

# **THE RISK AND BENEFITS of USING INTERNET AMONG YOUTH in INDONESIA**

*Reza Safitri*

**DEPARTMENT OF AGRIBUSINESS FACULTY OF AGRICULTURE  
UNIVERSITY OF BRAWIJAYA MALANG - INDONESIA**

**rezasafitri@yahoo.com**

---

## **Abstract**

Moral panic often appear when the new communication technology is often used by society. Appears worries that the use of new technologies will have a negative impact for the society. This is also happens in Indonesia. New technology is meant here is Internet .It is believed that widely Internet use especially among teenagers causes various problems such as cyber bullying, sexual harassment, cyber crime and possibility of contacting with unknown and dangerous person. Based on conducted research it is known the uses and Internet dependency among youth in Malang Indonesia. A survey of 431 students was conducted at 21 Senior High School in Malang, East Java, Indonesia. Factor Analysis was used to categorize the dependency among youth. The data reveal that the main usage of Internet are to getting news and entertainment, communication and getting particular information. Data analysis used is Factor Analysis to categorizing the Internet dependency among youth. The result shows that dependency toward Internet from communication aspect among the students obtains the average value for about 3.20 - 3.65. Adolescent high dependency on the Internet is considered has a negative impact. From the phenomenon, the writer offers media literacy which is based on society norms. That can be applied by the youth at the time of using Facebook and Twitter, in the sense that values followed by Indonesian society among others togetherness, mutual assistance, politeness, honesty, justice, shall be reflected in the youth SNS.

---

**Keywords :** media literacy, internet dependency, teenagers, society norms

Reza Safitri is a Lecturer at the Department of Agribusiness, Faculty of Agriculture University of Brawijaya Malang-Indonesia.

## INTRODUCTION

This writing is based on the writer's research result that states that Indonesia youth in using Internet, including Facebook and Twitter has become routine activity, in the sense that, every day they access internet. They feel isolated if they do not access internet every day and they are also proud of becoming part of virtual community. Adolescent high dependency on the Internet is considered has a negative impact. The writer's research result indicates the dependency of the youth on Internet and this, has been executed to 431 students. 431 students was conducted at 21 Senior High School in Malang, East Java, Indonesia. by the use of data compilation method through questionnaire of Likert Scale. Data analysis technique is descriptive method and *Exploratory Factor Analysis/EFA*.

The high activity of Indonesian youth in the use of Internet, SNS Facebook and Twitter, has made the writer to formulate media literacy and with the hope that Indonesian youth can use SNS especially Facebook and Twitter wisely. Since the beginning of the finding of Internet and its use which is becoming broader and broader, a number of questions emerge on its possibility of negative impacts from the use of Internet, especially upon the youth. The Internet content which is considered dangerous for the youth is pornography (including advertisements), sexual abuse, criminality, untrue information (spam), which is regarded endanger and deteriorate the youth mentality, particularly in Indonesia nowadays, Internet can be accessed easily via wi-fi available at kafe, food stand and schools. Internet is also regarded to make the youth reluctant to interact with society, owing that they are deeply serious and intensely surfe in online world. Indonesia, through the Ministry of Communication and Information has closed *laman* mostly on pornography. However, this, will be much more effective if accompanied with media literacy education, especially Internet, from the very beginning, to the children. Basis of Internet literacy method is gives awareness that the mass media (including Internet) has the effect of the individual. Characteristics of the media in determining the effects that occur. Besides media literacy also performed by giving comments or writing that do not offend others' feeling, will also socialized. This issue, specially considered, in that Indonesia is a heterogenous country from the aspect of various ethnics and religion types. This writing has become interesting because writings or comments that may offend SARA (ethnics, race and religion) aspects is encountered.

Magnis - Suseno (1985) describes two rules that determine the pattern of association in the Java community. The first rule, reflects the attitude of human beings (of harmony) in order not to cause conflict. The second rule, require man always showed respect (the principle of respect) to others either in speech or conduct yourself. Indonesian youth must consider the value such as social hospitality, peace, cooperation and solidarity shall be engrained deeply in the youth when they use Internet especially SNS Facebook and Twitter.

However, it is indicated in reality that many of Indonesian youth has not respected highly politeness values on their SNS. An example of this is found when the youth curse or express dirty words, talks in vulgar manner, even expose intimate photos of himself with his lover. Peaceful norms sometimes neglected by the youth. As an example, at time of using SNS, they frequently establish their gang action via SNS, that in real life, fighting among students occurs. A number of Indonesian students fight in online world.

This writing is designed to give contribution on how to use SNS, especially Facebook and Twitter based on society norm in Indonesia. The importance of media literacy to the Indonesia youth in using SNS is also due to the background of data stating that Internet user in Indonesia is dominated by the youth (Rosdianah, 2009).

Research result of Yahoo and Taylor Nelson Sofres (TNS) indicate that most of Internet users in Indonesia are youths of 15 through 19 years of age. Deputy Manager Director TNS, Sures Subramanian, exposes that, based on survey attended by two thousand respondents, of 64% are youth. In second level, 42% of Internet users comprises those of 20 up to 24 years of age. This is due to the fact that leisure time owned by the youth is more plenty compared with those work group age. Muhammad (2010) states that two-third of internet user in Indonesia is youth. That's why Internet has very great effect towards Indonesia young generation.

Detta (2012) states that research undertaken by [wearesocial.org](http://wearesocial.org) found that of 237.556.363 Indonesia population, 39.600.000 persons are Internet user and 40.829.720 is user of social media sites. That research also reports that more than half user of Internet Indonesia at the age of 20 years and lower. This means that Indonesian youth has recognized deeply on social media sites like Facebook and Twitter. Based on data of total facebook user, <http://checkfacebook.com/> to be accessed on 27 May 2012 at 14.31 WIB, Indonesia is on the fourth rank after the United States, India, and Brazil by total user of 42.586.260. Based on SemioCast research, institute of social media research which is centralized in Paris, in an article with topic "Indonesia is the Fifth Twitter User in the World", in this respect,

Indonesia is the fifth after United States, Brazil, Japan and England with total Twitter account 19,5 million.

A number of items that occur in Indonesia that makes us concerned. Many people does not care on youth user SNS that does not reflect norms of society. Compared with other countries, media literacy for youth using SNS, Indonesia is far left behind, whereas some countries do care in providing the youth using media literacy at the time of using Internet, even some have afforded social movement to realize media literacy for the community, for the youth in particular, as user of social media sites in Internet. In California, **United States**, English Language Arts Standards (ELA) urges student capable of identifying, analysing and critisizing persuasive technique on a media message (Riza, 2012). Media literacy education in South Afrika is used to promote education reformation. Media literacy education in England, Scotland, Canada, and Australia becomes part of language art lesson.

