

ADOLESCENT BEHAVIOR IN USING NEW MEDIA: Mapping Adolescent's New Media Habit In Riau Province

By

Nurdin Abd Halim, MA.Comm, Ph.D.
Lecture of Department of Communication
State Islamic University of Sultan Syarif Kasim Riau
nurdin1966@gmail.com
www.uin-suska.ac.id

M.Badri, M.Si
Lecture of Department of Communication
State Islamic University of Sultan Syarif Kasim Riau
negeribadri@gmail.com
www.uin-suska.ac.id

ABSTRACT

The study aimed to determine how adolescents access new media, to determine new media using, and to know new media practices committed in daily lives of adolescents in Riau. The study used three approaches as a theoretical basis, ie., First, the McLuhan approach's "the medium is the message". Second, technological determinism which illustrates that technology has thrust the social factor. And third, media drives cultures. By using quantitative descriptive method to provide an overview of the media access variable, use of new media, and new media practices committed by adolescents in Riau Province, with random sampling Yamane formula. The study found that 1) Youth in Riau Province have the level of closeness with the mass media and social media and adolescents always provide sufficient cost and time to access social media for a variety of interests. 2) Adolescents can access the media freely, using the available facilities, through mobile phones, laptops, personal computers, etc., are available in homes, cafes, schools, and public places in the other. 3) Social media content more accessible by adolescents for entertainment and social interests, not to serve for more meaningful purposes. 4) Adolescents provide very much time to access the internet, and always over estimate the time for the benefit of social media, and adolescents always used to access social networks in free time.

Key word: *adolescents, new media, social media, technological determinism*

INTRODUCTION

The development of communication technology poses many consequences in the life of mankind. Communication technology have presented new media to create ease and negate the boundary between space and time, which resulted in a change in the model of communication that changing lifestyle of the community.

The development of new media for teens who are categorized as digital native, ie the Internet generation, net generation, digital generation, or millenials. John Palfrey and Urs Gasser (2008) has described the characteristics of digital natives as someone who was born after 1980 (the digital age), when digital technologies such as u senet and bulletin board system comes online. This generation digital network access technology, and has the skills and knowledge of computers (YPMA, 2011). They share a common culture that formed as a result of similar experiences in interacting using new media communication technologies intense. They think, live, building norms and develop a different vision of the future with a digital immigrant who was born before the digital age. More specifically, they have a habit of media, use and consume media with very different patterns with adult groups (digital immigrant).

The future Culture and lifestyle is digital natives culture and lifestyle. The question is, how much we understand about life, behavior, and habits of Indonesian children as digital natives? None of comprehensive data, and massive, concerns of media habits of children in Indonesia. TNS (Transaction Network Services) data, called digital Life, which is referred by the researchers to conduct studies related

to mass communication and marketing communication in the digital age, the data suggests only accessed the Internet in various countries in general, then grouped in a simple attitude (YPMA, 2011).

Because there is no national baseline data regarding media habits of adolescent, makes it difficult for Indonesian government, as well as scientists to designing policy, formulate regulations, or implement targeted programs related to the future of Indonesian adolescent. Similarly, the researchers also difficult to conduct massive research, to produce a comprehensive recommendation, in the absence of baseline data for adolescents of media habits Indonesian that can be used as a starting point.

The Problem

Based on the need for baseline data on adolescent behavior patterns and interactions in Riau as a digital native, the research problem is stated as follows: "How adolescent media habits in Riau as a digital native?". Media Habits itself is a broad concept, includes media access, media use, and media consumption. As a digital native, adolescent interaction with the media is more focused on the new media. New media is "... unique forms of digital media, and the remaking of more traditional forms of media to adopt and adapt to the new media technologies" (Flew, 2005:3-4). New media are distinguished from traditional media in the aspect of "digitization, convergence, interactivity, networks and networking". So, which is categorized as a new media is everything Internet-based and digital technologies, such as mobile phones or smartphones, internet, social media, and its entire ranging from digital cameras, DVD/CD player, radio-net, videogames, file sharing software, plus all activities ranging from taking pictures, sending e-mails, sms, file sharing, uploading, downloading, posting, updating, networking, and so on.

The specific formulation of the problem as follows:

1. How new media access is done by Riau adolescent?
2. How does Riau adolescent use new media?
3. How new media practices in the everyday life of adolescents in Riau?

Objective Study

The general objective of this research is to produce baseline data on adolescents media habits in Riau as a digital native. Based on the formulation, the research objectives are specifically defined as follows.

1. Knowing how adolescents of Riau accessing new media.
2. Knowing the use of new media committed by adolescents of Riau.
3. Knowing practices of new media in the daily lives of adolescents in Riau.

THEORETICAL PERSPECTIVES

Humans, Internet, and Information Society

The history of human civilization gave many lessons. One is not static civilization, society is constantly changing. The first phase is characterized by Hunters Society nomadic lifestyle, and Pastoral Society, characterized by massive agriculture and animal husbandry. After centuries of living a pastoral lifestyle, the human ability to conquer the forces of nature into a mechanical force that brings people a revolution entered a new phase, namely Industrial Society. Now, everything we do is dominated by production activities and the exchange of information, a new era called the Information Society.

The presence of technology has changed society and bring it through several phases of civilization. In theoretical perspectives, cultural changes caused by technological development, in the scope of technological determinism. Theories in this area starts from the assumption that the technology encourages social change. Thus, the media communications as one form of technology also has potential "... to change everything in the society" (Straubhaar & LaRose, 2004:26). Theories of technological determinism has several variations. Although both assume large changes due to the presence of technology, but there are differences in emphasis of social and cultural impact.

In the context of communication, Straubhaar & LaRose (2004) mentions three theories that show differences in emphasis on technological determinism, namely: the medium is the message, technology as the dominant impetus, and media drive culture.

