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Social Communication Media in Cultural Adaptation of New Communication

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Abstract. This research intends to see the cultural adaptation of new communication when a family (the Moslem family) runs the activities using the media of technology, communication, and information, the ownership of technology media up to the access use of technology information like social media as the link of individuals (facebook, twitter, etc.). The main object of applying ethnography method is to understand the view of life from the native's point of view. According to the typology of online family, Growing Nettie Family is a term the online users keep improving and are connected to each other almost every time by the media of technology communication. They seem not to be able to live without gadget. They use gadget to compromise about who will take and pick up the children. Besides, they always use the emoticons in the online conversation. While the Mature Nettie Family, in which the need for the online access level has entered their life so it frequently becomes the daily needs but not becoming the urgent one. They will use it if they need it, and they will not if it is not necessary.

Keyword: Mobile Communication, Nettie Family, Interpersonal Interaction.

1. Introduction: Cultural Adaptation of New Communication in Moslem Family

Families are the smallest unit of society with a lot of roles. An intimate group that brings home identity and group, complete with faithfulness and strong emotion, and also cultural experience and future. However, along with the development of era, one of which is characterized by the development of information communication technology, this leads to the changes of communication pattern among each member of the families. Intimacy as the result of interpersonal communication has been slowly displaced by the high mobility of each member. Therefore, to be able to stay connected to each other, they choose gadget or any other sophisticated communication media like smart phone, computer tablet, laptop, and computer, which always connect to the internet network. that happen to the informants as being expected by the research, Inventorying the components of communication that build the repetitive communications, Finding the interrelations among the components of communication interaction that build the communication happenings, which will be known further as the communication patterning. And the data of data result is processed. First, all data of the open interview result with all subjects of research is selected and categorized as each theme in the focus of research. This data selection also aims to discard any unwanted data as directed by the object of research. In the process of data reduction, the research also seeks the key terms that become the main data. The main data found is entered into the format of ethnography data analysis model developed by Spradley (1980). The research follows the suggestion of Spradley to use the domain analysis model and the componential analysis; second, the categorized data is systematically composed in accordance with the focused theme composition and presented as the data explanation. In the explanation data, the researcher gives reflective notes in accordance with the data contents, without reducing the data essence. Third, the researcher formulates the data finding of research that is considered to be specific after passing the ethnography analysis. In this research, the validity checking of the findings is performed in three ways, those are: (1) credibility, performed by using the triangulation technique whether data technique triangulation or informant triangulation; (2) dependability, performed by asking help from the experts and many others who understand this research; (3) confirmability, performed by doing the rechecking towards the finding data by asking further confirmation to the informants and the experts who are connected to this research. Fourth, this activity is the end of the process of research. The conclusion is summarized from the process of data analysis.

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Formerly the conclusion of research is formulated in the research finding. The research finding essentially is the conclusion the research finds.

2. Online Media Used by the Informants

According to Liliweri (2007: 118), Indonesian family belongs to the high culture context category. In this case, the perception of communication is characterized by the following three: (1) using indirect communication style; (2) giving priority to the non-verbal information exchange; (3) giving priority to the informal communication condition.

3. Conducting of the Study

The researcher is trying to see on the informants. The first one is the family of Mr. Akhmad Nasir, 37 years old, living at Jl. Parangtritis km 8, Yogyakarta. Mr. Akhmad Nasir is a staff at Combine Resource Institution (Head of Unit Support Program), which supports the development of media of community and the usage of communication technology as the part of system and network of the community's information and communication development, which office is located at Jl. KH. Ali Maksum no.183, Pelemsewu, Yogyakarta. Akhmad Nasir believes that a revolution of communication technology designates a civilization where the information becomes the power. An idiom saying that information is the power really happens today; anyone who can manage any information well will have the powerful position. His wife, Ambar Sari Dewi, MA., a teaching staff at the Study Program of Sociology, UIN Sunan Kalijaga Yogyakarta, has the same comprehension about the culture of communication; she thinks that the space of communications will run without distance with technology along with the level of human civilization using technology. Technology keeps growing along with the development of time which aims to facilitate people to work and do something for their survival. In a study of James E.Engel, Akhmad Nasir family is the one of Full Nest II, in which the income of a husband becomes better, a wife works, and the children are easier to control because they have grown older (Engel, 2004:204). This family has two children, the eldest Indi studies at the 6th grade of the Elementary School (12 years old) and Ali studies at the Kindergarten (5 years old).

