

THE INTERNET USAGE AS A MEDIUM OF INFORMATION BY COLLEGE STUDENTS OF UNIVERSITAS PEMBANGUNAN NASIONAL “VETERAN” JAKARTA

Iswahyuni, Witanti Prihatiningsih & Surahmad

Universitas Pembangunan Nasional “Veteran” Jakarta, Indonesia

iswahyuni_upnvj@yahoo.co.id; witanti.prihatiningsih@yahoo.com; surahmad.09@gmail.com

Abstract

Internet-based technology continues to evolve over time. In fact, some people are now getting more information through the internet. Many benefits comes from the internet, such as medium of communication, entertainment purposes, looking for friends, and source of information. This study aims to determine the use of the Internet as a medium of information by students UPN "Veteran" Jakarta. The method used in this study is a quantitative with descriptive analysis. The population in this study is UPN "Veteran" Jakarta students. Sample collecting method is Slovin formula, while the sample technique is strata proportional. The theory used in this research is using and gratification. The results in this study indicate that the internet provided by UPN "Veteran" Jakarta is mostly used by students to meet affective and cognitive needs, social integration, fantasizing, and personal integration.

Keywords: *Internet, Uses And Gratification, Information Needs*

INTRODUCTION

Technology has increased the capacity of communication between people all over the world, penetrate the boundaries of space and time and social status that has been a barrier since a long time ago. The existence of the internet indirectly united the heterogeneity of humanity worldwide in a global communication network. With technology, people can communicate with each other with no geographical, distance or time barriers. Communication technology also enables people to reach a worldwide audience with ease. The development of technology and the changing culture of society also helped triggered the evolution of conventional mass media into what it is today.

The paradigm and understanding of the media has changed because it is considered irrelevant in the current information age. The changes includes speed and accuracy of the news as well as delivery of information to the public. Technological discoveries have changed the way humans communicate. One of the medium of communication and information that became number one choice of the society today is the internet. In the past decade, the internet has been in the spotlight as the number of users around the world continues to increase significantly.

One of the fastest growing communication technologies is the internet. During the period of the 1990s, the internet has become a technology that can serve the "information society." As a means of storage, transfer, and channeling information between computers and users, the Internet plays its role as a source of information. In 1992, multimedia information was accessible via the World Wide Web (WWW). Shortly afterwards, the internet became known as a revolutionary source of information in 1995: Information Superhighway. By the end of 1999, the internet became a universal medium (Yusuf, 2009: 104-105).

The Internet continues to grow rapidly, especially since the late 1990s. The Internet provides a new way of communicating and interacting. The internet has affected almost every aspect of people's lives, such as social, economic, political, etc. For many people, the internet is very important in carrying out daily activities. The dramatic increase in Internet usage has occurred since the 1990s, which affect the way people live, work, and play. In a study in North America, 60 percent of adults

are always online every day, with a growing percentage of growth compared to other countries. For most users, accessing the internet is a daily activity. Half of that number claimed they just online a "day" before. In other word, they access the internet every day.

The growth rate of internet users in Indonesia is quite high. In 1996, the number of internet users in Indonesia was estimated at 110,000 and growing rapidly to about 4.2 million in 2001 (APJII). By the end of 2005, the number of users was estimated at 16 million. The following is the official estimate of the internet users in Indonesia based on the Indonesian Internet Service Provider Association (APJII) (<http://www.goechi.com/newsletter.html>).

In general, Katz, Gurevitch, and Haas are convinced of the typology of human needs related to media can be classified into five groups: Cognitive needs (relating to information confirmation, knowledge and understanding of the environment); Affective needs (which answer about perceived experience); Personal integrative needs (ie needs related to trust, loyalty, and personal status); Social integrative needs (this need is based on the desire of the individual to affiliate); The need for escape (which relates to the release of tension or entertainment).

Based on this description, it is an interesting topic to study, about how the motivation underlying the actions of Internet users as a medium of information, and what needs can be met after accessing it.

