

The Utility of Information in Selective Exposure of Pornography Among Teenagers in Indonesia

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The Utility of Information in Selective Exposure of Pornography Among Teenagers in Indonesia

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ABSTRACT

Indonesia topped the access of pornographic content in cyberspace during 2015. Disturbingly, it turned out the largest users accessing pornographic material were teenagers, though such activity has been prohibited by the Pornography Act No. 44 of 2008 as it's opposed to the value of Indonesian culture.

This study aimed to explore and seek the cause of such phenomenon, as well as the teenagers' experiences related to the selective exposure of pornography based on the utility of information's theory perspective.

The method used in this study was Interpretative Phenomenological Analysis (IPA). The data was collected by semi-structured interview technique, with 5 informants in teenage ages. The results showed that the immediacy of pornographic information has a dominant role in encouraging teenagers to choose pornographic information as compared to the magnitude and likelihood of pornographic information. This is because pornographic information is viewed as the resources related to immediacy on sexual matter. Pornographic information is deemed helpful because it can provide sexual knowledge to teenagers.

The result also showed that in addition to the utility of information, the selection of pornographic information is also determined by the individual's belief. Although the pornographic information is believed to have benefits in increasing knowledge related to sexual matters, yet the belief also plays a role in determining the selective exposure of pornographic information as manifestation of obedience to the norms that have been formed in everyday life.

Keywords: utility of information, immediacy, magnitude, likelihood, belief.

1. INTRODUCTION

One of the critical social issues in Indonesia related to the abundance of information is pornography. Pornography spreads vastly and quickly. Feature films, television, comics, novels, newspapers, tabloids, magazines, VCD/DVD, mobile phones, and websites, all of those media present pornographic contents, directly or indirectly, across cities or towns, even to the countryside.

Data from Google Trends shows Indonesia topped the number of online access to pornographic contents in 2015 (kompasiana.com/25 June 2015). Disturbingly, when further examined, it turned out the largest users to access pornographic material were teenagers.

The impact of pornographic information also makes teenagers closer to a "permissive" life, in the matter of sex. The shows or readings motivate and stimulate the teenagers to imitate or practice what they saw and read, without thinking about cultural differences, values, and norms in the community.

The increasing number of teenagers exposed to pornographic information is not only contributing to the rising number of sexually-active behavior in teenagers, but also to the increasing cases of unwanted pregnancy and abortion which are often considered as a short-thinking solution of unmarried pregnancy. In fact, abortion poses a really high risk to the reproduction. Complications suffered from abortion may cause severe bleeding, infection and intoxication caused by the tools and materials used for abortion, cervical cancer, genital damage, and permanent damage to the reproductive organs that may further result in infertility or even death [1].

The then question arises: if the pornographic information can motivate teenagers on matters that tend to harm (such as unmarried pregnancy, abortion, murder, rape, theft, and others), and if such information is banned by the Government, why are they still actively looking for information about pornography?

Euis [2] and Hutagalung [3] research show that teenagers actively seek pornographic information because they need to find information related to the changes in themselves and the implications on sexual behavior in order to foster a sense of responsibility and awareness on health.

The fact suggesting the exposure of sexual information for teenagers in Indonesia is still a debatable issue. The first argument points out that the conversations about sexual topics are considered taboo or unusual to be discussed in the society, as sexual activity is a really personal matter. There is an assumption that if teenagers obtain information about sexual activities, particularly the reproductive organs health, it will encourage them to engage in early sexual activity. Discussing sexuality to teenagers is as good as luring teenagers to commit trial and error acts. Sexuality information is still considered taboo and is a part of pornography.

Whereas the second opinion states teenagers need sexual information. The exposure of sexual information, in general, is a process of educating in cognitive nature, which has a broad impact on a person's behavior.

Meanwhile, based on the utility of information theory perspective, a person's behavior in selective exposure is triggered by the utility of information for a person. Although it does not comfort, information will still be chosen when someone needs it to act in a specific situation such as in strengthening attitudes and ways of doing things. In other words, the more useful the information is, the more it will be selected and searched. Conversely, the less useful the information is, the more it will be rejected and avoided [4].

Several studies also show that many people will pay attention to the parts of a message which contradict to the attitudes, beliefs, or behavior that was followed to strengthen the argument. There are plenty of evidences that people will pay attention to the information contrary to their belief if they are sure that such information will be easily refuted. Instead, people will reject the information that supports their belief if they consider the information as weak since the weak information will cause turmoil or instability on their belief. Conflicting information will also be selected if the information has benefits [5].