The first, which is famous in communication study, namely medium is the message by communications experts from Canada, Marshall McLuhan. In his book "Understanding the Media" (1964), McLuhan did

not just agree on the proposition that states that new communication technology determines culture. He said, "... it is the form of the media, rather than their content, that matters" (Straubhaar & LaRose, 2004:26). McLuhan did not have time to see a demonstration of the power of the Internet today. But the phrase global village, which was first raised, telling the electrical influence in creating large-scale personal relationships, in fact used until now.

Second, technology as the driving force of social factors. In Technological determinism clumps, technology is believed to have a major influence not only in the level of industrial automation and individual habits. More than that, the technology has a big hand in changing social and cultural behavior. This is what happens in the world community today, when technology including new media raises new habits and changing old habits or even destroy.

Third, media drives culture. Media and communications technology changing the lifestyle of the community. Because media technology and telecommunication are dominant, lifestyle and culture of the people had become oriented to the media. Media and communication technologies have revolutionized the world. The climax is the advent of digitization and the Internet, ranging from the first generation of computers, network discovery web, to social media or new media.

New media is a media technology development and the most advanced telecommunications. The primary key that distinguishes new media with traditional media is on the characteristics of the 'digitization and convergence', 'interactivity', and 'networks and networking'. Not just digital media, new media categorized as "development of unique forms of digital media, and the remaking of more traditional forms of media to adopt and adapt to the new media technologies" (Flew, 2005:3-4). Internet and throughout its transformation into the form of this new media technology.

Transforming the Internet itself has been going on in 3 (three) waves. Joseph R. Dominick characterize as the first wave of Web 1.0 (1995-2003), in which Internet users in general become passive consumers who consume texts that have been provided by the manufacturers of the content. Static nature. In Web 2.0, the obvious characteristic is the process of sharing and collaboration. User's position in this case becomes more active as a producer of content. Meanwhile, Web 3.0 is characterized by the emergence of social media to the public as soon changing routines of media users.

Adolescents as Audience New Media

Adolescence according to Salzman and Pikunas is one period of individuals life. This period is characterized by a number of important symptoms, namely the development of an independent attitude (to be independent from their parents and core family), the increased interest in sexuality, and the growing tendency for self-reflection and attention, ethical values, and moral issues (see Yusuf, 2004:71). Adolescence is a period of transition from children to adulthood. The development of adolescence is directly proportional to adult life. That is, a healthy adolescence determines a positive life of adult (see Joseph, 2004:71). To achieve this, the psychologists identify developmental tasks of adolescence, which include some of the following (see Yusuf, 2004:72-73):

1. Receive its physical quality and diversity.
2. Achieving emotional independence from parents and figures who have authority.
3. Develop interpersonal communication skills and learn to get along with peers or others, either individually or in the groups.
4. Discovering models for his identity.
5. Received himself and he has confidence in his own ability.
6. Strengthening self-control on the basis of the scale of values, principles, or philosophy of life.
7. Able to leave the reaction and adjustment (attitude/behavior) from childish.

In reaching these developmental tasks, the environment plays an important role in lives of adolescents. In the traditional model of educations, is a family environment, peers group, and neighbors successively plays the most important role. With the dominance of the media today in human life, traditional parenting get counter from the media. Once adolescents and children out of from families, they get a new 'sitter' that is media. Even the media as the new sitter has become part of the family. Through the media, adolescents learn to recognize the outdoor life, also get socialization values in society, accordance with the reality portrayed by the media.

When dealing with the media, adolescents reveal dynamic character. They basically are curious, easily distracted, tend to take for granted the content of the media (The Habibie Center, 2010:7; Nurdin Abd Halim, 2010). In addition, adolescents are familiar with the technology, not afraid to deal with new things, critical, and idealistic.

It is often argued that young people growing up in the presence of Internet and new media are 'techno savvy'. They are assumed to possess new media attitudes and skills which older generations do not. This new generation has been positively characterized as 'the Net Generations' (Tapscott, 1998) or 'Digital Natives' (Prensky, 2001), or 'Millennials' (Howe & Strauss, 2000) due to their often unquestioned proficiency in accessing and using technology and new media (Zimic, 2009:1).

Although claims of 'techno-savvy' is disputed in some studies, but it can not be denied, the younger group is part of Internet users and the largest telecommunications gadgets. "As early adopters of new media, youth are in many ways the defining users of the new media" (Montgomery, 2000:61). According to Tapscott, the young children of today are the generations 'net geners', which has its own uniqueness. "Their brains have developed differently. Their brains process fast-moving images differently" (see Zimic, 2009:131).

The consequences of different models of thinking impacting on the values, habits, and behavior of young children who were born in the Digital Age. Tapscott detailing the characteristics, he describes as "eight Norma Internet Generation" (YPMA, 2011:2-3) are:

1. Freedom, Upholding the freedom of choice to freedom of expression.
2. Customization, Modifying anything faced-including technology-to achieve a level of personalization that is distinctive and unique to him.
3. Scrutiny, Accustomed to access information easily, so get used to track various sources as researchers to find what they want.
4. Integrity, Respect for the values of honesty, transparency, and have high expectations on ethics.
5. Collaboration and Relationship, As multitasking generation, accustomed to associate a variety of information with other information networks.
6. Entertainment, Liked and entertainment approach in producing and consuming information.
7. Speed, Putting speed in doing something-also expect everything to be done and quickly obtained.
8. Innovation, Not liking something conventional and standard. Like challenges and new and innovative ideas.

Participate in online media is one of the character traits today's youth as a digital generation that separates them with teenagers earlier age. Shenton and McNeeley (1997), describes a number of motives to participate in the online media as follows: (Flew, 2004:69).

