

Effects of ...

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Effects of Media Information on Attitude of Parents and Its Impacts on Adolescents' Perception about Pornographic Content in Social Media, *YouTube*

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Abstract: All this time many parties including parents do not care about the distribution of healthy information on sexual content to their adolescents so that many of them look for the information through social media. Right now the spread of websites with pornographic content occurs in social media including *YouTube*. This research aims at knowing the perception of adolescents on pornographic content in social media in relation to the influence of media information or the attitude of parents. It is the quantitative research with survey methods and data analysis using path analysis. The research results indicate that the attitude of parents on pornographic content in social media, *YouTube* gets influence from media information, and the perception of adolescents on pornographic content in social media *YouTube* gets influence from the attitude of their parents as well as media information gets influence the perception of adolescents on pornographic content in social media, *YouTube*. To avoid the negative impact of pornographic content in social media, parents should be more care about their adolescents particularly the planting of strong foundation on morality and religious teaching concepts to them.

Keywords: information, attitude, perception, pornographic content, social media.

INTRODUCTION

The distribution of healthy information on sexual content for adolescents is rarely carried out in school and home. To meet their great curiosity on sex, the adolescents should frequently search their own alternative by surreptitiously enjoying pornographic content either alone or together with their friends.

It is very disappointing that when an adolescent has been addicted to pornography on Internet. At first, it is possible that the adolescent is not intended to see pornographic content and he will use Internet for good purpose. However, pornographic websites can be clicked easily when he searches information for school tasks or other needs.

Moreover, the spread of pornographic content websites frequently occur in social media. In a period of one week, there are more than 4,000 pornographic content websites made in social media. It is not disappointed if sexual crimes among adolescents and under-age children frequently occur recently. A variety of negative influence from watching pornographic movies for under-aged crimes such as rape, unmarried pregnant, venereal diseases and other negative impacts.

Based on the survey results, Indonesia occupies the seventh row that has downloaded the biggest pornographic footages in the world. The downloaders in Indonesia are mostly youngsters, adolescents and under-age children. Most of the pornographic content websites are downloaded through Internet kiosks because they are afraid that their parents know their behavior if they do it at home. Therefore, parents should not ignore the existing situations and condition. Parents' role is very important for the prevention of pornographic negative impacts in social media particularly the social media, *YouTube*. The busy activities and lack of understandings among parents about pornographic content and its effects on social media, *YouTube*, frequently make them finally ignoring the pornographic issues.

The survey results from Indonesia's Children Protection Commission (KPAI) to 4,500 adolescents shows that 95% of them have ever watched or accessed pornographic content and 93% have ever done lip kiss. Like chemical addicts, pornographic addict replaces something important thing to sex or other kinds of pornography. Those who undergo pornographic addict usually use media like magazines, pornographic videos or internet, mostly.

Based on the background that has been presented at above, the research problems are as follows:

- Is there any influence of information in media on the attitudes of parents about pornographic content on the social media, *YouTube*?
- Is there any influence of information in media on the perception of adolescents about pornographic content on the social media, *YouTube*?
- Is there any influence of parents' attitudes on the perception of adolescence about pornographic content on the social media, *YouTube*?

Based on the research problem having been described previously, it shows that the development of communication technology has triggered the change of parents' attitudes to pornography in social media. Moreover, it has changed the perception of adolescents on the negative effects of pornographic content in social media. Therefore, this research aims at studying the effect of information in social media towards the parents' attitude and its impact to the perception of adolescents towards pornographic content in social media, *YouTube*.

There are some researches about social media in the past, such as the research title of "*Media Massa and Ruang Publik - Analisis Perilaku Penggunaan Sosial Media dan Kemampuan Remaja dalam Menulis*" conducted by Juwono Tri Atmodjo [1] and published in *Jurnal Visi Komunikasi* Vol. 14 No. 2, 2015. The research studies a variety of adolescents' ability in writing and the skill developed from the uses of social media in Jakarta Barat, Greater Jakarta Province. The research results find that some respondents are able to express their ideas and feeling in a form of writing, reviewing for others' writing, learning adolescents' language, the skill of symbol use among adolescents, being easy to express through social media and describing their depressed feeling on social media.