Formulation of the Problem

Based on the background that has been described, the formulation for this study is: "How College Student of Universitas Pembangunan Nasional "Veteran" Jakarta Uses Internet as Information Media?"

Literature Review

Mass communication

Mass communication is communication through mass media, such as newspapers, radio and television broadcasts as well as films in cinemas. Mass communication broadcasts information, ideas and attitudes to various communicants in large numbers by using media (Effendy, 2003: 80).

At the beginning of its development, mass communication started from the development of the word "media of mass communication." What is mass media? The mass media produced by modern technology. Mass media refers to the results of modern technology as a channel in mass communication. In order to avoid confusion and different perceptions of the masses, it is better to distinguish the meaning of the masses in mass communication with the masses in the general sense. The mass in the sense of mass communication refers more to the reception of messages relating to the mass media. Therefore, the masses here refers to public, audiences, spectators, viewers, or readers (Nurudin, 2007: 4). The most important feature of mass media is that they are designed to reach many people. Potential audiences are viewed as a large anonymous consumers, and the relationship between senders and receivers is influenced by it. Mass media also have functions that can not be equated with mass communication (for exampe, as a means to pass the time, entertainment purposes, etc.). But the mass media can also be used as an individual, personal, or organizational destination (McQuail, 2011: 61-61). In this study, the internet as a mass media can also be used as an individual goal, depending on the needs of each person, what he wants to find or get.

Online media

Online media is one type of media which is located in the global network (direct) that can be accessed via gadgets. Online media itself is a part of the internet. Most online media is usually a site that presents the information for everyone. In Indonesia, the internet era began in the 1990s, and at that time, on August 17, 1995, Republika Online was the first newspaper to enter its contents to the internet, in collaboration with Radnet (one of the internet service provider in Indonesia). Web in the internet comes as a mix of various media that has been there before, allowing data transmission in the form of text, graphics, and sound (multimedia) using the HTML programming language (Hyper Text Markup Language).

Based on the selectivity of the target audience, internet media has a good range, maybe even considered the best. Even though internet media coverage is still limited when compared to television media. But from the ability to penetrate the audience, the internet media is better than television. The process of advertising in internet media is also relatively shorter than television. Internet media is most commonly used in homes and offices (Morrisson, 2007: 171).

From the said definition, the authors conclude that in the current digital era, the users of online media can enjoy various information through the internet. Online media emphasizes on speed and actuality in presenting the news. Online media can be accessed by anyone, anywhere, and anytime without spending too much time with better cost efficiency than watching news on television.

Uses and Gratifications Theory

In relation to research on the relationship of internet usage as a medium of information, the communication theory used in this study is Uses and Gratifications Theory, which was introduced in 1974. According to its founders, Elihu Katz, Jay G. Blumler, and Michael Gurevitch in their book, 'The Uses Of Mass Communication; Current Perspectives On Gratifications Research,' Uses and Gratifications Theory is:

This theory examines the origin of psychological and social needs, which raises certain expectations for mass media or other sources, leading to different patterns of media exposure (or involvement in other activities), and leads to the fulfillment of other needs and consequences, perhaps including those we do not want (Rachmat, 2009: 65).

According to Katz, Blumler and Gurevitch, The Uses & Gratifications Theory is:

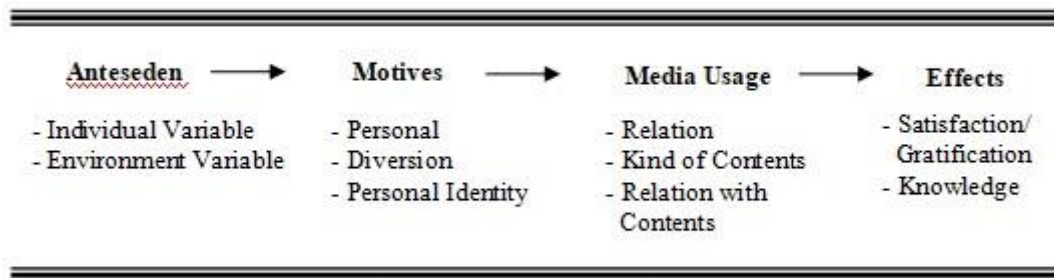
1. Audience is considered active, which means the audience as an important part of the use of mass media is assumed to have a purpose.
2. In the process of mass communication, the initiative to link needs satisfaction with media selection lies within the audience.
3. The mass media must compete with other sources to satisfy its needs. Needs are met by wider media. How this need is met through media consumption is highly dependent on the behavior of the audiences concerned.
4. The purpose of the mass media voters is deduced from the data given by the audience members, meaning that people are understood enough to report the interests and motives in certain situations.
5. The assessment of the cultural significance of the mass media should be suspended before studying audience orientation (Ardianto, Komala and Karlinah, 2007: 74).

The uses and gratifications approach provides an alternative to look at the relationship between media content and audience, and categorizing media content according to its function. Although it is doubtful there are more than one model of uses and gratifications, Katz illustrates the underlying logic of the approach about Uses and Gratifications, that a person's psychological condition will lead to a need that creates expectations for mass media or other sources, leading to different usage patterns media (or engagement in other activities) that will ultimately result in meeting other needs and consequences, including unexpected ones.

This theory model is not about what the media does to a person, but to what people did to the media. Audience is considered to be actively using the media to meet its needs. This study focuses on the uses of media to gain satisfaction (Gratifications) on one's needs. Therefore, most of the behavior of audiences will be explained through the various needs, and individual interests (Ardianto, Komala and Karlinah, 2007: 73-74).

Media effects can be operationalized as an evaluation of the media's ability to provide satisfaction. The Uses And Gratifications model is illustrated in the picture below:

Figure 1. Uses and Gratifications Model



Source: Rakhmat, 2009: 66

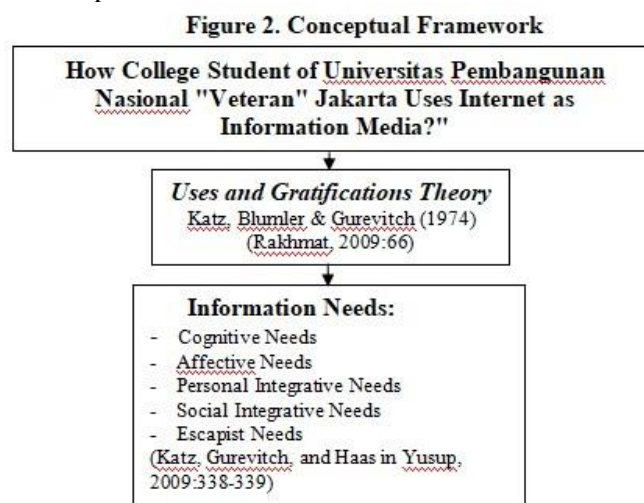
Associated with an environment that stimulates the emergence of such needs, particularly in relation to a person whose confronted with various information-gathering media, there are many needs, which proposed by Katz, Gurevitch, and Haas as follows:

- a. Cognitive Needs: needs that are closely related to the needs to strengthen or increase information, knowledge and understanding of one's environment. This need is based on a person's desire to understand and control his environment. In the view of cognitive psychology, a person has a tendency to want to understand and control his/her environment. In addition, this need can also satisfy one's curiosity desire and one's inquiry.
- b. Affective Needs: fun-related needs and emotional experiences.
- c. Personal Integrative Needs: this needs is linked to the strengthening of credibility, trust, stability, and individual status.
- d. Social Integrative Needs: this needs is linked to the strengthening of family relationships, friends, and others in the world. This need is based on a person's desire to join or group with others.
- e. Escapist Needs: this need is attributed to the need to escape, let go of tension, and desire for entertainment or diversion (Yusup, 2009: 338-339).