1. Opportunity to form friendships and relationships are perceived as more difficult to do in the offline community.
2. Skills to play around with the personality.
3. Disseminate new ideas among the people who have the same thoughts.
4. Opportunity to meet with people who have similar interests-no matter how strange the interest.
5. Searches romantic relationships and sexual.
6. Opportunity to express their opinions and views are not possible in the mainstream media because the public does not have access.

Indeed, it is not known exactly which of the many motives to participate in the online media is becoming the dominant motif among adolescents-helping them reach their full potential can be achieved in education and personality development.

In fact, in Australia, 96% of school students performed a task involving the internet. It is also the case in England, where the main function of the Internet among school age children is to do research and search for things related to their interests. While in 2009, the U.S. Department of Education for the first time found that the average performance of students who get an education online, exceeding the achievements of the students who get the learning of face-to-face (Carwardine, 2011). This is definitely good news (among so many other good news) with respect to that motive directed online for educational purposes.

Unfortunately, the other news is not very encouraging. "Nearly half of European 11-16 year olds say that they find it Easier to Be Themselves on the Internet than when they are with people face-to-face" (Carwardine, 2011). As had been predicted in some studies, social skills teenagers in the world was declining, along with the increasing intensity of them relate to others through cyberspace.

Teenagers were the days search for identity, and develop skills for playing with the various personalities that is believed to help teens to experiment and choose the ideal identity, to in turn contribute to building a mature personality in adulthood. In fact, teenagers can not use the media as a way to build a personality grew up and trained personal maturity. The virtual world according to Flew (2004:69) to "... a greatly enhanced scope for play, deception, and the adoption of different and multiple person as online communities that enable".

Youth Protection Roundtable Tool Kit also specify other risks of the use of online media faced by young people (2009), namely: Harmful advice, identity theft, money theft / phishing, commercial fraud, grooming (tactics pedophiles to target children and adolescents in virtual world), bullying, disclosing private information, and profiling (Wilson et. al., 2011:133).

The impact of this kind is indeed worrisome, and can not be ruled out. However, the first thing to know is what actually happens when teens interact with the media-especially with new media the big question of this study.

We are still at the early stages of piecing together a more holistic picture of the role of the new media in young people's everyday life... what is generally lacking in the research literature overall is the understanding of how new media practices embedded in broader social and cultural ecology. Although we have a picture of technology trends on the one hand, and spotlight on specific youths population and practices on the other, we need more work that brings these two pieces of the puzzle together (Ito et.al., 2008:10).

Digital Youth Project developed by Ito et al (2008) detailing some important aspects that lead to the number of teen-related activities undertaken by the new media, namely:

1. Genres of participation

Genres of participation refers to the involvement of a model or convention with new media users different. Genres of participation is a way to identify, is interpretive, a series of social characteristics, culture and technology identified by the participants as a set of practices. Genres of participation is divided into:

- a) Friends-driven participation, namely interaction or negotiation practice daily committed by adolescent with a close friend. The ultimate goal is to develop friendships and forming relationships.
- b) Interest-driven participation, which is a form of interaction or practices that put the interests of media and interests as primary. This is manifested in a particular activity, niche, or marginal identity. According to the young people, the practice of interest-driven participation are in the domain of 'the geeks', 'the freaks', musicians, artists and 'dork', identified as the smart, different, creative, and generally being in the social world adolescents.

In the end, the genre participation of three types of adolescent involvement with the media, which is hanging out, messing around, and geeking out.

- a) Hanging out, use of the media as part of a real interaction that is carried out in the common room when they get together and face to face.
- b) Messing around, intense use of the media as a means of a more personal nature to explore personal interests.
- c) geeking out, the use of new media in a very specific context to explore specific interests-and as a consequence, relationships and socializing with people in the same interests.

2. Participation in networked publics

This term describes the participation in public culture that is supported by an online networking. 'Networked publics' is a terminology that is intended to clarify the active participation of social networking distributed in producing and disseminating culture and knowledge.

RESEARCH METHODOLOGY

This study used a survey method by distributing questionnaires to respondents in various city which is the location of the study. The number of samples representing the population of the city or county for teen age categories, with sampling random technique which is determined through a formula Yamane. This is a descriptive study, which describes the symptoms, characteristics, or the nature of the observed indicator variables measured. Variables consisted of three aspects, namely:

1. Variable Media Access, measuring devices such as media ownership and how to access new media
2. Variable Use of New Media, measuring tools such as how to use new media, and the intensity of its use.
3. Variable Practice of New Media, form measuring instrument function and the role of new media in the practice of everyday life. According to his needs, the data will be prepared using the relevant measurement scales.

Time and Research Location

This study was conducted over six months (April-September 2013) in secondary schools in Riau Province, include:

1. Junior high school (SMP), the students of Junior High School (SMP) 1 Siak by 35 respondents.
2. Islamic Junior High School (MTs), the students of State junior secondary school (MTs) 1 Pekanbaru by 35 respondents.
3. High School (SMA), the students of State high school (SMA) 1 Rokan Hilir in Bagansiapiapi by 35 respondents, and the students of State high school (SMA)1 Bengkalis by 35 respondents
4. Islamic High School (MA), the students of State Islamic high school (MAN) 1 Tembilahan by 35 respondents.
5. Vocational high School (SMK), the students of State Vocational high School (SMK) 1 Pangkalan Kerinci, by 34 respondents.

The number of samples in this study was of 209 teen aged 13 to 19 years, spread over two junior high schools (SMP), and four high schools (SMA) in Riau Province. Selected samples are teenagers who use social media in carrying out daily activities at home and at school.

