Social Media User: The Gratification and The Patterns in Emerging Adulthood

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Abstract:

Social Media user is increasing along with the increasing of internet user. Mostly, the internet user in Indonesia is in Emerging Adulthood which is the period between the ages of 18 - 25. The aim of this study are to determine the relationship between Gratification Sought to Gratification Obtained in using Social Media and also to determine the pattern of Social Media use in Emerging Adulthood phase of Bina Nusantara University student. The theory used in this study is Uses and Gratification Theory and the concept used in this study are the concepts of social media, social media users, and Emerging Adulthood. The research method is surveyed techniques with 200 respondents who are Class of 2014 Bina Nusantara University. The technique for data analysis uses univariate analysis, a correlation analysis and a non-hierarchical cluster. The research result are that there is a high positive relationship between Gratification Sought to Gratification Obtained in the use of Social Media and formed three groups of the pattern of Social Media use, namely the Heavy users, Moderate users, and Light users of Bina Nusantara University student. The pattern of social media use of Bina Nusantara University student is dominated by the Heavy User.

Keywords:

Emerging Adulthood, Gratification Obtained , Gratification Sought, Social Media, Use of Social Media, Uses and Gratification Theory.

INTRODUCTION

For two decades, the Internet has increased the potential for human interaction, especially with the presence of Social Media (Kaplan & Haenlein, 2010). Social media users are now becoming increasingly grow in line with the increasing number of internet users. Indonesia is a country with Internet users all the four largest in Asia and ranks eighth in the world's Internet users (Internetworldstats.com, 2015).

Some social media that widely used in Indonesia are Facebook, Twitter, Instagram, Google+ (Kemp, 2015). Based on research by the Pew Research Center, it showed that 91% of age 18-29 are Internet users and the largest user group of the Internet (pewinternet.org, 2014). In Indonesia, the social media users were dominated by aged 18-24 with the total percentage of 49% of the total Internet users in Indonesia (Pavlik, 2012). Research suggests the average teenager spends 44 hours per week or approximately 6.5 hours per day for the use of internet media activity (Pavlik, 2012). There are three categories according to the amount of time they spent on the internet daily: light user (less than 1 hour), moderate user (one to four hours) and heavy user (more than four hours) (Agaba, 2012).

In Indonesia, age 18-24 is an age of a university student. A university student typically spends a lot of time to search for information and socialize with each other. Moreover, they usually have more free time to use the internet and social media access. Aged between 18-24 years of age is characteristic of Emerging Adulthood. Emerging adulthood is a hypothetical phase of the life span between adolescence and full-fledged adulthood which encompasses late adolescence and early adulthood (Arnett, 2007). At Emerging Adulthood phase, the habit of spending most of the time to listen to music and access the Internet, especially social media, appears (Coyne, Padilla-Walker, & Howard, 2013).

The use of social media can be classified into the function factors; socializing, entertainment, self-seeking status, and information (Park, Kee, & Valenzuela, 2009). Scholars have noted that the uses and gratifications approach is a useful framework for the internet and social media research. Researchers in mass communication have revived the uses and gratifications approach as a way to examine motives and communication behaviors of internet users (Johnson P. R., 2014). Research has found social media gratifies social needs, such as for affiliation, information, and popularity (Chen G. M., 2015).

Based on data from social media users in Indonesia and the uses and gratifications

approach, the aim of this study is to determine the relationship between Gratification Sought to Gratification Obtained in using Social Media and also to determine the pattern of Social Media use in Emerging Adulthood phase of Bina Nusantara University student.

THEORETICAL BACKGROUND

Uses and Gratifications Theory

The purpose of this current study is to apply the principles of Uses and Gratification to see how Emerging Adulthood deal with their gratification. A core assumption of uses and gratifications studies is that audience members are active and goal-oriented in their selection of media use behaviors (Baran & Davis, 2014). This active audience is free to interact with the media and interpret messages received based on their need and motivation. Members of the active audience "are not passive recipients of or reactors to media stimuli; rather they are purposive and conscious selectors of messages that fulfill personal needs. Weibull argued that individual needs lead people to use media to satisfy those needs, which in turn leads them to use that medium again because using it was gratifying. Media use that becomes habitual reinforces this relationship because people return to a medium they find gratifies their needs (Johnson P. R., 2014).