The second informant is Mr. Ahmad Muntaha, M.Si., 45 years old, a teaching staff at UII (Indonesian Islamic University) Yogyakarta dan AKINDA Yogyakarta since 1995. The utilization of communication technology is very intense because this family is active in a religious social organization of Muhammadiyah in Yogyakarta. His wife, Dr. Trias Setyawati, is a teaching staff at the Faculty of Economy, UII, since 1988, and they have five children. The first one, Fatya, studies at Wollongong University, Australia, taking the department of Multimedia; the second one, Toni, studies at UNS; the third and fourth ones are at Pondok Gontor; while the youngest one studies at BIAS Elementary School in Yogyakarta. Ahmad Muntaha said that the media of communication is getting advanced and capable to give more effective and efficient service and functions in communications. One of the media that is capable in this case is computer. By the computer, anyone can access the internet, which is a network that enables people to relate and contact to each other.

The ownership of the media of communication technology of Nasir family are smartphones (Blackberry, android HP, Flexy), Tablet, CPU Computer, Laptop for mobile office. All are connected online; and being connected is a necessity for them as a young family. The generation growing and improving now are brought up in the dominance of the utilization of information and communication technology called internet (the net generation). The very high dependence on the internet makes them prefer using the internet to the library as the source of any information.

The family of Ahmad Muntaha, is the one with quite a lot of family members, 7 members of family and added by someone who helps them in household works like washing and cooking. Their two children study out of Yogyakarta; the first at Wollongong University, Australia, and the second at UNS Surakarta. While their younger ones study at the dormitory at Pondok Gontor, and the youngest one studies at SDIT (an integrated Islamic Elementary School) not far from their house, at Jalan Kaliurang. Just like a diet, the online needs are also scheduled. Ahmad said that 5 people use mobile phones, 3 children and the parents; one child in Solo (Central Java) and one in Australia, their parents, and one other at home. The mobile phone at home is used disorderly, especially when the parents are not at home. So, there are 5 gadgets used for communications. Talking about the time of utilization, sometimes they use the communication device

intensely and sometimes not intensely. For example, when they communicate with their first child in Australia, they can do it about once a week. They usually have agreed to use the Skype on Sunday morning at 6 until about 9 or 10. This has been scheduled. When communicating with their second child in Solo, they have uncertain frequency of secondary communications, because they still can use the telephone or they can visit their child to Solo or he can go home, so the frequency is not so big. On the other hand, the frequency is big when communicating with their child staying in the foreign country because it serves as the substitute for face-to-face communication via the Skype, which takes about 2-3 hours in a week.

4. Finding and Discussion

In an activity using communication and information technology, there is a concept that can be developed from Ahmad Muntaha's research about Nettie Family (2010), which is described as follows:

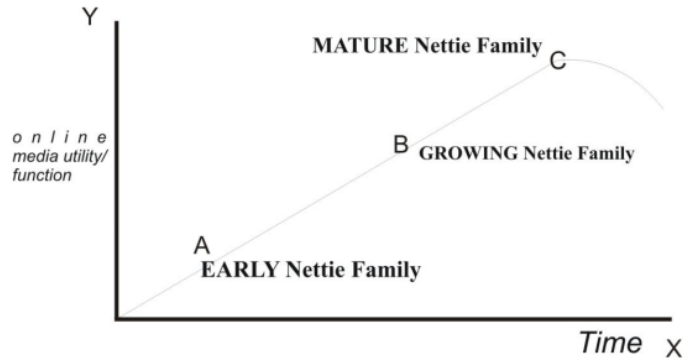


Fig. 1: Typology of online family.

The visual of mathematical equation is the horizontal axis x showing the time and the vertical axis y showing the function or utilization of online media. The Growing Nettie Family is a term that can be a benchmark on Nasir family. The online users keep developing and almost everytime they are always connected to each other using the media of technology communication. The change of communicating creates no more empty space; the increasing use of communication technology exactly decreases the intensity of individual relationship in reality. The Nasir family is a kind of modern society household, which tends to be minimalist. Sometimes they discuss "something" about household problems by writing a message via short message service or direct message in twitter (one of social media service).