Rahmawan Detta (2012) in his writing with topic "The Importance of Internet and Social Media Use by Children" states that from year 2006 through 2009, EuKids Online, an independent research in England which is under Departement of Media and Communication from London School of Economics, carried out research in 18 Uni Europe countries. This research is aimed to identify the use of Internet and Social Media by youth and children. The research also aimed to evaluate factors of socio-culture, parent's role and regulation related with Internet usage in the respective country. In January 2010 Kaiser Family Foundation in Amerika conducted research that aims to identify the use of media by a child with age ranges from 8 to 18 years. This research is performed throughout the whole states of America.

The weak movement of media literacy in Indonesia causes the youth lose to apply Indonesia culture at the time of using Internet. Indonesia position in media literacy movement, can only be viewed Internet program *Sehat Aman* (INSAN) sponsored by the Ministry of Communication and Informaton. This program socializes the use of Internet healthily and safe to a number of public society so that Internet can give benefits and additional values. As comparison on this, in other countries, media literacy movement, according Syukri's notes "*Peran Pendidikan Non-formal untuk Pemasarakatan Literasi Media*" stated that media literacy movement in the United States is initiated by Universities that conduct media literacy project, such as New Mexico Media Literacy Project (NMMLP) by University of New Mexico and Appalachian State University, opening S2 program in media literacy. A number of universities in Amerika such as Babson College and University

of North Carolina in Chapel Hill establish institute that develops a study on media literacy for school teachers. Media literacy movement in Canada is conducted by Ministry of Education that makes media literacy as education curriculum and extra curricular at schools. Media literacy movement in Australia is also sponsored by universities such as Edith Cowan University, University of Sydney, and Macquarie University. Media literacy movement in Rusia has been commenced since year 2002 that makes media literacy being one of study program in universities. Media literacy movement in Ireland is represented via government, that makes media literacy education as part of curriculum in elementary school and junior high school. Japan establishes a study club/group on youth and media literacy that owns a number of professors in various science such as education, communication, social and politics and owns the design from a number of universities to formulate media literacy for Japanese community.

In Indonesia, research on the use of Internet and social media by the youth, is still scarce. Indonesia has not given high attention and care upon real effort in realizing media literacy. Effort of realizing media literacy such as "Melek Media" community (<http://melekmedia.org/>) that gives attention and attempt to promote media literacy in Indonesia. This community, via website and blog writes issues on information, knowledge, and education on media literacy. Some activities as practice of media literacy has also been performed in Indonesia such as "*Konferensi Nasional Literasi Media di Indonesia*". A workshop activity on Media Literacy (<http://www.literasimedia.org/>) is aimed to develop young generation skill in order to become critical on mass media content, and also develop understanding on heterogeneous concept and tolerance in society. The activity comprises Media Literacy to be conducted in Depok, Palu, and Ambon. Through Media Literacy workshop activity, it is expected that young generation has capability to access media, analyze media content suitable with its context, criticize mass media, and write message in various media form and type. *Kidia Kritis Media untuk Anak* (<http://www.kidia.org>) is one of a number of activities supported by Foundation of *Pengembangan Media Anak* as practice of media literacy. To be critical with media comprises five capabilities, namely able to limit total hours used for media, able to choose suitable media content, able to understand media content and not easily influenced by media content, and able to take benefits from the media being consumed.

Education on media literacy in Indonesia has not been widely carried out. Media literacy practice in Indonesia is only known at workshop, seminar forum, road show, media literacy promotion activity, by board of self-effort community the so-called *lembaga*

*swadaya masyarakat* or in students' organization. Application try-out on media literacy was conducted in 2002, where media literacy as subject at Elementary School (*SDN Percontohan Johar Baru 01 Pagi Jakarta Pusat*) by Indonesian Children Welfare Foundation (*Yayasan Kesejahteraan Anak Indonesia*). Furthermore, from 2006 through 2010 Children Media Development Foundation (*Yayasan Pengembangan Media Anak*) conducted media literacy try-out and improvement which was contributed by UNICEF. Central of Indonesia Broadcasting Commission (*Komisi Penyiaran Indonesia-KPI*) Conducted Training of media literacy Trainers, in an effort to manifest healthy broadcasting. The above mentioned facts stimulates the writer to more formulate youth media literacy in using Internet.

## LITERATURE REVIEW

### Media Literacy

In this information era, community understanding upon certain reality or phenomena is obtained via mass media (printed, electronic and Internet). Mass media has great influence in community's forming trust, opinion, and behavior. The need of information causes community dependent on mass media. Community feel necessary to access mass media as an effort to meet the requirement on information. Information that is obtained from mass media will affect community's thinking, understanding, view point, opinion and behavior. The rate of mass media influence, causes the importance of media literacy for the community in consuming mass media.

Media literacy is an effort to control mass media influence in individual life. Media literacy is a study to assist individual to recognize media literacy that the individual can consume media intelligently. Media literacy teaches on the utilization of media wisely and evaluate critically the media content. Individual media user that has media literacy capability will give response and evaluate a media message with responsibility.

*National Association for Media Literacy Education* (NAMLE) regard media literacy as a series of communication competence that consists of capability to access, analyze, evaluate communicate information in different kind of form, including message on printed and non printed media Baran in his <http://www.fergut.com/wordpress/media-ecology/using-the-transatlantic-to-teach-media-literacy/> mentions seven elements in media literacy, namely :

1. An awareness of the impact of media (awareness on media influence)
2. An understanding of the process of mass communication (understanding on mass media communication process)

3. Strategies for analyzing and discussing media messages (strategies in analyzing and discussing media message)
4. An understanding of media content as a text that provides insight into our culture and our lives (understanding on media content as a text that provides knowledge insight into our culture and life)
5. The ability to enjoy, understand, and appreciate media content (capability to enjoy , understand and evaluate media content)
6. An understanding of the ethical and moral obligations of media (understanding on responsibility on media ethics and moral)
7. The development of appropriate and effective production skills (capability development of effectively and properly production).

According to Straubhaar and Larose (2004), internet is dangerous in some reason :

1. Internet as Robber Barony. In 2000 software giant Microsoft Corporation was found guilty by bundling its Internet browser software with its Windows operating system ( which control 97 percent of the market), a practice that drove competing browser maker (nets - cape) out of business. Creating excessive *horizontal integration*.
2. Internet as corporate hegemony. Critics fear that the *corporatization* of the Internet, the increasing influence of commercial interests on its governance and growth will make it just another means of perpetuating the economic status quo (McChesney,1996). A sides from their economic might, **copyrights** and **patents** are the most important tools that corporations have to control the Internet.
3. Internet as the ruling class. The internet will become the exclusive province of a privileged, computer-savvy ruling class, further widening the digital divide between rich and poor.