An early description of uses and gratifications by Katz, Blumer, and Gurevitch points out that the approach is concerned with: (1) the social and psychological origins of (2) needs, which generate (3) expectations of (4) the mass media or other sources, which lead to (5) differential patterns of media exposure (or engagement in other activities), resulting in (6) need gratifications and (7) other consequences, perhaps mostly unintended ones. Initial internet uses and gratifications studies treated the internet as a single mass medium, investigating motivations and behaviors similar to those of traditional mass media audiences. More recent uses and gratifications studies reflect this assumption and treat the internet as a medium offering multiple forms of mass media and ways of communicating, such as online newspapers, instant messaging, the web, blogs, Facebook (Joinson, 2008), music downloading, (Kinnally, Lacayo, McClung, & Sapolsky, 2008) and YouTube (Shao, 2009).

Gratifications sought. Conceptually, motives are the "expressed desires for gratification in a given class of situations" and measured operationally as gratifications sought. Gratifications sought are a media user's motivations or expectations. How to measuring motives as expressions

of gratifications sought is by an individual in a situation is "more amenable to conscious awareness, more focused and directed to some behavioral resolution, more problem-oriented, and more specific to the situation".

Gratifications obtained. McLeod and Becker's uses and gratifications model show the effects of media use—as gratifications received or obtained. From a media effects perspective, gratifications obtained are the "perceived personal outcomes" of media use, and may be quite different from an individual's gratifications sought. An individual's gratifications sought often change over time in response to feedback from actual gratifications obtained (Johnson & Yang, 2009).

Motivation and Satisfaction of Use Media

The Motive is a notion which includes all drivers, the reasons or impulses in humans that cause people to do something (Ardianto & Erdinaya, 2007). Motivation is something that triggers human behavior to implement the objectives. Motivation is a force, something that can push a person to achieve certain objectives predetermined (Uno, 2008). Selection media use conducted by audiences tailored to the needs and motives. McQuail formulating the motives and motivations in using the mass media:

1) Information Seeking, it is finding out about relevant events and conditions in immediate surroundings, society, and the world, seeking advice on practical, matters or opinion and decision choices, satisfying curiosity and general interest, learning; self-education, gaining a sense of security through knowledge.

2) Personal Identity, it is finding reinforcement for personal values finding models of behavior identifying with valued others (in the media) gaining insight into oneself.

3) Social Interaction, it is gaining insight into the circumstances of others; social empathy identifying with others and gaining a sense of belonging finding a basis for conversation and social interaction having a substitute for real-life companionship helping to carry out social roles enabling one to connect with family, friends, and society

4) Relaxation, it is escaping, or being diverted, from problems relaxing getting intrinsic cultural or aesthetic enjoyment filling time emotional release (McQuail, 2010).

Social Media

Kaplan and Haenlein define social media as "a group of Internet-based applications that build on the ideological and Web 2.0 technologies that enable the creation and exchange of user-generated content" (Millward, 2014). According to Curtis, "Social media are Internet sites where people interact freely, sharing and discussing information about each other and their lives, using a multimedia mix of personal words, pictures, videos and audio" (Straubhaar, LaRose, & Davenport, 2016).

Although researchers have different definitions of social media sites, the definitions all reveal the same meaningful function: social media sites are web-based sites for social communication where Internet users can create online communities to share information with one another. Social media sites are two-way communication, so interaction between the instructor and students, among the students, and between the students and materials becomes effective for the online course. Kaplan and Haenlein classify the different types of social media into six types:

1) Collaborative Projects, Collaborative projects enable the joint and simul- taneous creation of content by many end-users and are, in this sense, probably the most democratic manifestation of UGC (e.g.,Wikipedia)

2) Blogs and micro blogs, Blogs are usually managed by one person only, but provide the possibility of interaction with others through the addition of comments. Due to their historical roots, text-based blogs are still by far the most common. Nevertheless, blogs have also begun to take different media formats (e.g. Blog: *Blogspot, WordPress, Multiply*: e.g. Microblog : *Twitter, Tumblr)*

3) Content Communities, The main objective of content communities is the sharing of media content between users. Content communities exist for a wide range of different media types, including text (e.g., BookCrossing,), photos (e.g., Flickr), videos (e.g., YouTube), and PowerPoint presentations (e.g., Slideshare).