Given the pornography is prohibited in Indonesia, and has been banned in Pornography Act No.44 in 2008, it becomes interesting to investigate and understand what is behind such phenomenon as well as to understand teenagers' experiences related to the selective exposure of pornography based on the utility of information theory perspective.

2. LITERATURE REVIEW

2.1. Utility of Information Theory

Selective exposure is the development of cognitive dissonance theory, which states that people tend to be selective to information in an effort to realize the cognitive balance. In order to maintain balance, people will choose the information with dominant inclined to their standpoint. The premise of selective exposure believes the assumption that the selective exposure behavior is related to people's belief. This premise has positioned belief as the independent variables which affect the selective exposure [6,7].

Since formulated in 1957 by Festinger, selective exposure has been widely reviewed by experts. Various studies have been conducted for assessing this phenomenon. Based on the development of research on the causes of selective exposure (from 1957 until 2010), the selective exposure is not only derived from a mere belief. Factors causing the selective exposure are complex. There are other aspects beyond belief that may lead to selective exposure. One of the aspects that affect the selective exposure is the message. It is related to the characteristics that influence choice the selective exposure of the information, such as the utility of information, information assurance, information relevance [3].

Cannon (1964) stresses the importance of utility as the basis of selective exposure. Cannon research shows that people would choose the dissonant information when the information is considered beneficial to provide a solution to the problem. Cannon research also proves that people who have strong confidence would prefer conflicting information rather than consonant information to be read. The selection of dissonant information is useful to strengthen the belief during an argument. Furthermore, Canon confirms that a person's behavior in selective exposure is not due to whether the information raises consonance or dissonance, but rather due to the utility of information for a person [5].

Atkin (1973) then develops the Canon's notion and states that the selective exposure is done by someone related to the utility of information. Atkin refuses Festinger standpoint stating the selective exposure is done to reduce a person's dissonance. Selective exposure is otherwise done by individuals to meet the utility of information. In the process of fulfilling the utility of information, individuals therefore not only selecting favorable exposure or that of in accordance with their attitude, but also will choose the selective exposure which is harmful or in contrary to their attitude. Atkin focuses on "threats and opportunities" as the two inter-related matters. Thus, the information is not only appropriate with the attitude and belief, but also to the dissonant information as long as it has the

usefulness for individuals. Such usefulness includes instructions, attitude strengthening, and how to do something. In contrast to Festinger's idea who says that a person tends to avoid negative information or those that may lead to dissonance, Atkin states that a person may choose the dissonant information, provided that such information has the utility of information.

Some researchers including Levy and Windahl developed Atkin's concept. According to them, the selective exposure is done to meet someone's information. The selection is not determined by whether the information is appropriate or not in accordance with the belief of a person, but rather because of the utility of information. The utility will increase by three conditions. First, the perception of the magnitude of an event or case. Great events which are directly related to one's life will be more likely to be chosen, for example, the illustration of Fukushima nuclear power plant leakage, Japan. Although negative, the information about the Fukushima nuclear power plant has magnitude relevance because Indonesia plans to build a nuclear power plant in Bangka Belitung. Second, the perception of proximity/likelihood, either time, place or psychological. Take an example of conditions in Aleppo, though it's unpleasant and negative, it will be selected due to emotional closeness to the vast majority of Indonesian people who are Muslim. Lastly, the perception of a link between the events in one's life directly (immediacy). Earthquake and tsunami in Japan, although not pleasant, will be selected and accessed by people who live in earthquake-prone areas (such as in coastal area) compared to people living in other less-prone areas.

Research by Festinger (1964), Freedman (1965), Frey (1986) also state that people in conducting selective exposure not just look and choose the appropriate information with confidence, but it will also pay attention and choose the information that has utility of information, even if such information is a dissonant information.

3. METHODOLOGY

The research paradigm is a post-positivistic. The background for this paradigm is that selective exposure theory is the positivistic concept, but for in-depth analysis, qualitative analysis is required. The research with post-positivistic paradigm helps to explore and understand what lies behind the phenomena and the background of individual thought or subject of study. In this research, post-positivistic paradigm assists in exploring and understanding what is behind such phenomenon or the teenagers' experiences related to the selective exposure of pornography based on the utility of information theory perspective.

The objects of the research are five (5) teenagers in Rawa Buaya Sub-District, West Jakarta, Indonesia. The criteria for the objects in the study are teenagers within the age of 16 to 20 (under Act No. 4 of 1979 and the Labor Law) with having a view that pornographic information has benefits and utility of information.