### **Media Literacy on *Social Networking Sites* (SNS)**

Boyd and Ellison (2007) defines *Social Networking Site* (SNS) or commonly termed as social network as service based on web, makes possible for each individual to build social communication through online world like to build a profile of oneself, representing someone's relation and expose whatever relation occurs between one *member* and another *member* in provided system. Gotta (2008) states that social networking sites is :

- a. Website functions is as individual facility to build communication with other individual that makes them possible to mutually build or widen their social network.

- b. Website functions is as facility for those who want interact one another, share information in the sites , participate in different sites activity and build community informally and voluntarily.
- c. Website that contains specific component, makes possible user to define profile in online, list of individual connection, notification on an activity, participate in community group as well as arrangement of privacy and lience.

Boyd and Ellison (2007) define SNS as sites that provide service based on web that makes it possible for user to build public profile or semi-public profile in a limited system , build list of friend , where users can have mutual sharing of relation and show and change their list of relation from the said system. The use of SNS can give positive benefits but not free from negative impacts, if it is not used properly and proportionally.

Considerable benefits can be obtained from SNS among others, it can be used to sustain social relation with friend, obtain new friends with same interests, and and share know knowledge and experience. However, apart from positive impacts, SNS can result negative impacts like too much share of information that is personal in nature, decrease of physical activities, cyberbullying and and other tresspass of law. Exceeding use of SNS can cause individual attitude because users tend to avoid direct social communication and interaction with other man or community.

Media literacy for Internet media is catagorized as new media literacy or digital literacy. This digital literacy among others comprises skill and understanding in the use of Internet. Internet media literacy also comprises understanding that message Internet media message also gives impacts to the individual and community. That understanding gives community wisdom in producing and consuming Internet media message content. SNS has capability to connect one individual with other unknown individual. SNS also makes individual possible to build mutually social relation with user from different kind of culture. On the basis of such SNS function and capability, it is quite certain that SNS will give mpacts to individual, personally and in community, socially. This is the reason why SNS media literacy important for users.

Yohannis (2009) states that SNS as one of technological products is able to change behaviour, values and culture of user, among others user keeps exposing privacy to public eventhough they realize that their private identity will be known by other people, the fading of friendship value, habit to discuss rumour, the use of SNS in long time, using profile to promote oneself in exceeding manner and being mis-used, for bias action such as identity spamor stealing. Those examples are evidence that culture malfunction from moral values,



occurs in SNS. Accordingly, Internet media literacy, especially in the use of SNS is very required to minimize the impacts given.

### **The Use of *Social Networking Sites* (SNS) Media Literacy for the Youth**

American Academy of Child and Adolescent Psychiatry report in <http://health.kompas.com/read/2012/02/07/14033436/Tip.agar.ABG.Aman.Gunakan.Jejaring.Sosial> more than 60% youth of Unites States of America has at least one SNS profile. Most part of the number spend time more than two hours a day for interaction in SNS. That phenomena is not far different with phenomena of SNS used by Indonesian youth . The use of SNS like facebook and twitter has become trend in youth.

Based on the obtained data, Internet user is dominated by the youth and Internet user activities is dominated by the use of SNS, therefore, SNS media literacy education for youth is required, considering that the use of SNS not only give positive benefits but also brings negative impacts to the user.

Youth is community group that is vulnerable towards negative effect brought by mass media like SNS of Internet media, owing that youth, is a phase where individual undergoes identity and view point formation process. Youth is community group that easily immitate message displayed in mass media. Message displayed by media might be adverse because it does not conform to values in the society, and accordingly, priority in media literacy education shall be given for the use, in order to have capability to select media message that is not suitable with social culture.

SNS is communication media being solution on difference of time and distance, able to provide information on old friend and build friendship with new friend. However, sometimes individual provacy boundary become obscure and resulting in dependency. The use of SNS is afraid of resulting in adverse impact such using SNS in exceeding portion and at unsuitable time caused by dependency effect.

Youth has capability for more open to receive education and learning. This capability will help media literacy education process given to the youth. Youth will easily receive understanding on media literacy, especiall to use SNS in Internet media, thus, objective of SNS media literacy for the youth can be achieved. The youth can use SNS intelligently and wise.

Parents participation to help control their youth children in using SNS is also required in an effort of SNS media literacy for the youth. Parents is expected to build their youth children in using SNS such as limiting portion of SNS usage, give advice on

information that is too personal in nature, give advice on information that is feasible to share by teaching sensitivity.

## RESEARCH QUESTION

The first question in this study is how far is Indonesian teenagers depend on Internet? The second question is how implementation of media literacy based on society norms in Indonesia?

## METHOD

### *Sample dan procedure*

In answering these questions, a survey was conducted toward 500 students of Senior High School in Malang-Indonesia. The study was conducted toward 21 schools both public and private schools in Malang, 3 schools were not willing to be explored, so the study results cover 18 schools only. The questionnaires spread among 500 students, and about 55 questionnaires were not returned and 14 questionnaires was not completely filled, therefore the research data covers only 431 respondents.

**Table 1. Characteristics of Respondents**

Characteristic	Category	Frequency	Percentage (%)
Gender	Boys	192	44.5
	Girls	239	55.5
Age	14 years old	44	10.2
	15 years old	166	38.5
	16 years old	119	27.6
	>= 17 years	102	23.5
Access Internet /day	11-15 times	355	82.4
	16-2 times	40	9.3
	21-25 times	11	2.6
	< 25 times	25	5.8
Lenght Of access	5 minute	69	16.0
	6-15 minute	104	24.1
	16-30 minute	95	22.0
	31-60 minute	74	17.2
	< 60 minute	89	20.6

The respondents of the study were mostly girls (55.5%) out of 431 respondent, aged between 15-16 years old (66.1%), access the Internet for about 11-15 times per day (82.4%)

for the duration of access about 6-30 minutes (46.1%). These findings reflect that Internet has become the part of High School Students activities today.

### ***Measures***

The respondents were asked to voluntarily fill the questionnaires concerning their usage of Internet. Generally the respondents spent around 7-15 minutes in filling the questionnaires.

### ***Demographics***

Boys were given the code of 0 and the girls were given the code of 1. In the questionnaire the age of the respondents are also asked.

### ***Internet Dependency***

Adapted from Melton & Reynolds 2007, this variable explained youth dependency on Internet in aspect of information, communication, entertainment and news. To fulfill the research interest, business factor is included. Respondents reported their agreement with 20 statement. Five points of Likert Scale is used in answering questions, 1 defines highly disagree, 2 defines disagree, 3 defines neutral, 4 defines agree, and 5 defines highly agree.