Basically, information is needed by everyone. Information can have an important value to a person, especially if that suits his/her needs. Meanwhile, the sources of information that has been stored in various media also evolved in line with the demands of the need for information.

Conceptual Framework

Based on the conceptual and operational framework, the chart of the framework is as follows:



Sources: Rakhmat, 2009; Yusup, 2009; and authors modifications

RESEARCH METHODOLOGY

Research Method

This research uses quantitative methods with causality. Qualitative data are also needed in this study. According to Brannen, there are three ways that researchers can use in combining quantitative and qualitative. The first one is that qualitative approach as a facilitator of quantitative. Second, quantitative as a qualitative facilitator. And third, both approaches are done simultaneously and equally (Kriyantono, 2014: 93). This study uses descriptive analysis with the aim of providing an overview of internet usage by UPN "Veteran" Jakarta students as a medium of information. The gradation of each question is (4), from very positive to very negative that is as follows:

Table 1. Gradation of Each Question

Positive Statements		Negative Statements	
Strongly Agree	=4	Strongly Agree	=1
Agree	=3	Agree	=2
Disagree	=2	Disagree	=3
Strongly Disagree	=1	Strongly Disagree	=4

Sources: Riduwan & Sunarto, 2007:21

Population and Sampling Techniques

The population in this research are UPN "Veteran" Jakarta students who are still active. The sampling technique uses proportional strata. The number of samples in this study are determined by using the Slovin formula as follows:

$$n = \frac{N}{1 + Ne^2}$$

Annotation:

n = Sample size

N = Population size

d2 = Inaccuracy due to intolerable sampling error (10%)

(Kriyantono, 2014: 164)

Table 2. Research Sample

Name of Faculty	Number of Student	$n = \frac{N}{1 + Ne^2}$	Total	Integration
Faculty of Economics & Business	1066	$n = \frac{1066}{1 + 1066 \cdot 0,1^2}$	91,42	91
Faculty of Engineering	518	$n = \frac{518}{1 + 518 \cdot 0,1^2}$	83,82	84
Faculty of Computer Science	808	$n = \frac{808}{1 + 808 \cdot 0,1^2}$	88,99	89
Faculty of Medical/Medical School	899	$n = \frac{899}{1 + 899 \cdot 0,1^2}$	89,99	90
Faculty of Health Science	1437	$n = \frac{1437}{1 + 1437 \cdot 0,1^2}$	93,49	94

Faculty of Social and Political Science	1208	$n = \frac{1208}{1 + 1208 \cdot 0,1^2}$	92,35	92
Faculty of Law	945	$n = \frac{945}{1 + 945 \cdot 0,1^2}$	91,43	91
TOTAL				631

The samples in this research are 631 active college students in UPN "Veteran" Jakarta.

Data Collection Technique

Data collection techniques used in this study are as follows:

1. Primary data obtained from the questionnaire. Questionnaire contains statements that will be answer by respondents about internet usage by UPN "Veteran" Jakarta students as information media. The data is divided into two groups: respondent and research data.
2. Secondary Data. This data will complement the primary data obtained by citing other sources through books in libraries, bookstores and internet.

Data Analysis

Descriptive statistics are statistics that serve to provide an overview of the object under study through sample data or population as it is (Sugiyono, 2009: 29). So descriptive analysis is a description of respondents' data and research, which is indicated by single tables. The goal of descriptive analysis is to simplify the data into easy-to-read and interpretable form. Single table of respondent data shows frequency of respondent's answer to calculate its percentage:

$$P = \frac{f}{n} \times 100\%$$

(Nawawi, 2007:152)

Annotation:

P: Percentage of respondents' answers

f : Frequency of respondents' answers

n : Total respondents

After calculating the value of each items in the frequency table and the percentage of respondents' answers, the next step is to determine the category according to the Arikunto interpretation guidelines as follows:

- 0% = None of the respondents
- 1% - 25% = Very few of the respondents
- 26% - 49% = A small / almost half of the respondents
- 50% = Half of the respondents
- 51% - 75% = Most of the respondents
- 76% - 99% = Almost all of the respondents
- 100% = All respondents

(Arikunto, 2002:246)

In analyzing the research data descriptively, categorization is used. The method of calculation is based on the data that are already obtained. Data are arranged into single tables that are categorized and presented using the frequency distribution approach and percentage calculation. After that, test scores on each variable and sub variable are calculated. The results of the research scores are included in five categories, which are very unfavorable, poor, good enough, good and excellent.

Categorization is done based on the boundary interval in the following:

- Highest score = highest value x number of statements x number of respondents
- Lowest score = lowest value x number of statements x number of respondents
- Stem interval = (Highest score - Lowest score) / 3

RESEARCH RESULT

Based on the results of a questionnaire distributed to 631 respondents, namely UPN "Veteran" Jakarta students, the results obtained in each dimension, namely in cognitive needs, affective needs, personal integration needs, social integration needs and escapist needs. Here are the results of each dimension after being calculated in high, medium, and low categories:

Table 3. Cognitive Needs

No.	Level	f	%
1	High	263	41,68
2	Medium	268	42,47
3	Low	100	15,85
	Total	631	100

Source: Authors' Data Processing, July 2017

Table 3, illustrates that the internet provided by UPN "Veteran" Jakarta almost half is in the "Medium" category in meeting cognitive needs with 268 respondents (42.47%), a small part in the "High" category with 263 respondents (41.68%), and very few are in the "Low" category with 100 respondents (15.85%).

Table 4. Affective Needs

No.	Level	f	%
1	High	276	43,74
2	Medium	274	43,42
3	Low	81	12,84
	Total	631	100

Source: Authors' Data Processing, July 2017

Table 4, illustrates that the internet provided by UPN "Veteran" Jakarta is almost half of those in the "High" category in meeting affective needs with 276 respondents (43.74%), some of which are in the "Medium" category with 274 respondents (43.42%), and very few were in the "Low" category with 81 respondents (12.84%).

Table 5. Personal Integration Needs

No.	Level	f	%
1	High	187	29,64
2	Medium	240	38,03
3	Low	204	32,33
	Total	631	100

Source: Authors' Data Processing, July 2017

Table 5, illustrates that the internet provided by UPN "Veteran" Jakarta nearly half is in the "Medium" category in fulfilling personal integration needs with 240 respondents (38.03%), some of which are in the "Low" category with 204 respondents (32.33 %), and a few others are in the "High" category with 187 respondents (29.64%).

Table 6. Social Integration Needs

No.	Level	f	%
1	High	196	31,06
2	Medium	266	42,16
3	Low	169	26,78
	Total	631	100

Source: Authors' Data Processing, July 2017

Table 6 illustrates that the internet provided by UPN "Veteran" Jakarta nearly half is in the "Medium" category in meeting the needs of social integration with 266 respondents (42.16%), some of which are in the "High" category with 196 respondents (31.06 %), and a few others are in the "Low" category with 169 respondents (26.78%).

Tabel 7. Escapist Needs

No.	Level	f	%
1	High	212	33,60
2	Medium	259	41,05
3	Low	160	25,36
	Total	631	100

Source: Authors' Data Processing, July 2017

Table 5 illustrates that the internet provided by UPN "Veteran" Jakarta nearly half is in the "Medium" category in meeting escapist needs with 259 respondents (41.05%), some of which are in the "High" category with 212 respondents (33.60%), and very few were in the "Low" category with 160 respondents (25.36%).

RESULTS

The results obtained from 631 respondents showed that internet facilities in the college environment are needed by students to meet their needs of information. In accordance with the theory used in this study - Uses and Gratification Theory - a person uses or requires media as a source of information or to meet the needs of his information.