The method used in this research is Interpretative Phenomenological Analysis (IPA). According to Smith and Osborn [8], the purpose of IPA is to measure in detail how the participants interpret their social and personal world. The main target of the research is the meaning of various experiences, events, the status owned by the participants.

Furthermore, researchers use the semi-structured interview as a method to collect data. This type of interview allows researchers and informants to engage in dialogue, and the questions that had been developed previously can be modified according to the informant's responses.

4. RESULT AND DISCUSSION

The results of research related to selective exposure to pornography among teenagers based on the utility of information perspective theory are as follow:

4.1 Magnitude of Information on Pornography

In the context of this research, five (5) informants stated that pornographic information is important for different reasons. The first group stated that pornographic information is important because it is useful as a source of information regarding sexuality.

Five informants reiterated that pornographic information has benefits for teenagers to better understand what is sexual activity really is, and help them to go through each psychological development related to the sex itself. Furthermore, informants stated that the utility of information perceived by teenagers to information about sex makes teenagers often choose pornographic information, although such information may be contrary to their belief. The following are statements from the three informants (AA 19, SH 19, AR 17) of the first group:

I, as a Muslim teenager who has been educated with a strong tradition and customs since childhood, understand that pornography is against the religion and the teachings of my parents. However, on the other hand, I think pornographic information becomes important as many teenagers who cannot ask about sexual issues thoroughly to parents and teachers at school. Through this pornographic information, teenagers can gain knowledge related to sexuality (Informant AA 19).

As a member of the Planning Generation, I feel that pornographic information is important because teenagers have difficulties to better understand the changes about themselves in terms of sexual issues. Sexual organ function change is a stage that must be passed in human life. Meanwhile, the sources of information about sexuality are as low as near zero. For most people, sexuality is still a taboo (Informant SH 19).

The religion and parents do not allow me to get close to the pornographic information. But in my opinion, pornographic information is very important because it can help teenagers to better understand the sexual behavior, given the lack of sources of information about sexuality itself. Through the information about sex, teenagers can learn to make sexual decisions in adult manner provided that they are being guided (Informant AR 17).

While the second group consisting of two informants stated that information about pornography becomes important to further strengthen the belief that pornography contains information on contrary to social norms (such as decency, courtesy, trust, faith, and others). The following are statements from them (DS 18, UD 19):

In my opinion, pornographic information becomes important to convince myself that it is certainly not worth to see, read, or heard by teenagers because it may harm the mental and mind (DS 18).

I think pornography is important. However, in this case, I choose to fortify myself from such information as it will ham us. So I should just stay away from such information. My belief is based on the religion and parents who claim that pornography is unlawful (UD 19).

4.2 Likelihood of Pornographic Information

In the context of this research, five informants stated that pornographic information is very close to their personal lives. Moreover, informants asserted that the likelihood of pornographic information is a result of information and technology development. Here are two informants' statements (AR 17, AA 19) related to the likelihood of pornographic information:

Pornographic information is around people's lives. Many television shows, soap operas, and movies indulge private parts of women. And in my opinion, pornography is not just about visual, obscene words are also classified as pornography. In fact, Japanese has porn cartoon whose the character is a small child who likes to unveil his mother's skirt. I think the development of technology makes pornographic information "closer" to everyday life. Whether we want to find out or not is on our decision and on the needs of each person (AR 17).

Nowadays, pornography is everywhere, particularly on the internet. Most of my colleagues go to internet cafe to access porn sites instead of study. I personally had the experience of friends who like seeking for pornographic information. I do not bother with them. If I know one of my friends who behave like that, I will do nothing, it is a personal matter and it's the impact of rapid technology advancement (AA 19).

4.3 Immediacy of Pornographic Information

In answering the question of immediacy about pornographic information, two informants (AA 19, SH 19) expressed their great curiosity. Informants argued that the immediacy is driven by the need for information about pornography. Furthermore, informants asserted that the needs of pornographic information among teenagers are not only due to their interest in taboo but also because of the encouragement and the demands from biological and psychological developments. Informants also stated that they often try to seek for information about sex to increase self-knowledge. This is due to limited sources of sexual information. Here are some of the statements of informants related to the immediacy of pornographic information:

I personally have immediacy about pornographic information for my needs related to physical development. The need for such information related to physical development is what often makes teenagers require sexual information which is very difficult to obtain. In my opinion, the lack of sexual information has encouraged teenagers to access pornographic information. Parents or teachers should be willing to share knowledge related to sexuality so that teenagers do not need to secretly seek pornographic information (AA 19).