Data Collection Method

Data collection methods used in this study is a survey, using a set of questionnaire to provide an overview or description of social media use among adolescents in Riau Province. By out lining the variables that will be described, including:

1. Profile of Respondents, consisting of age, gender, educational level, and residence of the respondent. Besides these variables also out lines education, and occupation of respondents' parents. And organizations participated by respondents at school.
2. Ownership of the media, which consists of the ownership of the mass media, social media and the use of social media accounts.
3. Device and internet access, which consists of the use of mass media rankings and social media in the lives of the respondents
4. The level of use of new media, which consists of the activities of media, internet activity, the use of social networking, media content by respondents.

RESULTS OF STUDY

Respondent Data

Adolescents who were respondents was an early teen that ranged between 13-19 years. Adolescents aged 17 years and is the largest of the respondents ie 41.6 percent, while the 16 year old adolescents just 20.6 percent. Adolescent sex who responded were male 77 or 36.8 percent of respondents, and women were 132 respondents, or 63.2 percent. Adolescent education become respondents are those who junior high school and senior high school, however, senior high school (SMA) are more dominant in this study, Class 12 were 130 respondents, or 62.2 percent. Adolescent home stay were dominant with parents, 83.7 percent. Adolescent parent education is dominated by senior high school by 92 respondents or 44 %. And the dominant job of parents were private employees is 53.6 %.

Media Ownership

Adolescent who have a media is very high. It is described that all the respondents had a media used every day for information, entertainment, education, and other needed by adolescents. Single media ownership that is television reached 27.8 %, while those with televisions subscribe to only 3.8 %, 9.1% computer VCD/DVD player is only 1.4 %, news papers/magazine/tabloid is only 6.2 %. This means that a single media ownership is relatively low among adolescents, whereas multiple media ownership is high. Have all the tools of media, such as television, radio, newspapers, VCD/DVD players and computers was very high at 44.9 %, meaning that most of respondents having complete ownership of the mass media is necessary to obtain information, entertainment, education and other interests. Besides, there are also respondents who only have part of it such as television and newspapers, 1.9 %, television and subscription television 1.4 %, and 3.3% of television and computers.

Beside media ownership, adolescent also have a personal media device that can be used gaged any time to communicate. And gaged media ownership is high, all the teenagers who were respondents have mobile phones and others media gaged. And teens who only have mobile phones reached 53.6 %, while the other has a double gaged media, such as BlackBerry (Anroid Mobile) 6.2 %, even teenagers who have a mobile phone and a laptop reaches 23.4 %. And teenagers who have all the equipment gaged reached 5.3 %. This illustrates that gaged media ownership is fairly and widespread among adolescents. This gaged media ownership among adolescents describe that adolescents have demonstrated proximity to both media; mass media and social media. Especially for social media, teens can easily access social media because they have a device that will be used both in the home, schools and other places. Beside it, gaged media ownership personally would greatly facilitate adolescent to access social media wherever they are.

The involvement of young people in accessing social media can be seen in the ownership of social media accounts. In the study showed that the ownership of social media accounts among adolescents is very high, reaching 94.7% ownership of the email, which means that only few person who do not have email, or just 5.3 %. Even some teenagers admitted that they have had an email over 3 years 29.7%, and that has an email within 1-3 years period reached 44.0 %. This gives an idea that adolescents had been using email for a long time more than 3 years.

The facebook account ownership by adolescents are also relatively high at 93.8%, only 6.2% of them who do not have a facebook account. The older adolescents have an account is more than 3 years as much as 36.4%, and 1-3 years is 42.6%, while less than 1 year of only 14.4%. This means that adolescent already have a facebook account in a long time more than 3 years.

The twitter account ownership is lower than facebook account, only 44% of them who have a twitter account and 56% do not have a twitter account. The period of ownership over 3 years accounts only 7.2 %, while users 1-3 years, reaching 20.1% and a twitter user account for less than 1 year 16.7 %. Similarly, the blog users is not high among adolescents, only 17.7% of teens who use blogs and 82.3% claimed do not have a blog account, and most of the blog users is novice users, less than 1 year, 9.6 %. Similarly, google+ users is low among adolescents only 24% of teens who use google+ account, while 76% do not have a Google+ account, so with You Tube users is low at only 15.8% of teenagers are using You Tube. While users Online Games among adolescents was 20.6 %, and 79.4% of adolescents not using Games Online, however, 10% of users are already long time using Online Game, over 3 years.

Social media is online content created by using technology publishing highly accessible and scalable. The most important of these technologies is to shift the way people find out, read and share news, and search for information and others content. There are hundreds of social media channels that operate around the world today, with the top three Facebook, LinkedIn and Twitter (Dailey, 2009). While Horton (2009) stated when we examine the definition of social media, appearing on several criteria: (1) Based Internet; (2) The user generates and publishes information; (3) Community share posts, comments, data is a hobby; (4) Multimedia; (5) Direct can do publications; (6) Eliminate geographic bulkhead; (7) Include old and new Internet technologies.

The using funds for spending purposes is relatively high among adolescents, on average they use more

than 50 thousand rupiah as much as 30.1% and the use of funds between 25 thousand to 50 thousand is 22 %, and most teenagers using funds mutability as much as 37.3 %, meaning that the level of using the cost is high for the purposes of getting network, in order to get a chance to call, SMS, MMS, BBM, social media, browsing, download, etc.

The media of information is an intermediary instruments. Through the media, the information submitted to the communicant, and communicators become more effective and efficient. Especially in modern times as now, the media information continues to grow. Not only the print and electronic media (TV and radio), but also has expanded to the internet. Moreover, the Internet can now be accessed by using gadget that enables more rapid development of information. So when the media information has become one of the most important instruments in people's lives. Discussing about media information means, we also examine the mass media or mass communication in which processes information, or ideas to the people (public) simultaneously.