4) Social Networking, Social networking sites are applications that enable users to connect by creating personal information profiles, inviting friends and colleagues to have access to those profiles, and sending e-mails and instant messages between each other. These personal profiles can include any type of information, including photos, video, audio files,

and blogs (e.g., Facebook, LinkedIn, Foursquare, MySpace, Instagram, Path, Vine,Ask.Fm)

5) Virtual game world, Virtual worlds are platforms that replicate a three- dimensional environment in which users can appear in the form of personalized avatars and interact with each other as they would in real life (e.g., World of Warcraft, Star Wars Galaxies)

6) Virtual social world, The second group of virtual worlds, often referred to as virtual social worlds, allows inhabitants to choose their behavior more freely and essentially live a virtual life similar to their real life (e.g., The Sims, IMVU and Farmville) (Millward, 2014).

Intensity of Internet Users

Intensity is unanimity power deployed for an effort. It can simply be defined as passionate effort done by someone to achieve their goals. Intensity is the reality of motivation to achieve the goals of increased achievement, because someone to do a passionate work for their motivation as a driver of achievement. Social Networking Sites (SNS) give individuals a venue to identify with others and gain a sense of belonging, such as connecting with family, friends and society (Park, Kee, & Valenzuela, 2009). For the young generation, users spend a significant amount of time on selected social network sites and have relatively positive attitudes toward those sites (Chen & Haley, 2010).There are three types of internet user based on Internet intensity (Agaba, 2012):

1. *Heavy users* (6 or more hours per day) (Peltzer, Pengpid, & Apidechkul, 2014).
2. *Medium users* (between 1 - 4 hours per day)
3. *Light users* (less than 1 hours per day)

Emerging Adulthood

One stage of human development is Emerging Adulthood with ages between 18 to 25 years. According to Jeffrey Arnett, Emerging Adulthood is a transition from adolescence to adulthood which is characterized by experimentation and exploration (Santrock, 2011). According to Arnett, the emerging adulthood presents and facilitates:

1. the identity exploration, where adults emerging learn more about who they are and what they want from their life;

2. the era of instability that characterized by susceptibility to have revision in life planning;

3. the time to focus on yourself, where adults have grown relatively free-range in daily decisions, with almost no parental or administrative authority;

4. a feeling in between, where the individual cannot fully identify, either adolescents or adults; and

5. the age of possibilities, where adults have an opportunity to change their lives in a profound way (Arnett, 2007).

METHOD

This research was done by using survey research by asking questions that had been developed in the questionnaire (Singarimbun & Sofian, 2006). The population of this study is Class of 2014 of undergraduate (S1) program at Bina Nusantara University. The reason of this selection is because the student's age is in Emerging Adulthood phase (18-24 years). The number of samples adjusted to the number of population. The determination of the size or number of samples from known population amount shall be calculated using the formula table of samples size according to John Curry, as in Table 1 (Yount, 2006):

TABLE.1 SAMPLE SIZE

Size of Population	Sampling Percent
1-100	100%
101-1000	10%
1001-5000	5%
5001-10.00	3%
10.000+	1%

The total of 2014 student population of Bina Nusantara University is 5735 people. Then using the above table it is known that the number of samples is:

5735 x 3% = 172,05 student

This study uses a probability sampling technique with proportionate stratified random sampling. The number of samples in this study is 200 people. Of the determined sample size, then it will be determine the quota for each sample size in each department of Bina Nusantara University. There are eight departments in Bina Nusantara University which means each department have an opportunity to be a sample based on each proportion. In Table 2, there is the proportion of each departments:

TABLE.2 THE PROPORTION QUOTA SAMPLE SELECTION

No.	Departments	Number of Students Active	The samples used
1.	Faculty of Economics and Communication	1097 Students	38 Students
2.	School of Information System	655 Students	22 Students
3.	Faculty of Engineering	365 Students	13 Students
4.	School of Business Management	1392 Students	49 Students
5.	Faculty of Humanities	633 Students	22 Students
6.	School of Computer Science	1057 Students	37 Students
7.	School of Design	536 Students	19 Students
		5735 Students	**200 Students**

The distribution of the questionnaire, the researchers do this directly or using face-to-face communication. To answer the research questions, the researchers set a questionnaire consisted of 6 questions to sample characteristics and 24 questions related to the study variables. There are 12 questions related to Gratifications sought and 12 questions related to Gratifications obtained. This research was conducted in September to October 2015.