Just like others, I am also interested in pornographic information. However, because of the difficulty of finding sources other than the Internet to inquire the issue of sexuality, teenagers upload pornographic contents on the Internet. Sexuality information is necessary for sex knowledge. Well, since no one wants to talk teenagers seek through the internet for pornographic information. High immediacy about sexuality causes teens to 'get close' into pornographic information. I think it is a natural and very human (SH 19).

Meanwhile, three informants (DS 18, AR 17, UD 19) stated they don't have the immediacy to pornographic information. The arguments presented since pornographic information is contrary to religious and parents teachings, as well as norms.

I think the norms of family and religious teachings have fortified me for pornographic information is prohibited by religion and against Eastern society norms. So I don't want to know about pornography (DS 18).

I am not interested in knowing pornography and I am not influenced by my friends' behavior. My attitude toward pornography is: No, because the religion and my parents do not allow pornographic information-seeking activities. I follow these rules by not joining in pornographic information-seeking activities among today's teenagers (AR 17).

In my standpoint, willing to know about pornography is harmful. At first, we all want to only know a little but then we will actually want to try. Finding information about pornography is a distorted attitude and the religion also prohibits such behavior (UD 19).

4.4 Most Influential Condition in Selective Exposure

Answering the question of which condition has the greatest role in the selective exposure of pornographic information, informants asserted that immediacy has a role to define the exposure to pornographic information. The greater the immediacy is, the more likely the pornographic information will be chosen, and vice versa. The following are statements from all informants:

I think the immediacy will encourage someone to seek pornographic information. The immediacy may arise due to the need to increase knowledge or to convince ourselves that pornography is really forbidden (AA 19).

Although I am not interested in knowing pornography, but I think the immediacy holds an important role to make people seek for pornographic information. Immediacy will make people curious. I, therefore, believe that pornography should not be approached because it will make us always curious (AR 17).

In my opinion, the immediacy about pornography makes people seek for pornographic information. Immediacy will encourage people to continue to seek and find pornographic information (SH 19).

I think the immediacy related to sexual problems makes teenagers seek for pornographic information. Sexuality and pornography have a close relationship with each other. Immediacy about sex will encourage people to seek for pornographic information (DS 18).

My colleagues are looking for pornographic information because of their immediacy towards sex. I personally do not want to know about pornography because it is forbidden by religious teachings and my parents. Immediacy will encourage teenagers to constantly seek for pornographic information. When someone can obtain some information then he/she will find other information because knowing one thing will lead to immediacy for other things continuously. There will be no let-up, it is very dangerous and creepy (UD 19).

From the research result, it is shown that that informants claimed pornographic information is important but with different arguments. The first group argues pornography might increase knowledge related to sexuality. In the case of pornography, pornographic information is chosen by teenagers because it is considered to have the utility of information. As the teenagers grow biologically and psychologically (puberty), they tend to require information related to sex and sexuality. On the other hand, in most condition, people still presume sex education and information as taboo. This makes pornography became the main source of learning for teenagers in gaining knowledge about sex and sexuality. Due to the difficulty in getting information about sex and sexuality through the formal manners (school environment, healthcare officers) or parents, many teenagers tend to find such information by themselves through informal sources (VCD, internet, stencil books, porn movies, etc.) In this case, the need for information about sex has made pornographic information tends to be seen as having high benefits, are sought after and chosen by most teenagers.

The second argument stated the importance of pornography with a different opinion. Pornographic information serves to further strengthen the belief that the information is inappropriate and does not deserve to seek to. Pornography contains information that is contrary to social norms (such as decency, courtesy, trust, and others).

This research shows that the utility of information affects the belief. The information may be useful to strengthen or weaken one's belief. In the first group's argument, it appears that the benefits of pornographic information have made informants to ignore their belief that pornography is against the law and religious teachings. Meanwhile in the second group's argument, it appears that pornographic information has strengthened the confidence of informants that pornography is information that does not deserve to be seen, read or heard by teenagers because it can harm the mental and mind.

The results of this research have also strengthened Cannon (1964) research, that most people will specifically pay attention to the parts of a message on contrary to the attitudes, beliefs, or behaviors they follow if the information is considered to have benefits. In other words, the more useful piece of dissonant information, the more it will potentially threaten the belief.