## **FINDING**

Internet dependency is measured by 5 indicators; they are information, communication, entertainment, online news and marketing. Internet attracts students more because of the need of information. A student even stated that he often uses search engine to find information or answer some questions.

### **Results of Factor Analysis**

In this study, factor analysis test was conducted in four processes consisted of interdependency test, factor extraction, factor matrix, and formed factor labelling. The interdependency testing was done to acknowledge whether there was interdependency between one variable to the other. In other words, the variables which was not have any correlation with other variables could be excluded from the analysis in (to be retested later on).

This variable interdependency testing was meant to filter the suitable variables to be used in factoring process and to exclude the improper variables. This test was conducted by using scores of Keiser-Meyer-Olkin (KMO). Factor Extraction could be done when the score of Keiser-Meyer-Olkin (KMO) was more than 0.50.

The core process of factor analysis is to do extraction toward a group of attributes in order to form one or more factors. The method in factor extraction in this study is *Principal Component Analysis* (PCA) method. This method is based on the eigenvalues, the variance percentage or the cumulative percentage. Eigenvalues is the value representing the total of varians defined for every factor. Besides, in factor extraction it is resulted a communality value for each variable. Communality is meant as the amount of variance owned by each attributes which can be defined by the extracted factors. The last part is interpreting the results of factor loading which measure the correlation between attribute and the formed factors.

The measurement of KMO score obtained the value of 0.839 which explained that the result of observation of 20 Internet dependency attributes is correlated each other. The score of KMO suggested that in analysis is more than 0.50. Then, it would be conducted a factor extraction by using the method of *Principal Component Analysis* (PCA) toward the Internet dependency in using Internet. It was measured by 20 attributes which were resulted in the extraction of 6 factors. The total of cumulative variance which could be explained by these six factors are 64.429 %. The results of factor extraction in detail can be seen in the table below:

**Table 2. Result of Factor Analysis Variable *internet dependency***

Factors	Name of Factors	Attributes	% Total Variance	% Cumulative of Total Variance	Loading Factor
1	News and Entertainment	1. Finding out what is happening/happened in virtual world	28.516	28.516	0.854
		2. Obtaining news			0.818
		3. Finding out what is happening/happened in my city/ community			0.720
		4. Watching video clips, or listening to music clips			0.598
		5. Using online search engine to			0.566

		find information			
		6. Downloading files such as games, videos, or pictures.			0.550
		7. Sharing files with others			0.500
2	Communication media	1. Expressing your ideas	11.287	39.804	0.768
		2. Chatting a chat room and participating in an online discussion			0.683
		3. Visiting online support group			0.656
		4. Learning more about yourself			0.611
		5. Being part of an online group where you can feel as a part of it			0.580
3	Particular Information	1. Using search facility to answer a specific question	8.190	47.994	0.775
		2. Determining what to buy and where to do it			0.614
4	Online Marketing	1. I buy things I need online from online shop	6.499	54.493	0.818
		2. I sell goods/ services online			0.808
		3. I'm looking for information about things I want (shoes, watches, t-shirts, clothes, etc)			0.507
5	Downloading video of popular artists	1. Downloading and sharing videos of popular artists	5.152	59.645	0.685
		2. Making plans with friends to go somewhere			0.632

6	Online Games	1. Interested in online games such as Dota and Point Blank	4.784	64.429	0.715
---	--------------	--	-------	--------	-------

Value of KMO = 0,839; O1 = Information; O2 = Communication; O3 = Entertainment; O4 = News; O5 = Online Marketing

The result of factor analysis toward the problem of internet dependency among Senior High School students is structured into 6 main problems; (1) news and entertainment, (2) communication media, (3) particular information, (4) online marketing, (5) video downloads and (6) online games. The first factor consists of the newest global news, local news or communities, watching video clips or music, downloading entertainment files (e.g., games, videos and pictures). This factor can explain about 28.516% regarding internet dependency of a student. In other words, the internet dependency of a student would be emphasized when the student often uses internet as a media to search for news and entertainment.

## **DISCUSSION**

### **1. Internet Dependency Among Youth**

Nowadays, almost all teenagers are familiar with Internet. The findings showed teenagers' high dependency on the Internet. There were five indicators of internet dependency, namely information, communication, entertainment, news, and online marketing. Factor analysis explained that the teenagers' internet dependency was influenced by (1) news and entertainment (2) communication media, and (3) getting particular information. Teenagers' activities at school and their age were the logical reasons for the need of news and entertainment. Teenagers preferred hot and up to date news in the world, popular video clips or music, and online discussions.

This study in line with Kraut et al (2003) research. Through the Home-Net project it is known that American teenager mostly using Internet for entertainment, information and communication with friends and family or for meeting new people online .It appears that youth need to gain new information and also entertainment through Internet, for example from youtube or downloading music, games and videos.

Teenagers mostly using Internet to update news and entertainment for example what is happening in virtual world and also in local community. Youth likes to watching video clips and also using online search engine to find information. They are also likes to downloading videos, pictures, and games. The second, youth using the internet as a

communication media for example to express the ideas, chatting and participating in online discussion, and from Internet youth can learn about themselves. The last factors is Internet for getting particular information. Youth using Internet to access search engine for example : google, yahoo, my space to answer a specific question. Surprisingly youth also often looking information about what to buy and where to do it.

The findings indicated that averagely teenagers accessed internet 11-15 times a day. It could be happen because school give assignment to access the Internet to complete the homework. Especially school with E-Learning program. Through this program, student need Internet access most. The study stated that teenagers' internet dependency was a positive considering their needs of news and entertainment. Further, it cost only \$20 cent per hour to access information through internet at anytime.

The findings showed that internet was accessible for teenagers to meet their personal and group needs. In addition, it also suggested that teenagers with good interpersonal relationships would rely on internet to support their activities. It meant that internet provided many benefits to teenagers, particularly in terms of entertainment.

This research show that teenagers in Indonesia has a relatively high dependence on the Internet. This is in line with Don Tapscot (2009) mention teenagers as 'digital native' where they grow and rouse along with the information technology itself, so it is not surprising that teenagers are the most expert as well as the most users of information technology, especially Internet.

Internet Dependency among teenagers in Indonesia would also require the attention. Appropriate Media literacy should be developed for teenagers to consider the aspects of value and cultural espoused by the nation of Indonesia. So that, the Internet can be used wisely by Indonesian teenagers

## **2. Media Literacy for the Youth in Using SNS Based on society norms in Indonesia**

Nowadays, society receives abundant of message and information from various kind of media. Message delivered by media, varies, from useful information up to information that neglect truth and culture. Message in mass media contains communicator trust and attitude that can give impact to the community as communicant. Community will give response based on trust and attitude value owned. Many community responds by approving the message which is not sure suitable with culture followed by community.