According to Arminen (2007), the mobile communication facilitates interpersonal interaction and integrates the communication link with wider scope (global). It also will give impact on the social activities and societies with the changes of behaviours, culture and politics. The help of mobile communication may bring out a new communication that directly contributing in forming the new social action that will give implication to the network management. Arminen added that the use of mobile communication media will give impact on the change of cultural behaviour and give effect on the social relation between individuals that will lead to the process of personalization (individualistic). The booming of mobile phone may cause the decrease of direct interaction and change the individual to get far or differentiate himself from others, although the online needs actually wants to create the communication among the members of a family. According to Ahmad Muntaha, family is the first and the most important place for building the character and personality of a child. If a child is grown up and educated in the harmonious family environment, in which the members of the family respect each other, there will be a harmonious family that respect each other, love each other, despite having the different opinion and desire (interview, 20/10/2012). The family of Ahmad Muntaha belongs to the Mature Nettie Family, in which the needs of online access level have been the part of life just like the daily needs. It can be seen when Mrs. Trias was given a question about how far she judges about the needs of technology or the use of media in the family; she answered that it is like the daily needs, they will use it if they need it and they will not if it is not necessary.

5. Final Thought

Sosiawan (2008) stated that communication using internet media in the process of utilization can be explained in details, those are: Activities and process of communication using internet media, which contain:

- Creating thenotion by writing letters via email, writing words at the same time in the community of chatting, and creating the websites by creating file, multimedia.
- Spreading the notion via 'point to point' communication (email) and 'point to multi point' communication (IRC, websites).
- Finding the meaning in the text and multimedia on websites, email, and IRC.
- Participating in a communication forum, which is the beginning of an exploration of community characteristics such as common goals, norms, and traditions.

Therefore, the ownership of email has also been a must for them. Moreover, Ahmad Muntaha uses email as the subject of conversation to remind his wife of something, remind him to finish his duties because he teaches serious subjects in his campus, statistics and laboratory. Mr.Muntaha uses 5 active gadget at home, supported by a modem to access 24 hour internet operated by CPU. The access needs get enough allocation of funds in the household budget. Similar to Mr.Ahmad Muntaha, Mr.Nasir also uses a modem with 24 hour access of internet everyday, facilitated by wifi. The ownership of gadget in this family is quite a lot, about 7 media of communication technology, like smartphone, tablet, and mobile phone.

Intimate relationship in a family becomes the next aspect. It is reflected in the communication via online media messages using 'emoticon', whereas both sides of husband and wife always meet each other everyday. The presence of emoticon in the creation of emotional symbol in a message proves that such a kind of symbol represents the level of intimacy in a family. Emoticon is the pictorial expression of face, represented by the punctuation marks and alphabets, usually to express the writer's mood. Emoticon is mostly used to tell a respondent about an expression of happiness, anger, joy, and it can change and increase the interpretation of a common text. Emoticon text has been frequently and automatically changed into small pictures, which later is called emoticon. Some combinations of complex character can be reached in double-byte language, so those will create special forms. According to Google, emoticon is a representation of facial expression, which is formed by various combinations of characters in the keyboard and is used in the electronic communication to express the writer's feeling or the desired tone. Despite the mature family, Ahmad Muntaha still needs to use the emoticons as his emotional image, while Nasir family always use it.

6. Conclusion

Both families under the research have more than one gadget, and all have email address for access needs. On Akhmad Nasir family, they have Smartphone (Blackberry, android HP, Flexy), Tablet, CPU Computer, Laptop for mobile office. All are connected online, because being connected has been a necessity for them as the young family. While on Ahmad Muntaha family, they have 5 gadget that are always ready to use for communicating to each other.

According to the typology of online family, Growing Nettie Family is a term that can be a benchmark on Nasir family. The online users keep improving and are connected to each other almost everytime by the media of technology communication. They seem not to be able to live without gadget. For example, they use gadget to compromise about who will take and pick up the children. Besides, they always use the emoticons in the online conversation. While Ahmad Muntaha family belongs to the Mature Nattie Family, in which the need for the online access level has entered their life so it frequently becomes the daily needs but not becoming the urgent one. They will use it if they need it, and they will not if it is not necessary. They use it especially to communicate with one of their children who studies at Wollongong University, Australia. For emoticons, Ahmad Muntaha rarely uses them.

From both families under the research, it can be seen that the Growing Nettie Family uses communication technology to be stay connected so this will decrease the intensity of interpersonal communication. It is different from the Mature Nettie Family; they are wiser in using the communication technology and more concerned about the interpersonal communication.

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