On the other hand, the researcher also interpreted informant statements related to the utility of pornographic information as a reflection that the individual is an active being. Individuals are no longer passively receiving information, instead, they are actively being selective for information according to their interests and needs.

In the case of pomography, although the pomographic information in Indonesia has been declared illegal in accordance with Law No. 44 of 2008 and on contrary to religious teachings, but teenagers are still seeking for it as they feel it has benefits. In this case, the benefits of pomographic information have been encouraging people to pay attention to such information when in fact the information is classified as contradictory/dissonant.

Furthermore, informants stated that pomographic information is very close to their personal lives. Pomographic information becomes close in everyday life in form of visual impressions and conversations. The likelihood of pomographic information is a result of the development of information and technology. This fact, according to informants, makes pomography has an unstoppable flow of information. It's all returned to the public, particularly teenagers, to take the information with a grain of salt.

Responding to informants' statements, the researcher believes that the development of technologies that produce new media has blurred the boundaries between mass communication and other forms of communication, such as interpersonal communication, group communication, and organizational communication. The conventional media which basically states that the mass media are "one-to-many" (e.g., newspapers, television, radio) changed its nature on the new media to "many-to-one" (e-mail, website) and "many-to-many" (mailing list, groups in the smartphone or electronic). In the context of pomography, the changing nature of mass media communication has enabled pomographic information to be accessible by the public, including teenagers, through various types of digital media such as the internet and mobile phones.

On the other hand, the likelihood of pomographic information caused by the development of such technology makes the media a double-edged knife, with having both function and dysfunction. The function of the media to convey information eventually may give negative side effects. With such awareness, the media need to be able to control itself because the media, as a public institution, must maintain the psychological health of the community. People who are constantly fed with pomographic information will gradually assume that pomography is a natural matter to observe. This is certainly going to cause chaos in values and social norms, because the pomography in Indonesia is actually prohibited based on Pomography Act No. 44 of 2008 and against religious teachings.

In terms of immediacy, three informants stated that they did not have the immediacy to pomography due to the belief that pomography is against the teachings and norms of society.

Responding to informants' statement, the researcher found that the informants' beliefs are in form of adherence to the subjective norms. Subjective norm is formed in a social group. It's the individual beliefs about what group or influential social environment wants him/her to do.

In the theory of planned behavior, IcekAjzen (1988, in Griffin, 2006) states that from the subjective norm someone will have a normative belief. When the subjective norm is violated by a person who is members of the group, he/she will be socially sanctioned (in form of social punishment, such as exiled, expelled from the community) as well as a morally sanctioned (such as feelings of guilt, sin, and others). In the context of pomographic information in Indonesia, the subjective norm is the Pomography Act No.44 of 2008 and the religion teachings.

The informants' statements also show that in providing an assessment of the pomographic information, they will make a judgment based on a benchmark or reference point, which is the Pomography Law No.44 of 2008 and religious teachings. As explained in the theory of social judgment, any message or information approaching a benchmark or reference point is likely to be welcomed and encourage a change of attitude, and vice versa. The greater the range of information with self-reference is, the greater the denial space will be; while the smaller the commitment space is, the less likely a change in attitude will occur. In the context of pomographic information in Indonesia, as pomography is against the benchmark or reference point (Pomography Act No.44 of 2008 and religion teachings), three informants rejected pomographic information.

Meanwhile, two informants expressed their curiosity to pomography associated with the minimal knowledge they have about sexuality. This, according to the researcher, is a reasonable condition for teenagers in the age range 10-19 years who are in immediacy period and want to try something new. Actually, teenagers require knowledge about sex, considering it is also associated with psychological development. Through information about sex, teenagers can learn to make decisions in a mature way, and being guided and briefed about the sexual organ function changes as the stages that must be passed in human life. In other words, knowledge about sex has benefits for teenagers to better understand what sex really is, and help them to go through each psychological development related to the sex itself. The utility of information perceived by teenagers to information about sex is what makes teenagers often choose pomographic information, although such information may be contrary to their belief.

The researcher also found that immediacy of two informants may also due to the influence of the peer group. Social identity theory explains how the

group can affect the behavior of someone who becomes its member. The group often shares certain rules or standards, which is the norm in almost every field of human behavior. When someone joins a group, consciously or unconsciously, a mutual agreement will arise upon the behavior of what should and should not be done in accordance with the prevailing norms in the group.