Table 1: Use of Media for the collection of information

Rating	Type of media for information	F (%)
I	Internet (online media)	105 (50.2)
II	Television	98 (46.9)
III	Newspaper/magazine/tabloid	2 (1.0)
IV	Radio	-

The first ranking of media used by teenagers to get an information is the internet, reaching 50.2 %, then second with 46.9% television. Both of these media is very dominant using by teenagers to get an information, so the two other kinds of conventional media like newspaper, magazine, tabloid, and radio is becoming left out by teenagers. This means that teens do not use newspapers/magazines/tabloids and radio to get an information and others material, but they use the internet and television media. This is very reasonable because teens can also obtain reading material from the Internet, so it does not mean teens leave reading material such as newspapers/magazines/tabloid, but the reading materials they get from the Internet.

How Adolescents Access New Media

As the device to access the Internet, computers and gadget possess advantages and disadvantages of each. For example, laptop and computer better in terms of appearance, speed and ability to display the features that exist in the internet based. But computers and laptops less effective to mobile, because of size. While gadget with small size easy to carry anywhere and integrated with a mobile phone, but the drawback is not able to display the best features like computer.

Tabel 2: Ranking of media usage for internet access

Rating	Tool	F (%)
I	Mobile	144 (69.0)
II	Laptop	38 (18.2)
III	Personal Computer (PC)	18 (8.6)
IV	Tablet	5 (2.4)
V	Other	4 (1.9)

These data illustrate that the first ranking of media use to access the internet among teenagers is mobile at 69%, while the use of other media is relatively low. Second is the using of laptops at 18.3%, and the third is the using of personal computer (PC) 8,6%, while the use of others is relatively low among adolescents. This means that adolescents use mobile internet, not tied to a place and space. Mobile and blackberry were similar equipment and can be used whenever and wherever the user is located.

The first ranking of adolescent selection to access internet is internet cafes (cafe) is 55 %, meaning that more than half of respondents prefer the cafe as a place to get internet access, then second selection was the home that has the internet connection to gain access internet, 32.5 %, whereas only 4.8% of public

areas, as well as schools with Internet access only 4.3 %, meaning that the both latest place is not so unpopular.

Now Internet has become part of our everyday life. Whether at the office, home, or on moving. Until we can see people accessing the internet at every places, whether it for working, playing, or socializing. Each person usually has the internet habit alone. They are spend a time on Facebook, Twitter, online games, surf, started a few minutes to many hours. Habits of people accessing the Internet is different, high and low frequency. Because the Internet penetration does not reach all residents.

It can be described generally that adolescent have a high level of frequency to surfing only 1 or .5% of respondents who said never access the internet. And 12.4% of adolescent said “very often”, 28.7% said “often”, and only 19.1% said “rarely”. And 37.8% of adolescents said “occasionally” to access the Internet.

From the statement reflected the respondents expressed that many adolescents who use mobile phones (GPRS, EDGE, 3G, Wireless) to access the internet, which said “very often”, 16.7 %, higher than that using a laptop/tablet (3.8%). However, there is still respondent said “never” use mobile phones to surf internet, 5.3 %, while the expression “never” used a laptop/tablet to surf is larger, 14.4%. And adolescents said “often” use mobile phones to surf is 22%, most greater than use a laptop/tablet to surf in the amount 15.8 %. And respondents said “rarely” use a laptop/tablet to surf is 34.9%, most greater than that who said “rarely” use the phone, 22.5%. This suggests that more teenagers use mobile phones to surf internet.

Adolescents admit that most of them do not have network access internet at home (58.4 %), and only 41.6% of adolescent who have internet access at home. However, they can access the internet by using the phone even though they are not connected Internet network.

And Internet networks today are installed in homes of many users. One of the existing home Internet network provider is Telkom Indonesia through Telkom Speedy services. Speedy is a broadband Internet access service from Telkom Indonesia, which delivers high-speed digital signals over the telephone network is optimal for the user's Internet content consumption purposes. Speedy speeds ranging from 512 KBPS to 5 MBPS. Speedy network not only be enjoyed using the cable but also can be emitted into a WiFi signal. Another alternative to use the internet at home is using a modem. The adolescent frequently use the Internet at home is lower, 35.9% respondents said never use the internet at home, mean the Internet with a network installed in the home. While using internet with mobile facilities are not included in this category.

Level of Using The New Media

Adolescents who were respondents in this study had a high activity in the use of media, especially online media usage, and only 4.3% who never did, and only 1.4% said never seen television. And respondents “often use online media” is 23.4 %, while respondents “often watch television” reached 45.9 %, means the level of watching television frequency is higher than the using online media. And using radio is relatively low, only 1%, as well as reading a newspaper or magazine only 1.9 %. And 12.2% respondents said never listen the radio, and 11.5% said never read newspapers or magazines. That mean was reading the paper manually, and however, newspapers or magazines online can be read when accessing the internet.

The internet serves as an aspect of communication, information providers and various facilities for the promotion. The Internet can connect us with the various parties in various locations around the world without being limited space and time. For example, we could send data or a letter with many people using the electronic mail (e-mail). The Internet also provides the facility to chat each others. Other Internet capability is usenet, which provided a forum for Internet users to share information and ideas on an electronic bulletin. By using this forum, users can send messages regarding the topic in question and received a response from the other party. There are many activities that can be done with the surf. Start browsing for information about products, services, sports and other entertainment. Until looking for news and information in order to work for school assignments. During its development, the Internet is also used as a medium for transactions between sellers and buyers (e-commerce).