The receiving of message and information from mass media sometimes not followed by ability to consume media wisely. This causes the importance of media literacy education for community, for minimizing negative impact from using media. To manifest media literacy for the youth in using SNS facebook and Twitter, the following are required :

- Media literacy education needs to have society norms so that community has capability to suit media usage with culture in force in the society like value system. Value system followed by Indonesian society among others are togetherness, politeness, honesty, justice, social harmony, and tolerance. Media literacy education for Indonesia society, can contain value system which is followed by Indonesian society. From this media literacy education it is expected that community will be able to produce and receive information intelligently and tactfully in that it is suited with society norms. Community is no longer worried upon message and information which is bias, trespassing or not suitable with society norms.

#### **Example on Displaying Social Harmony and Togetherness in SNS**



The above figure indicates that Indonesia youth communicates via social networking sites by showing harmony and togetherness value. This can be viewed based on communicator states that, a family keeps being a family, namely by exposing communicator's photo together with communicator's friends who are considered as a family. Erlangga Satryawan, one of the student on Senior high school in Malang, writes such message because communicator feels there is a bound, like a family and brothers with interest they follow. In communicator's opinion, although member in that group no longer joins the group, they keep becoming a family.



### **Politeness can be done by controlling Internet expression**

Youth, should not publish all issues of one's own that is too private in nature. This must be avoided, in spite of its difficulty. In an article "*Saatnya Berkicau dengan Media Sosial*" it is mentioned that one of Indonesian people characteristic is eager to know other people's news and also eager to expose everything occurs on them. In the use of social networking sites, if it based on moral values, those are unsuitable, since everything which is privacy in nature is better not to be known by other people.

Message or comments in youth SNS may not offend other's feeling, such as using satire sentence or words that is not suitable with value and norms. Considering that the youth often communicates via SNS by ignoring politeness, sensitivity and tolerance, Budiman and Nadya (2012) states that the use of *slang* words by the youth is sufficiently high. 40% respondent declare they have used 11-20 *slang* words from 30 provided words.. About 35% respondents represent high use of *slang* word, namely 21-30 words from the provided 30 an. The other 25% respondents only use 0-10 *slang* words from the 30 provided words. It can be concluded from the research result basis that youth often use *slang* words (local term *bahasa gaul*) or terms popularly applied by the youth.

Freedom, especially mal-use of Internet such pornography obtained Baran (2006:321) serious attention reporting that most effort at controlling the Internet are aimed at indecent or pornographic Web content. Stein and Sinha (2006) stated, freedom of expression is a value that numerous nations endorse as a political or social right.

Computer networks open up new and significant opportunities to engage in expression. Computer networks allow groups within civil society to forge direct connections with one another through electronic mail, web pages, file transfers, real-time messaging, and online newsletters and discussion groups.

Zwart (1997:2) also reported that today, no one body has responsibility for the control and operation of the Internet itself has no independent existence, rather it is a public network linking networks of different computers, made possible by the fact that all of those different computers can speak the same language, TCP/IP, the Internet protocol language.

### **Internet and Public Discussion**

Jankowski (2006:66) states, the place of public discussion and debate has been a central feature of community media initiatives for decades, and this feature is equally central to many Internet-based facilities. Newsgroups, discussion lists, and specially constructed sites for debating social, political and cultural issues abound on the Internet.

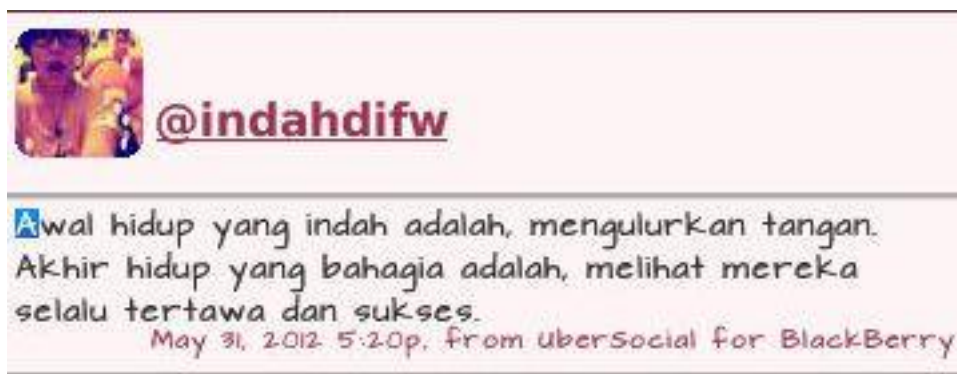
In using SNS, youth shall reflect social harmony without regarding that the use is from different area. Ari (2010) exposes that in facebook, a number of social networking sites from friends, school alumnae, social movement can be encountered, including group or community of the from the same area, where the respective language used in the group or community uses their regional language. Facebook as one of social networking sites provides a site for the said group or community, which is called *group*. One of community types to be established is regional community The established community establishes network and connects individuals from certain regional community. Individuals from regional community communicate using their own regional language.

**Example of Cooperation Value Reflection on Youth SNS a:**



The above figure indicates that Indonesian youth communicate via SNS by representing cooperation value through sentences, asking support when he will play futsal. Subhan Muttaqin, a student, wrote such message, asks support when he will play “*futsal*” so that he will win.