In the case of pornography, the teenagers' tendency to engage in sexual behavior will be even greater when their peers have a positive attitude toward sexual behavior. Peers' positive attitude towards sexual behavior will be imitated by teenagers as a form of their loyalty to the group. The phenomenon of imitating others' attitudes and behavior happens due to the actual pressure or imagined pressured referred to as conformity. In general, it can be concluded that the higher the conformity is, the more the behavior, attitudes, and belief will be followed by group members.

In pornographic information context, individuals will avoid pornography when the group's support to the information gets weaker. The avoidance is a form of efforts to achieve a balance with the group since a diversion from the group will often result in social/moral sanction, in the form of exclusion, derision to criminal law. On the contrary, individuals will choose pornographic information when the group's support to information strengthens. For example, many teenagers seek pornographic information just because they don't want to be considered as old-fashioned, unmanly and being ostracized by the peer group [1].

Furthermore, as the most influential factor in the selective exposure of pornographic information, informants stated that immediacy triggers teenagers to search sexual information through pornographic information. This is consistent with the assertion in the utility of information theory that information will be selected when it can be useful. According to the utility of information theory, selective exposure by individuals is based on the utility of information. In fulfilling the utility of information, individuals will therefore not only select favorable exposure or that of in accordance with their attitude but also will choose the selective exposure which is harmful or in contrary to their attitude. Hence, the information chosen should not always be appropriate with the attitudes and belief, the dissonant information will also be chosen provided that such information is useful for the individual.

In this research, immediacy drives teenagers to do selective exposure of pornographic information. Pornographic information is viewed as the resources related to immediacy on sexuality matter. Pornographic information is being helpful because it can provide sexual knowledge to teenagers.

The result also shows that in addition to the utility of information, the selection of pornographic information is also determined by the belief of the individual. Although the pornographic information is believed to have benefits in increasing knowledge related to sexuality, but the belief owned also plays a role in determining the selective exposure of pornographic information. Researcher argues that it proves people are a social being. The existing interaction in the group both in interpersonal or within the group may affect belief. Belief, which is the value embedded within someone's self, can shift according to the subjective norms of a group due to communication between individuals and the group.

In the end, the benefits of pornographic information are based on the utility of information theory perspective and still classified as cognitive needs, including getting information, knowledge, and understanding. On a broader level, the results of this research also bring us around that the mass communications users have control over information, that the audiences in the new media era are far more active than traditional media consumers. The internet has provided more choices to the user to access information.

5. CONCLUSION

The research is based on the starting point that people have selective exposure not only as an attempt to create a cognitive balance but also depends on the benefits of the information. The starting point or assumption is based on previous experts' research who have proven that the selective exposure could be caused by the utility of information. Based on this starting point, the researcher had the idea to examine the selective exposure of from the perspective of the utility of information theory.

The research took pornographic information as a case study based on the argument that pornography is one of the social problems in Indonesia with an iceberg phenomenon that needs serious attention. The reason of the selection of teenagers as respondents is that teenagers in Indonesia have the largest active population in accessing pornographic information.

In general, the research shows that the selective exposure of pornographic information among teenagers is based on the perception that such information has benefits. This research found that the immediacy is a key driver of teenagers in doing the selective exposure of pornographic information. Teenagers assess pornographic information as a source of information related to immediacy about sexuality. Pornographic information is being helpful because it can provide sexual knowledge to teenagers.

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Based on the result of the research, it can also be concluded that people will not reject the contradictory information to the belief (dissonant information), as far as it is helpful to provide arguments or rebuttals that are useful for more convincing decisions, opinions or belief owned. Dissonant information will also be taken into account if the information is useful to increase knowledge and improve understanding related to something arbitrary. Meanwhile, the consonant information is used as a reinforcement of the belief. If consonant information is not considered qualified information, then the information will not be selected and avoided, because it will weaken the belief.

The result also shows that in addition to the utility of information, the selection of pornographic information is also determined by the belief of the individual. Although the pornographic information is believed to have benefits in increasing knowledge related to sexuality, but the belief owned also plays a role in determining the selective exposure of pornographic information. Researcher believes that this is a manifestation of obedience to the norms that have been formed in everyday life.

In the end, although the research is not intended to examine the impact of media, but this research indirectly shows that human beings are not passively processing information related to the impact of mass communication. Many factors influence the decision for selective exposure, both environmental factors and social messages. Developments in the world of information technology and communication enable people in the current to have many options on information or news. People have many opportunities to select exposure to information in accordance with the interests and needs. The communicative abundance makes people become active being in selective exposure in accordance with their own cognitive processes.

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