The frequency of Internet usage conducted by adolescents is associated with each function internet activity. Searching function is widely used by teenagers to get information about products, services, sports and entertainment, there are 24.9% of respondents often do activities for this purpose. While the most prominent of the searching function is performed by the student in order to get material for school home work as much as 41.1%. However, this function has not been optimally used by students because there are 12.9% of respondents had never used the internet for this purpose. Though information for school assignments is very important for a student to develop a subjects. As the function to get the latest news from the internet, has not been well optimized by teenagers, only 26.3% said sometimes use the Internet for such purposes, even 19.1% said never use the internet for this purpose. This means getting the latest news has not been a priority among adolescents.

For the corresponding function, most adolescent did not use the Internet network optimally, only 3.8% of adolescents who expressed "very often" use the Internet to check email, and 25.4% of them said never use the internet to check email. Thus the functions to send and receive emails, only 2.4% of respondents who said "very often" and 32.5% said "rarely", and 26.8% of adolescents has never been involved internet activity for sending and receiving e-mail function.

For blogging or using the blog function, reflected very low. For the purposes of posting personal information on the blog are only 2.4% of respondents who said "very often", and there are 59.3% of respondents who said never post personal information on the blog. Likewise, the function of blogging "post information on websites or blogs other people" is extremely low at only 1% of adolescents who expressed "very often" did these activities and 57.4% of respondents said "never". It is similar to the function of "reading other people's blogs", only 3.8% said "very often", and there is 37.8% resequonden said "never read other people's blogs". And the function "leave a message or comment on a blog or website" only 1% of adolescents who expressed "very often" and there are 47.8% of respondents who said "never" did such activities. These figures indicate that the function has not been used optimally blogging by teenagers.

The adolescent activity in using the Internet to the function of developing the relationship is very varied. For the function "join mailing list or facebook group related to the lesson" is still low, only 4.3% of adolescents who take advantage of this function, and 25.4% of responden said "never" use the internet for that function. Other functions "join mailing list or facebook group related to hobbies or interests" is more prominent 24.4% of respondents said that use the Internet for this purpose frequently, otherwise there is 24.4% of respondents also said "never" do such activities. More prominent use relationship function is a function of "chat social networking (facebook, twitter, etc)", 22.5% of respondents who said "very often", and 30.6% of respondents said that use the internet activity for benefit functin, and only 11.5% teenager who has never been involved such activities. However, the function of the internet chat forums (Kaskus, etc) is very low among adolescents, only 6.7% of adolescents who expressed very frequent use and 55% of respondents who said never use the internet for this purpose.

The internet activity for leisure function, like: music, an activity that is commonly done by teenagers. The function "download music or video clips" are 21.1% of respondents said "often" and 13.4% said "very often" do these activities, but there are still 16.3% of adolescent who has never been involved internet activity for that purpose. However, for other functions associated with the music, "upload music or video clips of other musicians" is very low among adolescents, only 4.3% of respondents who said "very often" doing that, and there are 41.1% of respondents who said "never" doing that. Such of the function "upload music or video clips of his own works" only 1.9% of respondents who stated very often doing these activities, and there are 66.5% of respondents who said never doing that.

The internet for leisure function activities: movies, is an activity that is mostly done by teenagers. The function for "movie downloads" includes mostly done by teenagers, there are 16.7% of the respondents said "often" and 18.2% sometimes download movies, and there are 35.9% of respondents who said "never" doing such activities. But internet activity associated with the function of "watching movies" are 30.6% of respondents said "often" and 23% said "sometimes" doing. This means watching movies from the internet is "often" done by teenagers although rare movie downloading activities performed by adolescents. While surfing activity to function "movie upload other people's work" is very low, there are 60.8% of teens said never do that, and only 3.3% are expressed "very often" doing these activities. Such

the function for “upload film by itself”, there are 71.3% of respondents said never doing that, and only 1% said very often.

The internet for leisure function activities: games, also done by teenagers who were respondents in this study. There are 25.4% said often surfing to “play the game”, and 14.4% said “very often”. Likewise with function “play online games”, there are 11.5% of adolescents who stated very often, 20.6% of respondents said “rarely” doing these activities and there are respondents who said “never” do online games as much as 29.2% of respondents.

The internet for leisure function activities media substitution, is still low involvement by teenagers. It is envisaged that only 2.5% of respondents said very often “to watch TV through the internet”, and there were 46.9% of respondents who said “never” doing such activities. And the function of “listening to the radio via online streaming”, only 1.9% of respondents who said “very often”, and 61.7% said “never” doing that. Likewise with the “reading newspapers or magazine online”, only 3.8% of adolescents who expressed “very often” doing that, and there were 33.5% of respondents who said never doing that.

The internet activity for the economy function is not optimal among adolescents it is reflected from their recognition. Only 3.3% said “very often” respondents use the internet to “seek services through the internet” and 54.5% respondents has said “never” been involved such activities. The same is related to “selling goods or services over the Internet” only 0.5% of respondents who said “very often”, and there are 73.7% of the respondents “never” doing such activities. Likewise with “conduct financial transactions via the internet”, 77% of respondents said “never” doing that, and only 1% of respondents said “often”. It is envisaged that adolescents had not utilize the internet facility for the functioning of the economy.

In terms of adolescent activity in using of social media can be described that they are familiar with social networking, but has not been fully used by teenagers actively. The only thing that teenagers are most actively used social networking were facebook, there are 35.9% of the respondents “often” use facebook, and 24.4% of respondents who said “very often”, and only 5.7% of respondents who said “never” use facebook. While the use of social networking twitter is quite high among teenagers, there are 12% of teens said “very often” use Twitter and 12% said “often”. However, there are 39.2% of the respondents said have “never” used social networking twitter. Low social networking use among teens is a social networking Kaskus, there were 62.2% of respondents who said “never” use it. Likewise with social networking Yahoogroups, there were 61.2% of respondents who said “never” use it. The lowest social networking use among teens is Foursquare, there are 70.3% of respondents who said “never” use as well as LinkedIn, 70.8% of adolescents who said “never” use it. Social networks are a little better use among adolescents is Google+, there are 7.2% of adolescents who expressed very frequent use. Black Berry Messenger (BBM), with 11% of adolescents who expressed “very often” used. WhatsApp social networking, there are 7.7% of adolescents who expressed frequent of using.

