

Facebook Influence on Teenagers in Del Institute of Technology

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Abstract

Internet Indonesia is growing quite rapidly, of setting developments abroad. According to the Ipsos survey during February 2012, Indonesia was placed as the country with the most active internet users in social media. Data shows 90% of the digital consumer in Indonesia has an active profile on facebook, which Indonesia's second highest state and global level after the United State (Marketing No.12/XI/Desember 2011). The purpose of this study was to investigate the use of exploratory social network facebook and the influence for students at Institute of Technology Del.

Key : social network, facebook, students, influence, rule.

Introduction

Facebook is a social tool that connects people with their friends and other colleagues who work, study and live around them. People use Facebook to keep in relationship with friends, exchange unlimited photos and videos, send links and messages and find out more about the people they meet. In addition Facebook users feel more confident to establish a friendship relation. Teens use Facebook to express feelings by initiating people who see their account.

Adolescence comes from the Latin word "Adolescence" which means to grow or grow mental, emotional and social maturity (Hurlock, 1992). Adolescence is a transition from childhood to adulthood that develops all aspects or functions to enter adulthood.

At the Institute of Technology Del, Facebook development also can not be

missed by teenagers in IT Del. In the transition to adulthood teenagers sometimes are wise in using social media Facebook. Almost students have an account in order to access Facebook page. In campus has some rules that in academic hours students can not play and relax. But many students who break the rules with a reason to rest for a while where used to access the Facebook. In addition to access Facebook page make personal data becomes no longer privacy and can be seen by everyone. Access Facebook required a large bandwidth, this is a kind of payment for data issued to access Facebook page.

The purpose of this journal is to see the level of use Facebook at Institute of Technology Del and the deviation of teens in using Facebook.

Review of Literature

Media Social

Basically social media is the latest development of new internet-based web technologies that make it easy for everyone to communicate, participate, share and form a network online, so as to disseminate their own content. Posters on YouTube blogs, tweets or videos can be reproduced and viewed live by millions of people for free (Zarella, 2010: 2-3).

In this study, Andreas Kaplan & Michael Haenlein define social media as "an internet-based application group building on the foundation of Web 2.0 ideology and technology, and which enables the creation and exchange of user-generated content".

Social media has many forms, among them the most popular are microblogging (Twitter), facebook, and blog. Twitter is a website that is a service of microblog, which is a blog form that limits the size of each post, which provides facilities for users to be able to write messages in twitter update only contains 140 characters. Twitter is one of the most easy to use social networking, because it only takes a short time but the information can be delivered directly spread widely (Zarella, 2010: 31).

Social Media Grouping

Social media has many forms, among them the most popular are microblogging (Twitter), facebook, and blogs.

Based on comScore, Facebook is the most popular with 370 million users, followed by MySpace (123 million), Hi5 (59 million), Orkut (55 million), and Twitter

(52 million) .Statistics by Compete.com also show Facebook starting As a social page for students at the beginning of its introduction in 2004, now the most viewed 1.2 billion travelers in January 2009.

According to The New York Times data, in April 2010, countries that have the most Facebook users are the United States, United Kingdom and Indonesia.

In the span of a few months alone, Indonesia's 800 million in 1 year is more than 20,000,000 users and with 800% in 1 year.

Utilization of Social media facebook

Facebook is a social networking site that can be used as a place to establish friendships with all the people in the world to be able to communicate with each other. Facebook is a friendship site that can be used by humans to exchange information, share photos, videos, and more (Madcoms, 2010: 1).

According to Manis:2009 "Facebook is one of the many Online Social Networking Sites that exist in the web. If you have previously known MySpace or Friendster, then Facebook is not much different like the second Online Social Networking. Facebook was first present in February 2004 with Mark Zuckerberg as it founder".

The characteristics of a facebook account, which has pages and groups. Can update status more than 140 characters as needed. Can directly comment or give an appreciation of status updates people who have become friends on facebook. Having a chat facility that allows facebook owners to be able to chat directly with

people who have friends on facebook. Can share photos by tagging, can create photo albums containing album name, location where photo taking, and if needed may contain a brief description of the photo. Can create video albums with a duration of up to 2 minutes and less than 100 MB (Madcoms, 2010: 20-60).

Facebook statistic show that in July 2010, Facebook membership exceeded 500 million people worldwide, which is equivalent to the third largest population in the world. According to Nielsen (2010), internet users spend more time on Facebook (an average of 7 hours per month), than they spend more time on Google, Yahoo, Youtube, and Wikipedia. This means that the company or brand or product will be better known if it is on Facebook.

A study by Chadwick Martin (in Owyang, 2010) mentions that 33 percent of Facebook users are fans of brands or product. While 60 percent of consumer will recommend the brand or product to their friends. These findings confirm the result of previous studies by Marketing Sherpa (2009) which highlights that consumers in meeting information or product needs will refer to what other Facebook users have done.

