

## ANALYSIS OF SOCIAL MEDIA'S ACCESS; RELATION TO CHARACTER OF VOCATIONAL STUDENT IN BOGOR

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### Abstract

Recently, the existence of social media in Indonesia is consequence of acculturation both of culture and technology. This study aimed to analyze the relation of social media on the teenagers' character development, particularly responsibility, respectful, and courtesy. The observation was conducted in two vocational private high schools in Bogor, West Java Province. The selected schools were chosen as schools with high involvement on juvenile delinquency such as gang fight, drugs, and free-sex based on the data from local government official. Total participants were 100 students consist of 50 male and 50 female students at 1<sup>st</sup> and 2<sup>nd</sup> grade. Based on the analysis, there was significant difference between male and female student on accessing the social media (both on intensity and content). Females' scored higher than male in accessing *Facebook*, *Twitter*, *YouTube*, etc. On average, females' use of social media was between 2-3 hours per day, whereas for male it was only 1 hour. However, male had greater access to pornography than the females. The study found significant correlation between media social intensity and content access with the character. Highly teenagers' access to social media; correlate with the low of responsibility, respectful and courtesy character.

Keywords: pornography, respectful and courtesy, responsibility, social media, teenager

### Analisis Akses pada Sosial Media; Hubungannya dengan Perkembangan Karakter Siswa Sekolah Menengah Kejuruan di Bogor

#### Abstrak

Keberadaan media sosial di Indonesia saat ini merupakan hasil dari akulturasi budaya dan teknologi. Penelitian ini bertujuan untuk menganalisis pengaruh akses media sosial pada perkembangan karakter remaja, terutama karakter tanggung jawab, hormat dan santun. Penelitian dilakukan pada dua Sekolah Menengah Kejuruan (SMK) di Bogor, Provinsi Jawa Barat. Sekolah yang dipilih adalah sekolah dengan keterlibatan tinggi pada kenakalan remaja seperti perkelahian geng, narkoba, dan seks bebas berdasarkan data dari pejabat pemerintah setempat. Jumlah contoh sebanyak 100 siswa terdiri atas 50 laki-laki dan 50 siswa perempuan dari kelas 1 dan 2. Berdasarkan hasil analisis, terdapat perbedaan yang signifikan antara siswa laki-laki dan perempuan dalam mengakses media sosial (baik pada intensitas dan muatan yang terkandung). Siswa perempuan lebih sering mengakses *Facebook*, *Twitter*, *YouTube*, dll dibandingkan siswa laki-laki. Rata-rata perempuan mengakses media sosial selama 2-3 jam perhari, sedangkan siswa laki-laki hanya selama 1 jam. Namun, di sisi lain siswa laki-laki lebih sering mengakses muatan pornografi dibandingkan perempuan. Hasil penelitian menunjukkan adanya hubungan signifikan antara akses media sosial pada intensitas dan muatannya dengan karakter remaja. Hasil penelitian menunjukkan bahwa semakin sering remaja mengakses media sosial maka berhubungan dengan rendahnya karakter tanggung jawab, hormat dan santun remaja.

Kata kunci: hormat dan santun, media sosial, pornografi, remaja, tanggung jawab.

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#### INTRODUCTION

Today, the existence of social media in Indonesia is the result of acculturation between culture and technology. Teenagers are rapidly influenced by the existence of social media and even actively accessing the contents (Montgomery, 2000). This is due to the teenage years as the period of development that have

high curiosity as a result of development of growth hormone (Santrock, 2002). Hence, the presence of foreign cultures may influence the formation of teenager characters. Based on study by O'Keffe & Pearson (2011), some problems may appear as a teenager accessing the social media will. For example, teenagers may experience online harassment (cyberbullying) or actively use foul and rude

language when expressing opinions in cyberspace (online harassment). In addition, teenagers will also receive pornography or obscene picture (sexting) and have a desire to continuously monitor the comments from other friends in cyberspace (Facebook/twitter depression).

Currently, the access of the social media dominated by teenagers with age around 18 years old who spend 6 to 8 hours accessing the social media (Brow & Cantor, 2000). Teenagers will express both the positive and negative emotions and behavior on the social media (Barnett *et al.*, 2013). On the other hand, teenagers who actively access the social media tend to influence their friends in order to access the same media (Koutamanis *et al.*, 2013). The most important thing that parents should be aware that the contents of internet generally contain violence and sexuality. Teenagers, who access the internet where social media is a part will be affected and imitated the contents. Aslanidou dan Menexes (2008) reported that male teenager were mainly access the internet for entertainment rather than seek a referral source for school assignments. In contrast, female teenagers were access mainly for the sake of learning science in school than for entertainment.