The content of the information sought can be described that adolescent are not utilizing the Internet to obtain information necessary to develop the concepts and knowledge. Content of information “situation and political problems in the country” only 1.9% of adolescents who expressed “very often” use the content, and 34.4% are teenagers who said never to use such content. Similarly the information content “of the situation and problems of foreign policy” only 1.4% of respondents who said “very often” use the information content, and 40.7% of the respondents “never” used. Type the content of “entertainment” is a relatively high use among adolescents, there were 43.1% of respondents said that frequent use of entertainment content, and only 8.6% are said “never” use.

Likewise with the content of the “sports”, there are 23.4% of respondents said that frequent use, and only 11.5% said “never” use it. The content type of “culture” is also not very high use among adolescents, only 17.2% said “often” use cultural content, and there are 26.8% of respondents said that “rarely” use it. The same thing also happened on the content type “social phenomenon”, only 19.6% of adolescents who expressed frequent use and 23.4% reported occasional use, as well as 23.9% of respondents had “never” used it. While the types of uses another information content is relatively low among adolescents, including economic content, 27.3% of adolescents said “never” use, traveling, 36.8% of respondents have “never” used. While the content of “public service info”, there are 50.7% of respondents who said “never” use, content “Supernatural mystical or occult” 51.2% of respondents said there were “never”

used. So as the content of "pornography", there are 69.4% of respondents who said "never" use pornographic content.

The benefits of the proposed use of the internet by teenagers are "looking for, send information and entertainment" was recognized by 34.9% of respondents. While the benefits "for entertainment", expressed by 27.3% of respondents, and "seek and transmit information" raised 19.1% of respondents. Meanwhile, another benefit is relatively low among adolescents, including utility "psychological counseling" 5.3 %, "making decisions" 3.3 %, and the benefits of "making money and gifts" is relatively low. This means that teens do not use the internet for financial gain.

The level of online game usage among adolescents is not too high, only 6.2% of adolescents who expressed "very often" play games online, and 9.6% of the respondents "often" doing these activities. And which is 23.4% respondents said "sometimes" play online games, meaning that adolescent did not too addicted to playing games online. The data strengthened that 48.8% of respondents who expressed "never" use online games.

The types of online games are the most widely used by teens is a "strategy game" as much as 18.2 %, then "war with military weapons", 12% and the type of "violence and fighting", 11 %. While other types of online games are not attractive among the adolescent, such as "playing the role of imaginary figures" only 6.2 %, type "containing sexual elements" and "model and design" 1.4%.

The level of using the excessive time when accessing the internet by teenagers always occur among adolescents, 9.1% of respondents recognized very frequent of addition time when accessing the internet. And there are 23.3% of respondents admitted frequent increments. And 38.3% of respondents said sometimes there is additional time, it is associated with the extent of the importance of content obtained when accessing online media. And only 12% of respondents said that never happened increments of time planned.

When accessing the Internet most users also using other media actively. This was partly due to the habit of people who are not satisfied with just one medium. Because of that, sometimes the internet users, especially those too often using gadget while watching television, listening to radio, watching or reading. Due to the advancement in technology, media and people's need for information is also increasingly widespread and integrated.

The use of other media when accessing the internet always occur among adolescents, it is envisaged that the activities of the recognition that many teenagers do when they 're accessing the internet is watching television as much as 32.5% of respondents, while other activities are categorized as low, only 8.1% listen to the radio, reading the newspaper or books or magazines only 7.2 %, watch VCD / DVD is only 2.9 %. Which is high is "do not use other media" reached 44.5 %, this gives an idea that more teens who do not use other media while using the internet, because in network internet there are many forms of activities that can be carried at one time simultaneously. Such as open news sites, entertainment, games etc., at the same time, so it does not need any other media.

In addition to using other media, ordinary Internet users also access the internet while doing various activities. Such together with family, friends, relatives, or even when doing something very important like school or drive vehicle. No wonder that everywhere we often see people engrossed himself with gadget than social environment. This behavior is one of the effects of the development of new media, where people are more fun to interact in cyberspace than real world.

In carrying out activities that are not directly related to the internet has a frequency that is not very high among adolescents. Except at activity that does not require concentration, such as "eating with friends" said adolescent are 27.8% access the internet sometimes. Similarly with "currently studying at home", 24.9% of respondents who are sometimes claimed to access the internet. And recognized by adolescents are often accessing the internet when doing light activities such as "chat with friends", there are 21.5% of respondents admitted that happening. However, for activities that require concentration and seriousness, most adolescent would prefer not to do Internet activity.

DISCUSSION

How Adolescents Access New Media

The adolescence as proposed by Salzman and Pikunas is a different period before and after. The adolescence has its own uniqueness, this period was marked by a number of symptoms that are important, such as the development of independent attitude (attempt to break away from dependence on parents and nuclear families), increasing interest in aspects of sexuality, and the more important is the growing tendency to brood and pay attention to themselves, ethical values, and moral issues (see Yusuf, 2004:71).

In the state of transition adolescents trying to find their shape and personality confirmed the move in a more settled life in the future. Adolescents trying to find tools that will show their self-expression. New media provide something new for teenagers so that a portion of teenage desire and expression can be channeled through a new media that is social media. Similarly, with a sample of adolescents in this study had a level of acceptance in social media or new media is very high. The 209 respondents in the province of Riau all teenagers they have a very high degree of proximity to the mass media and social media, this is evidenced by the level of their ownership of the mass media and social media. Teenagers in Riau Province sampled in the study put the internet in the first rank to be a facility for them to seek information, as much as 50.2% of respondents. While the second is television, as a facility for young people to seek information, as many as 46.9% of respondents.