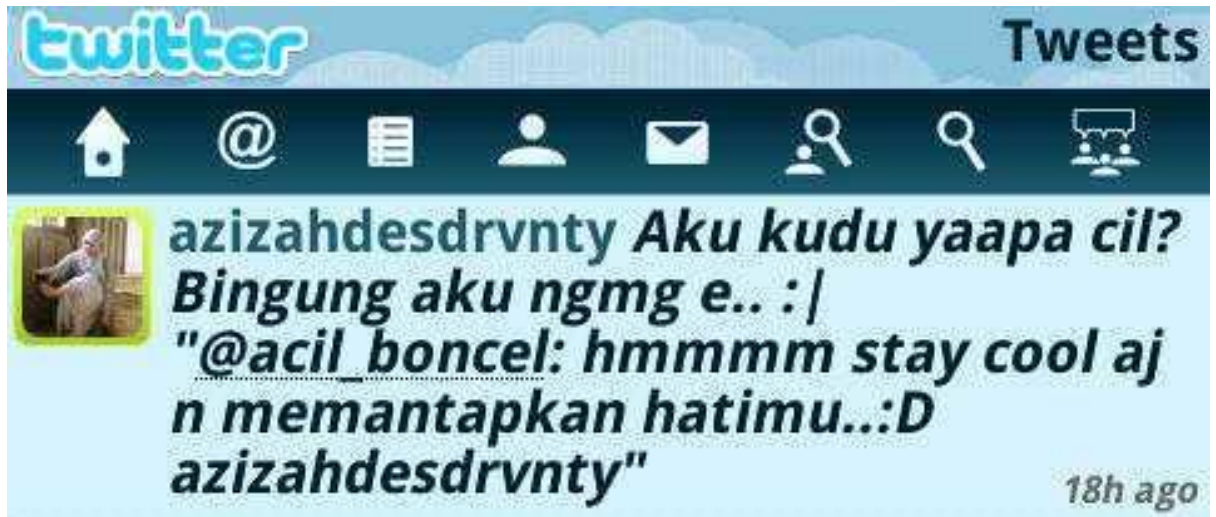
Mutual assistance is reflected from the use of SNS Facebook and Twitter in gathering sense of solidarity. Social networking sites, is able to connect those having sense of care and empathy or having same opinion on a social phenomena, which is manifested in real action. Example of this is when natural disaster occurs, care appears via Social networking sites in order to help natural disaster victims.



The above figure indicates that Indonesian youth communicate via SNS with motive to help other people. This mutual assistance can be seen from his *tweet*. “*awal hidup yang indah adalah mengulurkan tangan*” (The beginning of beautiful life is giving help). This indicates that communicator wants to invite public to take part in mutual assistance for those

requiring help in order to have better condition, namely by writing this *tweet* berbunyi “akhir hidup yang bahagia adalah melihat mereka selalu tertawa and sukses”(The end of happy life is seeing them always smile and successful).

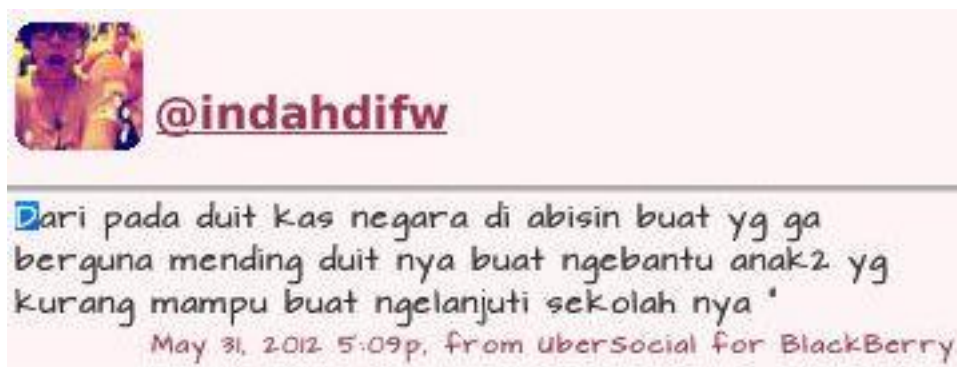
Dwi Indah Fajarwati, a student, writes that message because communicator wants to share her opinion on beautiful mutual assistance to others and make them happy.



Above figure indicates that Indonesian youth communicates via social networking sites with motive to express their feeling . This can be seen from communicator *tweet*. That states that communicator feels puzzled and asks her friend what shall be done by communicator.

Azizah Des Derivanti, a university student wrote that message because she wants to meet and chat with her close friend, but time makes it impossible so that communicator uses social networking sites for its solution.

#### Example of Justice Value Reflection in SNS:



Above figure indicates that Indonesian youth communicate through social networking sites with motive creating justice . This can be viewed from communicator *tweet* that states that country’s cash is better to be used to help poor children in order to continue their study and not spending country’s money for unnecessary things..

Dwi Indah Fajarwati, wrote that message, because communicator feels that so far the country not quite give attention and care upon difficulties undergone by its citizen.

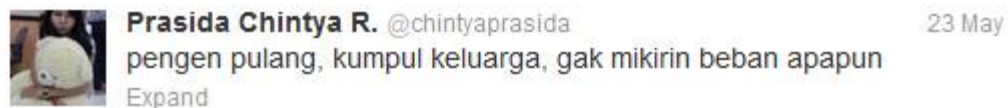
Example of Politeness Value Reflection in SNS:



The above figures indicates that Indonesian youth communicate via social networking sites that represents politeness value. This, can be judged by the use of communicator polite *tweet* language.

Azizah Des Derivanti writes the said message because communicator will continue to achieve her dream, turns out to undergo constraints, and communicator deliberately gives up her dream and feels sure that there will be better way..

**Example of Honesty Value Reflected in SNS**



Above figure indicates that communicator expresses honestly his desire to go home and together with the family, so that he feels no burden when he is together the family. When writing the said message, communicator wants to express his feeling via social networking sites, twitter, owing that communicator feels to be burdened by his considerable tasks and has private problem with his partner. Message contained in the said social networking sites indicates honesty values.

**Example of Hospitality Value Reflection in SNS:**



Above figure indicates that Indonesian youth in communication via social networking sites takes into account hospitality to their friends. This hospitality is represented via expression of “happy birthday” to his communicator.

Erlangga Satryawan writes such message because communicator wants with old friend although they scarcely meets each other.



Communicator writes the above message because communicator is from Bojonegoro city and likes watching football, and therefore communicator shows her social hospitality by saying congratulation to Persibo fans community.

### Example of Tolerance Value Reflection in Youth SNS :



The above figure indicates that Indonesian youth in their communication via social networking sites take into account tolerance value.

Chintya Prasida Rismarini, confessed that her motivation writing the said message due to anniversary of *day without tobacco* so that smokers have tolerance not to smoke on that day .

### Example of Democracy Value Reflection in Youth SNS





Above figures indicating that Indonesian youth communicates via social networking system in order to represent democracy values, namely to express their ideas on the **saving** of energy where presently awareness of the community on it has not been realized.

Dyah Puspitaningrum, has written that message because she wants to express her idea/opinion on Earth Hour to public.

### **Developing Internet Literacy Skills**

Media literacy is a kind of skill that appears automatically. As any other skills, literacy media can be developed. Skills that can be enhanced through literacy media is by thinking how essential literacy media in creating and controlling culture that control us and our lives (adopted from Baran, 2004) under Ardianto,et.al (2007:214).

Zwart (1997:14) states that Internet user on the other hand must choose to view the subject matter by searching, selecting, and often subscribing, either with or without the payment of a fee, to the particular service. Therefore the same rules should not apply to the Internet as are being applied to regular broadcasting.