The study of Puspitawati (2009) in Bogor, showed that many teenagers are often involved in delinquency either individually or in groups. Those delinquencies such as leaving the house without asking permission from the parents, lying, skipping the school, do not admit fault, cheat, or against the wishes of parents. Other study reported, teenagers in Bogor were also involved in antisocial behavior such as smoking, consuming alcohol and drugs, have sex before married, involved brawl, and take action of bullying on a friend (Hastuti, Alfiasari, & Sarwoprasodjo, 2012).

That condition was a sign of a setback for a nation. When teenagers are infected by phenomena such as the increasing use of blasphemy and profanity, the blurring of the guidelines between the good and the bad things, lack of respect to parents and teachers, the low sense of responsibility as individuals and citizens and increasing the value of the hatred, those mean that the nation is being decline (Lickona, 1991). It reflects that a teenager who has lost integrity of self or sense of responsibility indicated do not respectful and courtesy to parents (Peterson & Seligman, 2004).

The character of a person will be shown during a decision-making process and the application of the decision (Megawangi, 2007). Therefore, it is very importance to educate a strong character to teenagers in order to be able to distinguish between what is permissible and which should be avoided. The most important character that teenagers must have are responsible, respectful and courtesy. The formation of character is very important and urgent to be noticed by parents to prevent, particularly related to the negative impact of social media.

Study by Hastuti, Alfiasari, & Sarwoprasodjo (2012) in Bogor, on male and female teenagers found that 20 percent of teenagers were categorized as high in the score of responsibility, while the remaining (70,0%) is grouped into the medium and low categories. In addition, the numbers of male and female teenagers who have high score in respectful and courtesy character were only 4 percent and the rest (96,0%) have the score of in the middle and low categories.

The objectives of this research were to identify the access on intensity and content of social media as well as the character of responsibility, respectful and courtesy of teenagers; to analyze the differences in the intensity and contents access of social media as well as the character between male and female teenagers; and to analyze the correlation among the characteristics of teenagers and parents as well as the access of social media and the character of responsibility, respectful and courtesy of teenagers.

## METHODS

The design of this study was cross sectional in which research site spread over two private vocational schools (SMK) that located both in the district and the city of Bogor, West Java, Indonesia. The period of the study, especially interview the students were conducted from October to December 2013. This research was part of the National Strategic Research 2012 entitled "Model of Role Harmonization between Family and School on Building of Honor Youth Character for the Achievement of Vision "Comprehensive Intelligent Man 2014".

The populations of this study were the whole selected vocational students. Determination of samples was done randomly from the population. The chosen schools were selected based on the high involvement of their

students in juvenile delinquency such as fighting, drug use and free sex, according to the data from the local government official. The samples size was 100 students consist of 50 males and 50 females from grade 1 and 2.

The data that have been collected in this study were the characteristics of teenagers, the characteristics of the parents, the intensity access of social media, the contents access of social media, and the character of responsible, respectful and courtesy. The data were collected through interviews guided by a structured questionnaire. The intensity and contents of social media measured by using an instrument that was adopted from Vandewater and Lee (2009) and Courtois *et al.* (2009). The character's instruments used in this study were adopted from Hastuti, Alfiasari, and Sarwoprasodjo (2012).

The data were processed through the editing, coding, sorting, entry and cleaning then analyzed using a computer program. Reliability test using *Cronbach's alpha* was performed for the questionnaire of the intensity and content of social media as well as the character. The data was presented into tabular form. Inferential statistical analysis that have been used in this study were (1) *t-test*, to analyze the differences on the intensity and content of social media access as well as the character between male and female students, (2) *Pearson correlation test* to analyze the relationships among the characteristics of teenagers and the parent as well as the intensity and content of social media access and teenagers characters.

## RESULTS

### Teenager and Parent Characteristics

The age of the participants was range between 14 to 19 years. The average age of male and female teenagers was not different. The average age of father's participants was 44,78 years old (male teenager) and 43,18 years (female teenager), while the average age of participant's mother was 39,80 years old (male teenager) and 39,06 years old (female teenager). The average family member of participants was 5 to 6 peoples, with the range between 3 to 12 people. The research found a significant difference in family size between male and female participants (provide statistics). The average family income of the participants was 2,26 million (male teenager) and 2,14 million (female teenager). The lowest family income was 1 million and the highest was 6 million rupiah (Table 1).