Moreover, Morissan [2] carried out a research published in *Jurnal Visi Komunikasi* Vol. 13 No. 1 (2014) with the title of "*Media Sosial and Partisipasi Sosial di Kalangan Generasi Muda*." The research gives analysis on the basis of researches and experiences in other countries in relation to the uses of social media among young generation and its influence to social participation and particularly political participation. The research results also show that some studies indicates failure of the previous viewpoint that considers young generation not interested in political affairs. The researches were carried out in some countries throughout the world and these concluded that young generation was able to present their preference and interests to politics. Some were more active than older generation. They also wanted their viewpoint to be heard intensively.

The research results are expected to become reference in the science of communication particularly for media studies. It can become scientific reference to the culture of media use in digital technology era as well as reference for similar researches as well as the next ones in relation to negative impact of pornography in social media.

Finally, this research is expected to become reference for parents particularly in Indonesia when they get description on the effects of pornographic content in social media. For communication industries, in this matter media companies, this research can become reference to understand the education function in distributing messages in media. Therefore, media companies can get reference when they will make working or service programs including if they want to decide the development efforts.

THEORETICAL FRAMEWORK

This research discusses the influence of information on the attitude of parents and its effect on the perception of adolescents about its negative effects of pornographic content in social media particularly *YouTube*.

Attitude

According to Notoatmodjo [3], attitude means a favorable or unfavorable reaction or process of someone who remains closed to any stimulus or objects. It cannot be seen directly but it can only be interpreted at first from the closed behavior. It actually indicates any connotation of appropriate reaction to some stimuli. In daily activities, it is emotional reaction to social stimulus.

According to Saefuddin Azwar [4], there are some factors that influence the establishment of attitude. These include personal experiences, culture, others considered important, mass media, education institutions and emotional factors in the individuals themselves. Here we will explain further some factors that influence the establishment of human attitudes:

Limited Effect Theory

Technology development as in the concept of technology determinism by Marshall McLuhan describes that each event or action that human does is considered impact of influence from the technology development. McLuhan [5] in his

writing, *The Gutenberg Galaxy: The Maxing of Typographic Man* states that basic idea of the determinism theory stating that the changes in a variety of communication way will establish the existence of human beings themselves.

McLuhan states that technology creates individuals on how they think and behave in society and finally it directs human beings to move from one technology age to another. For example, it changes tribes that do not know letters to those using printed communication and electronic communication instruments. The determinism theory has basic idea that the invention or development of communication technology is a factor that changes human culture. According to McLuhan, our culture is created from how we communicate each other.

Perception

Perception is established from observation process of watching, listening, touching, feeling and receiving something. Moreover, individuals select, organize and interpret information having been received into a meaningful description.

According to Philip Kotler [6], perception is a process on how individuals select, regulate and interpret inputs of information into the establishment of entire meaningful images. It can be meant as a process of selective categorization and interpretation. Factors that influence individuals' perception are the characteristics of people perceived with situational factors.

Definition of Adolescents

According to language, adolescent come from the term *adolescence*. It comes from Latin language *adolescere*. It means grow or develop to reach maturity. The period of adolescence, according to Mappiare, occurs between 12 years and 21 years old for female and 13 years and 22 years old for male [7]

The period of adolescence is neo-ativistic traits of body and soul or it is called reborn period. It occurs because new functions appear and these is not seen before, such as genital stimulus as the basis of realizing love relationship. It is also called strain and strain period. Therefore, youth usually refuse the existing habits.