The analysis for this research uses Bivariate analysis, Correlation analysis, and Non-hierarchical cluster analysis. Bivariate analysis is used to see the sample characteristics. Correlation analysis is used to see the correlation between Gratifications sought and Gratifications obtained of students to social media use in Emerging Adulthood age. Non-hierarchical cluster analysis is used to classify students on specific clusters based on certain characteristics.

The main purpose of cluster analysis is to group the objects based on similar characteristic among these objects. The object can be a product (goods and services), things

(plant or others), and people (respondent, consumer, or other). Those objects will be classified into one or more cluster (group), so the object in one cluster will have similarities to one another. This study wants to do a cluster of student characteristics based on the intensity and uses of social media. The clusters formed are heavy users, Moderate users, and light users (Agaba, 2012)

RESULT

A.   Sample Characteristics

Table 3 shows that of the 200 respondents, the majority of respondents are female as many as 113 people. While the male respondents are 87 people.

TABLE 3 CLASSIFICATION OF RESPONDENT BASED ON SEX

Sex	Total of respondent
Male	87
Female	113
Total	**200**

In table 4 shows the most popular application among respondents is Instagram with 182 respondents. The respondent is divided into 102 female and 80 male. Then YouTube and Path are also quite popular application with 175 respondents and 170 respondents. From the 175 people who have YouTube, 96 people are female and the remaining 79 people are male. Of the 170 people who have Path, 98 people are women and the remaining 72 people are male. As for the owner of Online Game application, there are as many as 85 people, 33 people are women and the remaining 52 are male.

TABLE 4 SOCIAL MEDIA TYPES USE BY RESPONDENT

	Facebook	Twitter	Instagram	Path	YouTube	Ask FM	Online Game
Female	71	75	102	98	96	53	33
Male	73	54	80	72	79	21	52
Total	**144**	**129**	**182**	**170**	**175**	**74**	**85**

Table 5 shows that of 200 respondents of this research's sample, who answered they access Social Media more than 6 times a day, is 136 respondents. 33 respondents answered that they

access social media applications as many as 4-6 times a day. As for those who access social media applications 1 times a day is 22 people. And for those who not access the Social Media every day is 9 respondents.

TABLE 5 ACCESS TO SOCIAL MEDIA APPLICATION IN A DAY

Access to Social Media Application	Total of Respondent
Not everyday	9
1 time a day	22
4-6 times a day	33
>6 times a day	136
Total	**200**

Table 6 shows that of 200 respondents of this research's sample, the majority of respondent who answered the time they spend to access social media with the average >4 hours a day is 92 people. Then, 57 respondents answered that they spend 1-2 hours a day. While the remaining 51 people answered that they spent 3-4 hours a day to access Social Media application.

TABLE 6 TIME FREQUENCY FOR ACCESSING SOCIAL MEDIA APPLICATION

Time Frequency for accessing Social Media application	Total of respondent
1-2 hour a day	57
3-4 hour a day	51
>4 hour a day	92
Total	**200**

In Table 7 shows that of 200 respondents of this research's sample, the majority respondent who have an average monthly expenditure of Internet subscription between Rp 100,000 - Rp 200,000 for their Smartphone is 91 respondents. This number is slightly different with respondent who has monthly expenditure for Internet packages < Rp 100.000, which are 90 respondents. As for respondents who have Internet package expenditure between Rp 200,000 - Rp 300,000 is 15 respondents. The remaining 4 others are the respondent who has spending on internet packages > Rp 300,000 a month.