Table 1 Distribution of teenagers based on characteristic of student and parent

Characteristics	Mean $\pm$ Standard deviation		p - value
	Male	Female	
Student			
Age (year)	16,08 $\pm$ 0,94	15,84 $\pm$ 0,91	0,528
Parent			
Father age (year)	44,78 $\pm$ 9,66	43,18 $\pm$ 5,96	0,306
Mother age (year)	39,80 $\pm$ 7,80	39,06 $\pm$ 5,10	0,502
Father education (year)	9,54 $\pm$ 2,99	8,12 $\pm$ 3,42	0,030*
Mother education (year)	7,82 $\pm$ 3,66	7,88 $\pm$ 3,70	0,935
Member of Family (people)	6,38 $\pm$ 1,92	5,58 $\pm$ 1,60	0,026*
Family income (million rupiah/month)	2,26 $\pm$ 1,38	2,14 $\pm$ 9,74	0,618

### Social Media

**Social media web access.** Facebook (19,9%), game online (15,5%), dan youtube (15,3%) were highly access by the the students. Mostly, the students access facebook than others. Base on gender, male students access games online more intensive than others web, while female student was more access youtube. Distribution of teenager based on social media web access are shown in Table 2.

**Duration.** Most of students spent 2-3 hours per day accessing the social media. On average, females' use of social media was between 2-3 hours per day, whereas for male it was only 1 hour. Distribution of teenager based on duration access on social media are shown in Table 3.

Table 2 Distribution of teenager based on social media web access

Social Media Access	Gender		Total %
	Male %	Female %	
Facebook	15,8	26,9	19,9
Twitter	11,1	16,5	13,1
You tube	12,3	20,3	15,3
Blog	9,2	4,9	7,6
Instagram	8,5	2,2	6,2
Yahoo Massager	9,8	5,2	8,2
What's Up	10,1	2,7	7,4
Blackberry massager	9,2	2,7	6,8
Game online	13,9	18,1	15,5

Table 3 Distribution of teenager based on duration access on social media

Duration Access on Social Media	Gender		Total (%)
	Male (%)	Female (%)	
0-30 minutes	10	26	18
1 hour	46	22	34
2-3 hours	40	44	42
>4 hours	4	8	6

**Intensity.** The social media intensity of teenager was very high. It showed from that many teenagers always accessing social media every day and always posts the online status every time. Teenagers also frequently access the social media while browsing the literature for a school assignment on Internet. Distribution of teenager based on intensity access of social media is depicted in Table 4.

Table 4 Distribution of teenager based on intensity access of social media

Intensity access of social media	Gender		Total (%)
	Male (%)	Female (%)	
Purchasing the credit/renting the internet while having the money	52,0	58,0	55,0
Activating internet in handphone	64,0	52,0	58,0
Impose the parent to give the money for accessing the internet	14,0	42,0	28,0
Access the social media while browsing school task through internet	76,0	88,0	82,0
Update the "status" every day	62,0	68,0	65,0
Change profile picture more than once a week	38,0	44,0	41,0
Update the "status" after completing an activity	42,0	66,0	54,0
Update the "status" while happy or sad	58,0	76,0	67,0
Unsteadiness before update the "status"	12,0	38,0	25,0
Upload the picture of daily activity	10,0	32,0	21,0
Add one friend (contact friend) every week	72,0	78,0	75,0
Monitoring comments every day	48,0	68,0	58,0
Activating online status at social media	26,0	62,0	44,0
Keep hungry, thirsty and urinate while accessing social media	24,0	42,0	33,0

Note:

%=Percentage

**Contents.** The results showed that significant number of participants accessed the pornography contents such as watching porn video every week although despite they know it prohibited by the religion. Teenagers were also often access impolite words (disrespectful language) from social media to bullying or showed that they were angry with their teacher even their parent. Distribution of teenager based on content of social media is depicted in Table 5.