These features are what led to the use of facebook within the campus of Del Institute of Technology which will certainly have an impact also on the users who use it. Many of the students at Del Institute of Technology use facebook to share photos, videos, which of course as a means to illustrate how the users feel at the time.

Research Methods

In this section, the research method that we used was a quantitative research method. The Location for us to do research was Del Institute of Technology. The method that we did in this research was literature study suitable with research like book or internet. Data were obtained through questionnaire distribution in campus. The population in this research was all students Del Institute of Technology. Meanwhile, the respondents of this study were 70 students at Institute of Technology Del.

Result and Discussion

Result

The results of the research obtained, in accordance with the previous hypothesis, say that many students at the Del Technology Institute have accessed Facebook in academic hours in order to entertain themselves.

The result of the research mentioned that almost all students at Institute of Technology Del have facebook account, the student in question is a student who is still in active status at this time and included in the whole force that still exist counted until this year 2017. The study also showed that 37% of students often and quite often access the facebook link within 1 week. This shows, the value of addiction to the use of facebook at Institute of Technology Del quite large. Because only 26% of students counted rarely in access facebook link within 1 week. Based on this study, students access the facebook link at the time academic hours, because only 13% Access the facebook link on the specified hours. And when collected the most votes, 57% of students admitted to ever open a facebook page at the time of academic hours.

In a previous study, a study from Chadwick Martin (in Owyang, 2010) said that 60% of facebook users utilize facebook as a business medium to promote their products to people. But unlike the research we got at Del Technology Institute, 37% of students use facebook only for entertainment media, 27% to know news about others, and the rest just to add friends in cyberspace. Students also mostly access the Facebook page using

media Mobile / Smartphone and the rest using PC and tablet. From this research also concluded that the level of curious students to each other, whether it is about what he (others) share, what he did, and so on that person. Usually in Indonesia called "Kepo".

Discussion

Facebook users in Indonesia have now reached at least 24 million or 10% of the total population of Indonesia. Here, the country with the most Facebook users, in January 2013 which was launched from the data of the Ministry of Commerce.

Country	Amount of User
United State	168,8 Million
Brazil	64,6 Million
India	62,6 Million
Indonesian	51,4 Million
Mexico	40,2 Million

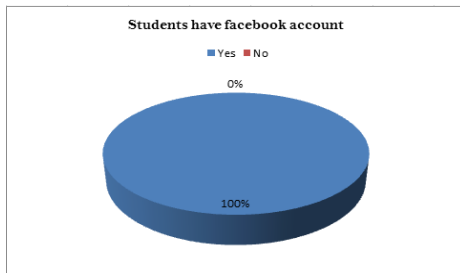
Facebook at Institute of Technology Del used as a tool for communication, promotion, and look for information about academic. But, not at all using for academic purpose. In the fact, according to data has been collected, some users of Facebook at Institute of Technology Del access Facebook for refreshing and for entertainment at academic hours.

This is some scale of using Facebook at Institute of Technology Del from questionnaire that we have distribute.

- a) "Do you have a Facebook account?"

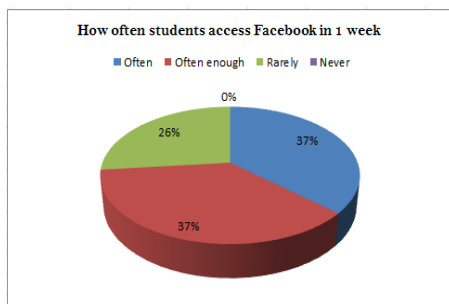
From sample that we collected, 100% students have Facebook account. This result we collect

from students from different class and generation.



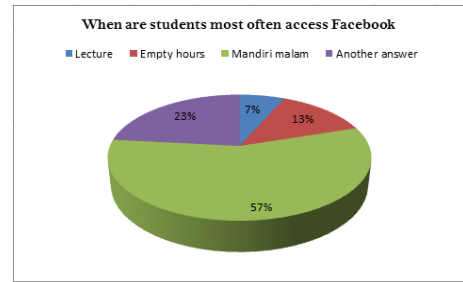
- b) “How often you acces Facebook in a week?”

About 37% students said that they often acces Facebook at a week, this result is equal with students who said that they often enough acces the Facebook. Result of students who said that they are rarely access Facebook in 26% . In the fact students always access Facebook at a week.



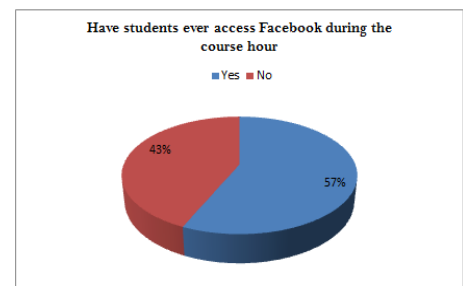
- c) “When you most often acces Facebook?”