Social netiquette media is a regulation in the usage of social networking sites. Indonesia through Communication and Information Ministry build a program called Health Internet (*Internet Sehat*) has stated ten social netiquette media, namely : do not lie, do not hate, mutual share, do not curse, do not abuse, share accurate information, correct mistakes, show love, respect privacy and make initial consideration. On the basis of the said netiquette, the obtained number of values needs to be created in the use of social networking sites such as honesty, mutual do not lie that represents that user of social networking sites shall have honesty in communication, do not hate, that represents that user shall create social harmony, share information ; showing love that indicated that user shall have kindness, do not curse or abuse that indicate that user shall have politeness, respect privacy that shows that user shall have tolerance in communication.

Social networking sites can be utilized as media to create the Indonesia culture values. Utami (2011) clarifies application of national identity in the use of social networking sites. The said application can use viral marketing techniques, where individual A owns account on social networking sites. That individual makes friends with many Indonesian people. Furthermore, the said individual always writes status or notes that changes special day of Indonesian country , distribute the website *link* related with meaning of that special anniversary for friends who reads it. The said individual receives good response from his friends and this condition is termed as popular condition as *top news*. Public that understand

the said condition will be motivated to do the same thing. and hence develops into the Indonesia culture. This viral marketing techniques enhance the insight of the Indonesia community, and furthermore this community will recognize the national identity and Indonesia culture. Accordingly it improve personal quality which is of national identity as Indonesia citizen..

On the basis of such explanation, it can be concluded that the said technique can be used to create values contained in Indonesia culture such as democracy, harmony, tolerance and mutual assistance.

The Law Bureau and Health Ministry Organization of Republic Indonesia (2010) at the time of court institution undergoes trust crisis, certain social group use Internet in an effort to meet community sense of judgment . This social group frequently use social networking sites such as facebook as a media to support those that undergo unjust experience. This social group has mutual correlation that mutually influence each other and make mutual assistance. Among those support is the support to Bibit-Chandra and Prita Mulyasari. This social group is manifestation of Indonesian community aspiration via social networking sites .

The above indicates that social networking sites can be used to create Indonesia culture values, namely justice, mutual assistance, togetherness, and cooperation. Manifestation of Indonesia community aspiration via social networking sites, can represent democracy values.

A number of mistakes have been made by social networking sites user that can harm others. That, can be classified as trespassing the law. Rudi (2011) states that, maturity of an individual is required in the use of social media. User must be responsible upon communication message delivered via social networking sites. Therefore, politeness is required in using social networking sites. This indicates that social networking sites can be used to create politeness values.

Health Internet program (Internet Sehat) exposes that social networking sites makes children and youth much more friendly , attentive and full of empathy. The example of this is giving attention to the birthday of friend of theirs, comment on photos, video and status of their friends. This indicates that social networking sites can be used to create social hospitality and tolerance values.

Health Internet program (Internet Sehat) also mentions that social networking sites makes children and youth learn to develop technical and social skill that is very required in digital era such as method of adaptation, and socialization with public and manage

friendship network. This also indicates that social networking sites can be used to create social harmony and togetherness.

Health Internet program (Internet Sehat) exposes trick to obtain friends to use social networking sites among others frequently say hello and sharing, but not exceeding. For instant a friend writes a message, then responded by communicator, and communicator asks to make ordinary discussion on recent issues. Mutual sharing of information, feeling expression, discussion on most recent issues, up to assisting friends who undergo problems. Frequently say hello is shown as hospitality values that can be created, and mutual sharing is represented as mutual assistance values that can be created.

Meanwhile, Alhaq (2011) exposes that social networking sites is media for people with different kind of background. User can use good words in comments he makes, avoid emotion and sensitive issues in order to avoid problems and offend other people. User must be respectful to others if he wants to be respected. This indicates that politeness and tolerance values can be created via social networking sites.

Facebook must be able to function in building togetherness, unity and capable of solving problem faced in each area with various natural resources and human type. Second role is government and social role. When Facebook finds out development alternative, government is capable of providing contribution to practical area and the community is capable of optimizing movement in area development. Third role is capable of developing locality mechanism. Group in Facebook as a means of various information and gathering support. On the basis of such explanation, social networking sites can create values on togetherness value, cooperation, social harmony and mutual assistance (Aditya, 2011)

Aditya (2011) also mentions that facebook will be much more beneficial if user utilizes the media to build nation locality in that, social networking sites can create sense of friendship, social harmony among various religion, race and group, by optimizing facility for sharing information on social culture development. The role of social networking is as foundation to manifest Indonesia to be more democratic, sustain multiculturalism and pluralism in community. Aditya (2011) exposes that a number of principles have been taught in community life, among others sense/values of togetherness, love each other, mutual assistance, judgment, democracy and so forth. Like social networking sites facebook being a media builds community principles via Internet. Based on this, it can be concluded that social networking sites can create values of democracy, judgment, mutual assistance, togetherness, cooperation, social harmony and tolerance, suitable with Indonesian cultural values.



## CONCLUSION AND SUGGESTION

### Conclusion :

1. Values systems followed by the Indonesia youth namely peaceful life /togetherness/solidarity , cooperation through compiling donaion/fund and other type of solidarity , kindness( control freedom of expression in SNS), honesty, justice , hospitality in social movement , tolerance, and democracy, shall be reflected in youth SNS.
2. Media literacy movement on the use of SNS by the youth, has not been optimally practiced in Indonesia.
3. Literacy media in Internet, in SNS in particular, can be conducted by carrying out research on Internet literacy media , compatible with the Indonesia community.
4. Other efforts that can be performed is providing education based on capability on Internet literacy media to students at schools . Literacy media has been arranged to take into account cultural aspects and moral values , which is is expected to be able to minimize the negative impacts on the use of SNS.

### Suggestion:

1. Literacy media in Internet, in SNS in particular, can be conducted by carrying out research on Internet literacy media, compatible with the Indonesia community.
2. Other efforts that can be performed is providing education based on capability on Internet literacy media to students at schools. Literacy media has been arranged to take into account cultural aspects and moral values, which is is expected to be able to minimize the negative impacts on the use of SNS.

## REFERENCES

### Books, Journals and Researchs

- Ardianto, Elvinaro, Komala Lukiati, dan Karlinah. 2007. *Komunikasi Massa, Suatu Pengantar*. Edisi Revisi. Simbiosis Rekatama Media.
- Baran, Stanley J. 2006. *Introduction to Mass Communication: Media Literacy and Culture*. Third Edition. Boston: Mc Graw Hill.
- Budiman, Della Nadya. 2012. *Pengaruh Media (Khusus pada Media Jejaring Sosial) terhadap Gaya Bahasa Remaja*. Prasetya Mulya Business School.
- Farid, M. Mifta and Dedi Rianto Rahadi. *The Use of Social Networking System to Support Network among Universities*.

