

Penggunaan Media Interpersonal SMS pada Remaja dan Orang Dewasa (Studi Pendekatan Uses and Gratifications pada Media Interpersonal SMS)

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Abstrak

As one of the most commonly human communication, interpersonal communication has reached great advancement that broadened its scope. The influence of the technology has enriched the interpersonal communication through new medias. Short Message Service (SMS) is one of the interpersonal communication media based on new technology. Those who posses cellular phones, teenagers and adults, use this facility. It is assumed that they use the SMS, even once. The different characteristic between teenagers and adults, more or less, will certainly create some effects to the usage of SMS. The main idea of this research is how teenagers and adults use the SMS. The research was seen on the bases of Uses and Gratifications theory from few related variables, such as age, dependency on peer-group, facilities of SMS (based on technology and communication media), and functions of SMS (trend, affection, social, relax, mobile, access, instrument, urgent). The researcher has done survey towards 220 respondents which include 110 teenage respondents (age 15-21) and 110 adults respondents (age 22-40). The samples were collected by purpose (purposive sampling), only those with cellular phones are included in the sample. Respondents were taken from public places such as malls and offices in the center of Jakarta. The selected variables were analyzed with cluster analysis. The analysis created two groups: cluster 1 with older respondents in average and cluster 2 with younger respondents in average. In other words, cluster 1 can be described as the adults and cluster 2 can be described as teenagers. The cluster analysis also showed that the average usage of facilities and functions by the teenagers in cluster 2 are higher than the average usage done by the adults in cluster I. And the average satisfaction of the usage of facilities and functions of SMS are also higher on teenagers. Even though in some variables such as the affection function of SMS, the degree of satisfaction by teenagers and adults, are almost the same. Further more, the average teenage respondents in cluster 2 depend more on their peer-groups than the average adults respondents in cluster I. There is great chance that dependency on peer-groups influenced the decision of using SMS. Therefore the teenagers tend to be influenced more by their peer-groups in using SMS so that they have higher uses. Teenagers tend to have higher degree of self-disclosure than the adults. The teenagers also have tendency of personality introvert, while the adults are more open. But the differences between them are very little. In that case, the self-disclosure variable do not have strong relationship with the personality variable.