Pornography

It comes from the word "*pornographic*" and it is from Greece language, i.e. *pomographos* (*pome* = prostitutes, and *graphien* = texts or images; therefore, texts or images on prostitutes or a description on the deeds of prostitutes). The pornography is sometimes called the term *obsence*, *lewd* or *lascivious*. The term *obsence* itself come from the Latin term *Db* and *caenum* or it comes from the term *obsцена* (*offstage*). In the Roman Theater, the obscene and profane parts of the show do not take place on the stage. It occurs outside the theatre that audience does not watch and listen [8].

Social Media

Social media is a facility used to make interaction one another in kind of creating, sharing and exchanging information and ideas in a network and virtual community [9].

Fast social media development occurs because almost all people can have their own media. If the ownership of traditional media such as television, radio or newspaper needs capital and manpower in great number, it does not prevail for social media. A social media user can access a social media with Internet network. It does not need expensive tools with low costs and speed access. Moreover, the users can do it themselves. Social media users can edit, add and modify texts, images, videos, graphics and various models of other contents freely.

YouTube

YouTube is a popular video sharing website where users can upload, watch and share video clips in free-of-charge way. In general, videos on *YouTube* are music clip (video clip), films, TVs and their own made videos. Format used for video on *YouTube* is .flv that can be played on web explorers with Flash Player plugin. According to Internet Research Company, Hitwise, in May 2006, *YouTube* controls the market share of 43%.

Most of contents on *YouTube* are uploaded individually despite some media companies such as CBS, BBC, Vevo, Hulu and others have uploaded their materials to the website as part of their partnership program with *YouTube*. While unregistered users can only watch videos, registered ones can upload unlimited videos. The videos considered to contain offensive content can be only watched for the registered users with the age restriction of 18 years old or more. Google purchased *YouTube*, LLC in November 2006. It had to pay US\$1.65 billion and officially it operates as the subsidiary company of Google.

Hypothesis

Ha 1 : There is any effect of information in media on the attitude of parents about pornographic contents on the social media, *YouTube*.

Ha 2 : There is any effect of information in media on the perception of adolescents about pornographic content on the social media, *YouTube*.

Ha 3 : There is any effect of parents' attitude on adolescents' perception about pornographic content on the social media, *YouTube*

RESEARCH METHODS

To know the influence of information in media towards the attitude of parents and its effect towards the perception of adolescents about pornographic content on the social media, *YouTube*, the research selects positivist paradigm. Moreover, the research uses quantitative approach. The method used in the quantitative research is survey method by using questionnaire as the data collection instrument. It aims at getting information on some high school students as the respondents considered representing the population of high school students in Jakarta Barat, Greater Jakarta Province.

Table-1: Operationalization of Variables

VARIABLE	DIMENSION	INDICATOR
Variable X Information in Media	Mass media	- Information in printed media - Information in electronic media - Information in new media
Variable Y1 Attitude of Parents	Personal experiences	- Emotional involvement - Comprehension - Strong impression - Motives
	Others considered important	- Having important meaning - Social status - Economic status - Social interaction
	Culture	- Norms - Adopted values - Strength - Rewards
	Education	- Moral - Religious teachings
Y2 Perception of Adolescents	Personal factors	- Biological factors - Value system - Goal - Trust - Response to achievable results
	Situational factors	- Environmental factors - Social psychological factors - Stimulus movement - Stimulus intensity - Novelty - Repetition

Sampling technique uses sampling probability. It means that it uses simple random sampling. There are totally 61 respondents in the sample.

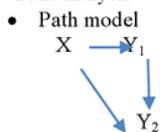
In the research, the researcher used the data analysis technique for quantitative research. It includes:

- *Data Coding* is a systematic processing of raw material from questionnaire to a form that the computer program can read.
- *Data Entering* is a data transfer process that has been changed into the number code in the computer program.
- *Data Cleaning* is a checking process to determine that all data entered into the computer program are appropriate to the real information.
- *Data Output* is a presentation phase of the previous data processing results in the more attractive and readable form.

- *Data Analyzing* is the final phase in the research where the phase urges the research to interpret the data having been obtained during the data collection phase in field.