From the results, we found that 57% of the students mostly access Facebook at “Mandiri Malam” hours. As many as 7% of students access during lecture. And as much as 13% access during empty hours. And 23% with another answer like when holiday, in dormitory and others.



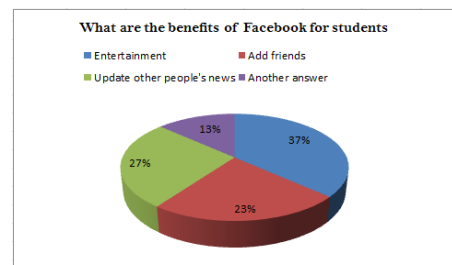
- d) “Do you have access Facebook during the course hour?”

As many as 57% of students access Facebook during class hours and 43% others said they did not access at that time.



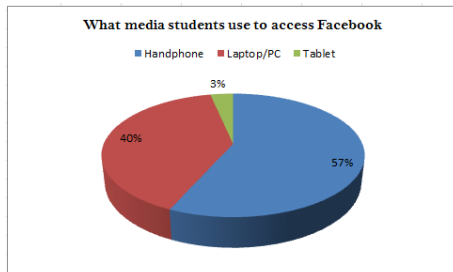
- e) “What’s the benefit of Facebook for you?”

As many as 37% of students access Facebook for entertainment, 23% access Facebook for news updates about others, as many as 23% access Facebook to add friends and 13% for other reasons.



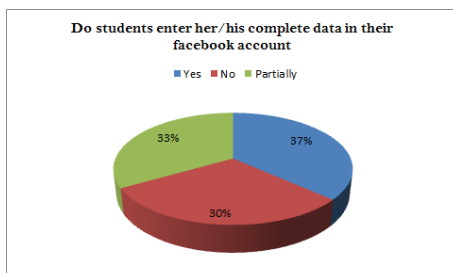
- f) “What is media that you use to access Facebook?”

As many as 57% of students more often access Facebook via Mobile, 40% access through laptop and 3% through Tablet.



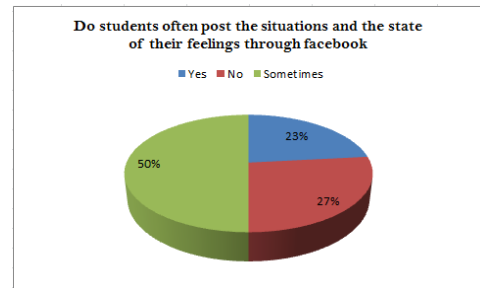
- g) “Do you completed data in your account?”

As many as 37% of students enter their personal data on their Facebook accounts, 30% say they do not, and 33% say they include some of their data.



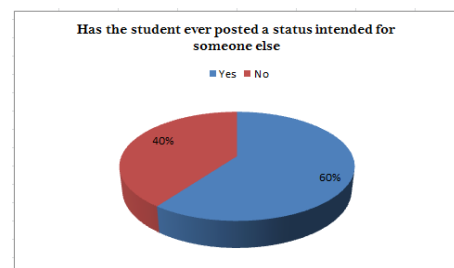
- h) “Do you often post the situations and the state of your feelings through Facebook?”

As many as 23% of female students post their situation and feelings on Facebook, 27% say they do not, and 50% say sometimes do it.



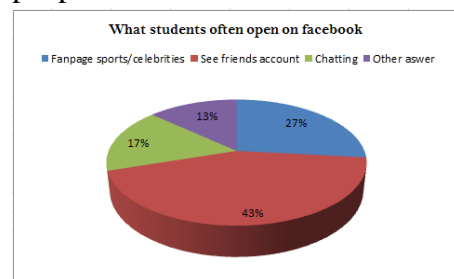
- i) “Have you ever posted a status intended for someone else?”

As many as 60% of students post status on Facebook that is intended for others and 40% others do not.



- j) What do you open on Facebook?

As many as 43% of students open Facebook to view accounts and news about their friends and acquaintances on Facebook, 27% for sports fan page / celebrities, 17% for chats, 13% for other answers like games, fun, annoying people.



Conclusion and suggestion

Conclusion

The result of this study indicate that 100% of teens are already have a Facebook account. They often access facebook in one week on empty hours. About 57% students said that they opened Facebook during the course, this is a breach of the rule that students did not play when course and academic time. They accessed Facebook from handphone and laptop but there are 3% that access from tablet. They used Facebook to update their friend account, find a friend, look celebrity page and others. About 37% students complete their data in facebook and some student just input partly. Students express their feel from status on Facebook and sometimes attended for others people. Students most using Facebook for look their friend account. In sense, students experienced that Facebook was a social media that make you connected with your friend, find and look them, for fun when you are bored and get other information about people that did not you met.

Suggestion

For the teenagers who used Facebook was hoped to wised use Facebook as a socail media, so Facebook can be a social media with good aim when tired and not for break the rules.

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