Table 5 Distribution of teenager based on content of social media

Content of social media	Gender		Total (%)
	Male (%)	Female (%)	
<b>Pornography</b>			
Receiving the picture or porn video	22,0	18,0	20,0
Follow friends on watching picture and porn video	24,0	12,0	18,0
Watching porn video every week	36,0	6,0	21,0
Download porn video while accessing the internet	22,0	12,0	17,0
Save more than a picture and porn video	14,0	10,0	12,0
Upload intimate picture with girl/boy friend	16,0	8,0	12,0
Reading porn story	14,0	12,0	13,0
Always accessing porn website although prohibited by religion	20,0	26,0	23,0
<b>Impolite language</b>			
Knowing impolite words from social media	76,0	78,0	77,0
Reading impolite words of friends from social media	68,0	80,0	74,0
Have a temperamental friend in social media	80,0	80,0	70,0
Have a friend in social media that always share the problem with his/her parent	52,0	62,0	57,0
Have a friend in social media that always bullying the teacher in the school	40,0	58,0	49,0
Have a friend in social media that always bullying his/her parents	24,0	56,0	40,0
Have a friend that always using impolite words in social media	70,0	76,0	73,0

Note:

%=Percentage

Table 6 Descriptive statistics of social media variables between male and female

Social Media	Mean±Standard Deviation		p-value
	Male	Female	
Intensity Content	44,0±7,5	48,4±10,3	0,018*
Pornography	23,5±5,6	20,3±5,8	0,006**
Impolite words	20,9±3,6	21,2±5,3	0,692

Note: \*Significance at  $p < 0,05$ , \*\*Significance at  $p < 0,01$

### The Difference between Male and Female Teenagers

The result showed that there were differences between male and female teenagers related to the intensity of accessing the social media, where female are more intensive than male. The research also found the differences on accessing pornography contents between male and female teenagers, where male tend to be more frequently access the pornography than female (Table 6).

Table 7 Distribution of teenager based on character

Character	Gender		Total (%)
	Male (%)	Female (%)	
<b>Responsibility</b>			
Type media status while teacher was teaching	38,0	40,0	19,0
Type like online status while teacher was teaching	46,0	48,0	23,0
Uses internet access for social media often than for school task	46,0	28,0	23,0
Enjoy to access social media than to do the school homework	42,0	42,0	21,0
<b>Respectful and Courtesy</b>			
While access the social media didn't listen while parents' talking to me	16,0	26,0	8,0
Copying un appropriate word (from online Disrespectful language) to talk with parent and teacher	20,0	22,0	10,0
Copying un appropriate word (from online Disrespectful language) to send instant message for parent and teacher	14,0	20,0	7,0
Inspired from online status to ignore parent	14,0	8,0	7,0
Ignore the rules from parent to turn off the social media while studying at home	22,0	24,0	11,0
Inspired from online status to against parent	10,0	8,0	5,0

Table 8 Descriptive statistics of teenager character variable of male and female

Character	Mean±Standard Deviation		p-value
	Male	Female	
Responsibility	55,1±21,1	70,0±16,1	0,018*
Respectful and courtesy	62,1±25,5	73,2±17,2	0,319

### Character

The score of participants' responsibility, respectful, and courtesy were tend to low. This showed the teenagers were still keep on type *like* online status although teacher was teaching in the class and uses internet access for social media often than for school task. The participants' also still ignore the rules from parent to turn-off the social media while studying at home and copying un appropriate word (from online disrespectful language) to talk with parent and teacher (Table 7).

### The Differences between Male and Female Teenagers

Previous studies in Bogor showed that female students have more good character than male students (Karina, Hastuti, & Alfiasari, 2013). In this study there were significant differences in the quality of the characters of male and female teenagers related to responsibility. The research showed that male students have higher responsibility than female (Table 8).

### Relationship between Characteristics of Teenager and Parent with Intensity and Contents of Social Media Access on Character of Teenager

Based on correlation analysis, there was significant correlation between porn and impolite words contents of social media that accessed by teens with the score of both responsibility and respectful and courtesy. The analysis showed that when student access content porn such as watching porn video every week although despite they know it is prohibited by the religion and impolite words; they higher to type *like* online status although teacher was teaching and uses internet access for social media often than for school. The participants' also higher ignore the rules from parent to turn-off the social media while studying at home and copying un appropriate word (from online disrespectful language) to talk with parent and teacher (Table 9).