Most adolescent access the Internet via mobile phone or blackberry, this is reflected in the recognition of adolescents, 69% of teenagers said that the mobile phone or blackberry is a tool to access the internet. While the relatively low use of other facilities, such as laptop is only 18.2% and only 8.6% of personal computers. This illustrates that the current Internet access can be done anywhere. Not only at home, but can also be done in public places such as malls, cafes and so on. Beside it educational institutions such as schools and colleges are also a lot that is equipped with wireless internet network (WiFi). WiFi is a wireless connection that connects computer networks, such as mobile phones use radio technology. So that users can transfer data quickly and safely. Another plus is the speed that is several times faster than a modem.

Besides it adolescent positioned internet cafes as the most frequently using by teenagers to access the internet. Illustrated that 55% of respondents chose the cafe as a place to access the Internet, while the second is home to access the Internet with 32.5 %, while the other places is low percentage. However, the place is not too overlooked in accessing the internet, because most teenagers already have access to cell phones that can be taken anywhere to access the internet.

The Frequency of Use of New Media

As described in the previous discussion that the teenager was a time search for identity, and develop the skills to play the role of the various personalities that are believed to help teens to experiment and choose the ideal identity, to contribute to building a mature personality in adulthood. Because the virtual world is described by Flew (2004) to be *"... a greatly enhanced scope for play, deception, and the adoption of different and multiple personas that online communities enable"* (Flew, 2004:69).

The worrying described by Flew (2004), is quite reasonable because is very difficult to control the level of use of the Internet as easy to access and a lot of facilities available. The gadget is an object (tool or electronics) technologies which have the small special function, but is often associated as an innovation or a new item. One of the things that distinguishes the gadget with other electronic devices is an element of novelty. This means that, from time to time present the gadget always comes up with the latest technology that makes human life becomes more practical. So gaged also often referred to as new media technologies.

With the availability of these facilities teenager has a frequency of use of new media was very high. Described on email and facebook account ownership, 94.7% of adolescents have an email account, only 5.3% of adolescents who did not have an email account. Likewise with facebook account ownership, 93.8% of respondents have a facebook account. Selection of social media is something that is important as the criteria raised by Horton (2009) are: (1) Based Internet; (2) The user generates and publishes information; (3) Community share posts, comments, data is a hobby; (4) Multimedia; (5) Direct publications; (6) Eliminate geographic bulkhead; (7) Include old and new Internet technologies.

New Media in the Life of Adolescent

Media is considered not only to be one way of meeting the social and individual needs, but the media can be for a hobby, build a social network of self-expression, economic, cultural, ideological and other interests, in accordance with the purposes and needs. So the media like blades that can provide great benefits for its users. On the other side of the blade can also be used for anything that can cause harm and suffering. So the media is very depending on who is using it.

The internet activity is committed by teenagers is very high, only slightly (4.3%) adolescents who has never been involved in internet online activities. However, adolescents who responded to the study have been left listening to the radio and reading newspapers or magazines. Likewise with function surf submitted teens, illustrated that teens do not use function substitution of media. In the surf teens are not interested in menonon television, radio streaming and online magazines, drawn from the recognition teen with a very low percentage.

The social networking, allows people to create a personal web page and connect with friends to share content and communication. The social network is a social structure made up the nodes (which are generally individuals or organizations) are woven with one or more specific types of relationships such as values, visions, ideas, friends, descendants, and others. The simple form, a social network is a network map of all relevant ties between the nodes that studied. The network can also be used to determine the social capital of individual actors. This concept is often depicted in the diagram that embodies the social network as a node point and a line connecting bond. Facebook had used widely by adolescent in Riau Province, there are 35.9% of adolescents who expressed frequent facebook activity, and only 5.7% of respondents said that never operates facebook.

Although, awared that information was a set of data or facts are organized or processed in a way that has meaning for receiver. The data has been processed into something useful for the recipient means that can provide information or knowledge. Thus the source of information is the data. Information can also say a knowledge gained from learning, experience, or instruction. In the new media, a lot of information that can be processed by the user. Start of news and information in the form of data information. Both positive and negative, everything is circulating on the internet is difficult to barrage. However, adolescents who responded to the study have not been using the internet for something meaningful to add concepts and knowledge. It is envisaged that only a few among those who access the Internet for the benefit of the science, but the majority is for entertainment only.

CONCLUSION

Conclusion

The discussion described in the previous chapter can be concluded that:

1. Adolescents in Riau Province have the proximity to the mass and social media. Teenagers always provide enough cost and time to access social media for a variety of interests, for personal or social interests.
2. Adolescent can freely access the media, using the available facilities, either through mobile phones, laptops, personal computers etc., are available in homes, cafes, schools, public places and the others.
3. The content media accessible by adolescents are limited to entertainment and social interests, not for something more meaningful, such as the development of science, research, discovery, read newspapers, magazines etc.
4. Adolescents provides an enormous time to access the internet, and always more than the planned time. In addition, leisure time is always filled to access social networks.

Recommendations

1. The youth program need to bring adolescents in use of internet media, so adolescents can handle their emotional for the better. The internet network can function to something beneficial to the development of adolescent personality, as a new generation of people.
2. The government should apply the regulation and limitation of the use of the Internet network to a more beneficial and restrict internet oriented to the destruction of the young generation.

3. Parents should always control children and give meaning to adolescents seeking to access network Internet beneficial for their future, not the other way using the harm to the interests and personality identity.

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