to all media, and the media producers received a bigger challenge when they want to compete in the market to get a share of audience. The producer is not only faced with the same media text, but also have to adapt to the change and additional expertise. This is due to the difference in the distribution route of the digital magazine as compared to the printed one [13].

The nature of openness in the digital age is the result of the construction of the economic and political dynamics. Openness, inconsistency, dynamics and changes are parts of the consequences of the transitional dynamics of the structure, shape, and relationships built in the digital display [14]. Electronic screens are an integral part of the mechanisms of power, in particular the monitoring mechanism. In front of a digital screen, unconsciously the readers does not just read, see, and respond but also simultaneously monitored, spied upon, recorded and classified by other parties. As a result of the online payment system such as credit cards and shopping cards, classified data such as personal information are secretly shared to other parties [15]. *In the other hand, panopticon* phenomenon as the situation spying, monitoring, and recording personal patterns made by other parties. On one hand, observation provides control of technology to stare and control [16]. The stare through an electronic screen can be seen from two different actors; the supervisor and invisibly spy. The spy is invisible but the supervisor at the same time becomes the object of surveillance of other party. This is the so-called paradox of power [17].

V. CONCLUSION

After looking over the description of digital culture and media technologies, we can conclude that digital culture is a culture of continuous free text. This is supported by the fact that the digital culture impact both good and bad sides. Judging from a survey conducted on Indonesian women in the use of digital magazines, digital culture that supports the freedom of digitalization and have different effects on every side. Digital culture open new doors of creativity and provide an opportunity to the magazine reduce the limitation in terms of space and time. Furthermore, although digital culture gives freedom to its user, it is still remains in control albeit the control is not as strict as the ones that apply to the traditional media.

Behind all of the advantages and limitations of digital media, we believe that the new media will

continue to inspire and give hope to the people to create a better culture. In addition, the technology is expected to enhance future opportunities for Indonesian women to participate in the process of making, interaction, and distribution. Hegemony will be always compete with each other and causes a change in the power and control [18]. Technology cannot be separated from culture, markets, and power, but also strength and social encouragement. These points will keep trying to influence the new media landscape. This would inspire an increasingly diverse content because digitalization is not a new concept for a post- production process, but also a digital culture on media consumption society.

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