TABLE 7 THE AVERAGE EXPENDITURE FOR INTERNET SUBSCRIPTION

The Average Expenditure for Internet Subscription	Total of Respondent
< Rp 100.000	90
Rp 100.000 – Rp 200.000	91
Rp 200.000 – Rp 300.000	15
>Rp 300.000	4
Total	**200**

B.   Correlation

Correlations were used to test the relationship between the dependent variable (Gratification Sought) and the independent variables (Gratification Obtained). Gratification Sought on questioner is formed from dimensions of Personal Identity Needs, Social Interaction Needs, Information Seeking Need and Relaxation Need. Gratification Obtained on questioner is formed from dimensions of Personal Identity Expectation, Social Interaction Expectation, Information Seeking Expectation, and Relaxation Expectation. First bivariate relationships were assessed using Pearson's r correlation coefficients. The results show (on Table 8)a high positive relationship between Gratification Sought and Gratification Obtained ($r = .76$, $p < .01$)

TABLE 8 CORRELATION RESULT

		Gratification Sought	Gratification Obtained
Pearson Correlation	Gratification Sought	1.000	.760
	Gratification Obtained	.760	1.000
Sig. (1-tailed)	Gratification Sought	.	.000
	Gratification Obtained	.000	.
N		200	200

Responses coded 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, 1 = strongly disagree,

C.   The Pattern of Social Media User

Based on result of data processing by using non-hierarchical cluster analysis, it was found three main groups based on the characteristic of social media user. Those three cluster or group have features and characteristics that are different and mutually explain the specificity of each cluster. Features and characteristics of each cluster form the patterns of Social Media usage that are different. Here are the results of the group based on the sample of 200 students of Class of 2014 Bina Nusantara University:

Cluster 1

Social Media User with Heavy Intensity (Heavy User)

This group has characteristic of female as the majority user and has the highest member with 106 members. The ownership of social media application by the group member has average of more than six applications on their Smartphone. The average intensity of accessing social media is more than six times a day with more than four hours a day. The university student who joins in this group has an average Internet expenditure Rp100.000 per month.

Cluster 2

Social Media User with Medium Intensity *(Moderate Users)*

This group has characteristic of male as the majority user that consist of 32 members. The group member has around four to six types of application in their Smartphone with the intensity of average frequency of accessing social media as much as 4-6 times a day. Students who are members of this group have average internet expenditure Rp 200,000 - Rp 300,000 per month. In the term of expenditure, this group member has the highest expenditure than the other cluster.

Cluster 3

Social Media User with Light Intensity (Light Users)

In this group, the member has characteristic of fairly balanced user between female and male that consist of 62 members. The ownership of Social Media applications of group members is between one to three applications' type on their Smartphone with the average frequency of accessing social media as much as 1-3 times a day. This frequency can be categorized as low. In term of expenditure, the students who are members of this group have average internet expenditure Rp 100,000 - Rp 200,000 per month.

Based on the formation of three groups / clusters, it seems that the pattern of social media users of Bina Nusantara University student dominated by those that categorized as Heavy Users. The students who included in Heavy users group/cluster are students who have habit to access social media very often and with the high intensity of accessing. It is also related to the ownership of many social media application. Another finding is that those who are in this cluster have a small amount of expenditure compared with the other group / cluster.

On the pattern of social media users by group/cluster category of medium user is the student with medium intensity and medium behavior of accessing social media. As for those who

belong to the light group / cluster users are those who have low intensity and low behavior of accessing social media. The unique finding of this study is that the student who categorized in the light user group / cluster have more amount of expenditure than the other group / cluster.

DISCUSSION

Based on the characteristic of sample, it was known that the most popular application among the university student in Emerging Adulthood phase is Instagram. According to research's result, it shows that the university student has a habit to frequently check their social media application. They also have quite many applications with the average of 2-4 applications in their Smartphone. At the Emerging Adulthood phase, there is a tendency to have a habit of frequently check their accounts and social media application. This condition is a process of socialization development that experienced by teens in age 18-25.

Based on the correlation analysis, there are high positive relationship between Gratification Sought and Gratification Obtained. The Uses and Gratification approach has been found to be a useful framework for Internet research. The Uses and Gratification has been used more frequently in recent years to examine needs gratified through use of online applications, such as social media (Chen G. M., 2011).

Based on the discussion, there was formed three (3) cluster of social media user of Class of 2014 at Bina Nusantara University: Heavy Users, Moderate Users and Light Users (Agaba, 2012). These clusters divided into the category of Heavy users with the number of group member is 106 students; Moderate users with the number of group member is 32 students; and Light users with the number of group member is 62 students. The results show that the patterns of social media use of Bina Nusantara University student dominated by Heavy Users.

The suggestion for further research is the continuity study of the patterns of social media user by seeing the tendency on the effect of communication and interaction among the university students, especially in Emerging Adulthood phase (18-25 years old).

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