- Jankowski, Nicholas W. 2006. *Creating Community with Media: History, Theories, and Scientific Investigations*. Dalam *Handbook of New Media: Social Shaping and Social Consequence of ICTs*. Edited by Leah A. Lievrouw and Sonia Livingstone. Sage Publications: London.
- Magnis, Fransz and SJ.Suseno. 1985. *Etika Jawa : Sebuah Analisa Falsafi Tentang Kebijaksanaan Hidup Jawa*. PT. Gramedia : Jakarta
- Sanggar Kanto, Reza Safitri, and Maya Diah Nirwana. 2011. *Digital Natives and Exploration Media: of Youth Attitude on the Use of Facebook and Media Diet Application to Mitigate Adverse sides the Use of Communication Technology* . In *Journal LPPM*. UB
- Straubhaar, Joseph and Larose, Robert. 2004. *Media Now : Understanding Media, Culture, and Technology*. Wadsworth. Thomson Learning.
- Syukri, M. *Peran Pendidikan Nonformal untuk Pemasarakatan Literasi Media*.
- Yohannis, Alfa Ryano. 2009. *The Design of Conceptual Model on Social Control on Social Networking Sites Community*.
- Zwart, Melissa de. 1997. *Controlling Content on the Information Superhighway: the Liability of Internet Service Providers for Copyright Infringement*. Dalam *Current Commercial Law*, Vol. 5, No. 1.

### **Internet**

- Aditya. 2011. *Jaring Revolusi Demokrasi*. Online <http://soulofaditya.blogspot.com/2011/05/jaring-revolusi-demokrasi.html> accessed on 1 June 2012, time 2.05.
- Alhaq. 2012. *Etika Berjejaring Sosial*. Online <http://ooyi.net/etika-jejaring-sosial/> accessed on 1 June 2012, time 1.48.
- Anonim. 2012. *Budaya*. Online <http://id.wikipedia.org/wiki/Budaya> accessed on 28 May 2012, time 15.43.
- Anonim. 2012. *Indonesia Pengguna Twitter Terbesar Kelima Dunia*. Online <http://www.tempo.co/read/news/2012/02/02/072381323/Indonesia-Pengguna-Twitter-Terbesar-Kelima-Dunia>, accessed on 27 May 2012 time15.58.
- Anonim. 2012. *Saatnya Berkicau dengan Media Sosial*. Online <http://lokezone.com/id/bisnis/bisnis-online/strategi-bisnis-online/164-media-sosial.html>, accessed on 30 May 2012, time 7.43.

- Ari. 2010. *Peran Facebook dalam Melestarikan Ribuan Bahasa Daerah*. Online <http://aribicara.blogdetik.com/index.php/2010/02/12/peran-facebook-dalam-ikut-melestarikan-ribuan-bahasa-daerah-di-indonesia/>, accessed on 30 May 2012, time 7.55.
- Biro Hukum and Organisasi Kementerian Kesehatan Republik Indonesia. 2010. *Pengaruh Internet dalam Perubahan Sosial sebuah Upaya dalam Mewujudkan Rasa Keadilan Masyarakat*. Online <http://www.hukor.depkes.go.id/?art=62>, accessed on 1 June 2012, time 12.22.
- Candraratna, Muhammad. 2010. *2/3 Pengguna Internet Indonesia adalah Remaja*. Online <http://teknologi.vivanews.com/news/read/173638-2-3-pengguna-internet-indonesia-adalah-remaja>, accessed on tanggal 24 May 2012, time 9.33.
- Cox, E. Sam, Aaron Crowe, and Fernando Guterrez. 2006. *Using Transatlantic to Teach Media Literacy*. Online <http://www.fergut.com/wordpress/media-ecology/using-the-transatlantic-to-teach-media-literacy/>, accessed on 29 May 2012, time 8.41.
- Dewi, Rosdianah. 2009. *Pengguna Internet Indonesia Didominasi Remaja*. Online <http://edukasi.kompas.com/read/2009/03/20/2028042/Pengguna.Internet.Indonesia.Didominasi.Remaja>, accessed on 24 May 2012, time 9.16.
- Faizal, Akhmad Riza. 2012. *Sekilas tentang Literasi Media and Informasi*. Online <http://ahmadriza.com/2012/02/21/sekilas-tentang-literasi-media-and-informasi/> accessed on 27 May 2012, time 12.56 WIB.
- Guntarto, B. 2011. *Perkembangan Literasi Media di Indonesia*. Online <http://generasimelekmedia.blogspot.com/2011/05/perkembangan-literasi-media-di.html> accessed on 27 May 2012, time 18.52.
- Mikail, Bramirus and Asep Candra. 2012. *Tip Agar ABG Aman Gunakan Jejaring Sosial*. Online <http://health.kompas.com/read/2012/02/07/14033436/Tip.agar.ABG.Aman.Gunakan.Jejaring.Sosial>, accessed on 29 May 2012, time 8.23.
- Rahmawan, Detta. 2012. *Pentingnya Riset Penggunaan Internet and Media Sosial oleh Anak*. Online <http://melekmedia.org/kajian/literasi-baru/pentingnya-ri-set-penggunaan-internet-and-media-sosial-oleh-anak/>, accessed on 27 May 2012, time 11.47.
- Rudi. 2011. *Membangun Kesantunan di Sosial Media*. Online <http://www.portalhr.com/berita/membangun-kesantunan-di-sosial-media/>, accessed on 1 June 2012, time 1.02.

- Tim Internet Sehat. 2012. *10 Netiket di Social Media*. Online <http://ictwatch.com/internetsehat/2012/05/29/10-netiket-di-social-media/>, accessed on 1 June 2012, time 1.33.
- Tim Internet Sehat. 2012. *5 Trik Dapat Teman di Social Media*. Online <http://ictwatch.com/internetsehat/2012/05/23/5-trik-dapat-teman-di-social-media/>, accessed on 1 June 2012, time 2.12.
- Tim Internet Sehat. 2010. *Plus Minus Jejaring Sosial bagi Anak dan Remaja*. Online <http://ictwatch.com/internetsehat/2010/03/05/plus-minus-jejaring-sosial-bagi-anak-and-remaja/>, accessed on 1 June 2012, time 1.22.
- Utami, Hesty Dwi. 2011. *Peran Jejaring Sosial dalam Transformasi Masyarakat Menjadi Individu Beridentitas Nasional*. Online <http://halopancasila.wordpress.com/2011/11/23/peran-jejaring-sosial-dalam-transformasi-masyarakat-menjadi-individu-beridentitas-nasional/>, accessed on 1 June 2012, time 12.00.