Table 9 Correlation result between teenager and family characteristic with the intensity and content of social media

Variable	Character	
	Responsible	Respectful and Courtesy
Student characteristics		
- Gender (0= male, 1= female)	-0,149	-0,097
- Age	-0,131	0,048
Parent characteristic		
- Age of father	-0,118	-0,109
- Age of mother	0,057	-0,025
- Education of father	-0,003	0,027
- Education of mother	-0,070	-0,077
- Family size	0,083	-0,021
- Family income	-0,053	0,018
Social Media		
- Intensity	0,235*	0,248*
- Porn and impolite words content	0,313**	0,271**

Note: \*\*Significance at  $p < 0,01$ , \*Significance at  $p < 0,05$

## DISCUSSION

The access to the social media on teenagers both their intensity and the content (pornography and impolite words) has correlation with the establishment of students' characters. This finding relate to the research Subrahmanyama *et al.* (2001) that teenagers who high access to the social media lead to have negative behaviour such as spent the daily time in front of the computer and ignored other daily activities.

The students were rapidly accessed social media every day which actively written their activities. Some of the students were every time type status on social media. When teenagers highly access the social media, related to Kountamanis *et al.* (2013), they will persuade others to access the same media. Social media and peers were close environment to the teenagers' life. Bronfenbrenner in Bern (1997) said that the nearest environment such as media and peers as microsystem that will directly influence to the teenagers life. Based on the result, we assume that the high teenagers access on social media were influenced by the circumstance on social media which was persuade from peer to access the social media.

The results showed that there were differences between male and female related to the intensity of accessing the social media, where female are more intensive than male.

Kaplan dan Heinlein (2009) said that people use social media was to share information about their daily life to others (*open diary*). Related to the research, female more intensively share information on social media than male. This finding support by Koenigsknecht & Friedman (1978) who said that female eager to share as many as information fot other than male, girls more frequent use their verbal skill than boys. This characteristic significantly influence the female more frequently accesing the social media to share their daily life than male.

Many students were also access pornography contents even though they know that it prohibited by religion. When student access the porn content will lead to the emergence of behavioral problems such as shirking responsibility, and undertaking deviant behavior like sending pornography picture through social media (O 'Keefe & Pearson, 2011).

Beside pornography, the students also access impolite words (disrespectful language). They often access impolite words from social media to bullying or showed that they were angry with their teacher even their parent. When teenagers access to social media they tent to express their feeling and emotion; both of positive and negative (Barnet *et al.* 2013). This condition will access by others teenagers, and the others intentionally eager to imitate the same expression. The impolite words content on social media as microsystem. It will influence the teenagers' behavior (Bronfenbrenner inside Bern, 1997).

The research also found the differences on accessing pornography contents between male and female teenagers, where male tend to be more frequently access the pornography than female. Based on previous research, boys intensively access pornography than girls Flood (2007). This condition were influence by the "genital" sexuality development of male student. On the "genital" period, male begin to face about "first ejaculation of sperm". Based on Freud in Miller (2011) this condition will stimulate for male to do sexuality activity, related to this research was about to access the pornography. This situation were different in female sexuality development.

The score of participants' responsibility, respectful and courtesy tend to low. This shown that the teenagers still typed *like* in online status, although the teacher was teaching. They also use internet access for social media more

often than for school study. The participants' also still ignore the rules from parent to turn-off the social media while studying at home and copying an appropriate word (from online disrespectful language) to talk with parent and teacher. This result shown that their cognitive was low, refer to the Piaget moral theory said that when people has low cognitive skill will influence to the low of moral character (Piaget in Santrock, 2002).

The study showed that, there were significant differences in the quality of the characters of male and female teenagers related to responsibility where male students have higher responsibility than female. Previous studied in Bogor showed that female students have more good character than male students (Karina, Hastuti, & Alfiasari, 2013). This differ result showed there were changing in female development. Based on the result, female student were intensively more access social media than male. This result correlated to the low of the responsible character on female. Subrahmanyama *et al* (2001) confirmed that the higher of teenagers access the media sosial impact to the behaviour of teenagers. They tend to spend more time on accaessing the social media than to do productive activity such as doing the school task or playing outdoor. The higher they access social media, the lower of character developot.

### CONCLUSION AND SUGGESTION

Teenagers still access the social media that contain pornography despite knowing prohibited by religion. Teenagers also have friends on social media that often do not speak politely through social media. There were differences in the intensity and content of pornography between male and female teenagers. Female more intensive access the social media, this condition correlate to the female character that less responsible than male. Parents should provide control through socialization for teenagers related to the intensity and content in the social media access. More in-depth follow-up study of the analysis through the social media access is needed.

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