Of the 5 needs of the media as a source of information based on theories of Katz, Gurevitch, and Haas, it can be concluded that students tend to use the internet to meet their affection or emotional needs. The internet allows students to express themselves in hobbies, get to know the latest news or events, or send files anywhere to anyone in anytime in a quick manner. The Internet also helps students in making two-way communication with their friends or relatives or even strangers.

Secondly, students use internet facilities to meet cognitive or knowledge needs. This can be seen from students who are always up-to-date with the latest information, both in the national or global arena. Students can also search for the information they need, for example to complete their assignments, get to know about the rules of the university or find out activities around campus.

For the third point, students use the Internet to meet the needs of social integration, in accordance with human nature as social beings who need to interact with each other. With the internet, UPNVJ students can exchange information and communicate with other students outside the classroom, either on their own campus or other universities.

Fourth, students need the internet to meet their need for fantasy or entertainment, where humans need something to enjoy to avoid stress. Fifth or the last point, students use the internet to meet the needs of personal integration, where they need self-actualization to do something to their respective characters. Students also use the internet to develop the capabilities they have, where in the virtual world, people can do whatever they want.

CONCLUSION

From the results above, it can be concluded that the internet is needed among students for their affection or emotional needs. Internet is also needed to increase students' knowledge, in this case for fulfilling their cognitive needs. The third point, the internet is needed by students in order for them to socialize with each others, in accordance with social integration needs. Fourth, students needed the internet to have fun, according to their needs for entertainment. The last point is that students needed the internet to self-actualize, in an effort to improve their ability in accordance with what they want, which is a form of personal integration needs.

REFERENCES

- Ardianto, Elvinaro. Komala, Lukiati & Karlinah, Siti. (2007). *Komunikasi Massa*. Bandung: Simbiosia Rekatama Media.
- Arikunto, Suharsimi. (2002). *Prosedur Penelitian Suatu Pendekatan Praktek*. Jakarta: Rineka Cipta.
- Azwar, Saifuddin. (2011). *Sikap Manusia : Teori dan Pengukurannya*. Yogyakarta : Pustaka Belajar.
- Effendy, Onong Uchjana. (2003). *Ilmu, Teori dan filsafat Komunikasi*. Bandung : PT. Citra Aitya Bhakti.
- Kriyantono, Rachmat. (2014). *Teknik Praktis Riset Komunikasi*. Jakarta : Kencana.
- McQuail, Denis. (2011). *Teori Komunikasi Massa*. Jakarta: Salemba Humanika.
- Morissan. (2007). *Periklanan: Komunikasi Pemasaran Terpadu*. Jakarta : Ramdina Prakarsa.
- Nawawi, Hadari. (2007). *Metode Penelitian Bidang Sosial*. Yogyakarta: Gadjah Mada University Press.
- Nurudin. (2007). *Pengantar Komunikasi Massa*. Jakarta: PT Raja Grafindo Persada.
- Rakhmat, Jalaluddin. (2005). *Psikologi Komunikasi*. Bandung: PT. Remaja Rosdakarya.
- _____. (2009). *Metode Penelitian Komunikasi (dilengkapi contoh analisis statistik)*. Bandung : PT. Remaja Rosdakarya.
- Riduwan & Sunarto. (2007). *Pengantar Statistika untuk Penelitian Pendidikan, Sosial, Ekonomi, Komunikasi, dan Bisnis*. Bandung: Alfabeta.
- Sugiyono. (2009). *Statistika untuk Penelitian*. Bandung : Alfabeta.
- Yusup, Pawit M. (2009). *Ilmu Informasi, Komunikasi, dan Kepustakaan*. Jakarta : PT. Bumi Aksara.

Website:

“Sekilas Perkembangan Internet”, <http://www.goечи.com/newsletter.html>. Diakses pada tanggal 3 januari 2017 pukul 14.39