The research includes parametric group so that the technique of data analysis to be used in the research is as follows:

- Descriptive Analysis
- Test Validity and Reliability
- Path analysis



- Structural Equation
 Structure 1: $Y_1 = \rho_{Y_1X} X + \varepsilon_1$
 Structure 2: $Y_2 = \rho_{Y_2X} X + \rho_{Y_2Y_1} Y_1 + \varepsilon_2$

Where:

X = Variable information in media (Independent variable)

Y_1 = Variable attitude of parents (Dependent variable)

Y_2 = Variable perception of adolescents

ρ = Line coefficient

ε = Error

RESULTS AND DISCUSSION

Descriptive Analysis

Information in Media

Based on the data obtained from the research results, it is found that pornographic information in electronic media mostly influences the attitude of parents if compared to information in printed and new media. It is shown in the following Table 2:

Table-2: Descriptive Analysis for Variable X

No.	Description	Very Disagree	Disagree	Agree	Very Agree
		%	%	%	%
1.	Information in printed media influence parents' attitude	4.9	32.8	52.5	9.8
2.	Information in electronic media influences parents' attitude	0	31.1	59.0	9.8
3.	Information in new media influences parents' attitude	1.6	34.4	55.7	8.2

Source: Processed data results

Attitude of Parents

The research results indicate that most of the respondents have stated that parents definitely appreciated what adolescents feel so that they have strong impression towards their parents. Moreover, they believed that their parents held existing values strongly. It also makes their parents to pay attention to values that their adolescents hold. It is seen in the following Table 3.

Table-3: Descriptive Analysis for Variable Y₁

No.	Description	Very Disagree	Disagree	Agree	Very Agree
		%	%	%	%
1.	Your parents definitely appreciate what you feel	0	1.6	82.0	16.4
2.	You has strong impression towards your parents	0	0	67.2	32.8
3.	Your parents become strong motivator for your own self	0	0	41.0	59.0
4.	For you, parents are important figures for your future	0	0	16.4	83.6
5.	You has good relationship with your parents	0	0	59.0	41.0
6.	Your parents are delighted to have good interaction with you	0	0	57.4	42.6
7.	Your parents are those who strongly hold existing norms in place	0	1.6	50.8	47.5
8.	Your parents specially pay attention to norms you have applied	0	0	57.4	42.6
9.	Your parents are those who strongly hold existing values in place	0	0	68.9	31.1
10.	Your parents pay special attention to values you hold	0	1.6	63.9	34.4
11.	Behavior of your parents strengthens what you have believed	0	6.7	62.2	31.1

Source: Processed data results

Perception of Adolescents on Pornographic Content in Media

Based on results of research data, it is found that most of the respondents have negative perception on pornographic content on the social media, *YouTube*. Moreover, they strongly agreed that pornographic content on the social media, *YouTube* was not appropriate to values they believe and it could have negative impact. It is shown in the following Table 4:

Table-4: Descriptive Analysis for Variable Y₂

No	Description	Very Disagree	Disagree	Agree	Very Agree
		%	%	%	%
1.	Pornographic content in social media <i>Youtube</i> , is not appropriate to values you hold	0	1.6	27.9	70.5
2.	Content of social media, <i>Youtube</i> that you see is intended for positive matters	0	4.9	50.8	44.3
3.	You trust that pornographic content in social media, <i>Youtube</i> will have negative impact	0	3.3	29.5	67.2
4.	What you have attained right now is the results of your hard work all this time	0	3.3	67.2	29.5

Source: Processed data results

Test Validity

Information in Media

Information in media as the variable X (independent) and the following indicators measure the variable:

Tabel-5: Test Validity for Variable X

No	Description	r	Conclusion
1	Information in printed media influence your parents' attitude	0.737	Valid
2	Information in electronic media influence your parents' attitude	0.802	Valid
3	Information in new media influence your parents' attitude	0.757	Valid

Source: Processed data results

Based on test validity, it is proved that the three indicators are stated valid. It means that the existing indicators in the variable, i.e. information in media, are stated valid as the measurement instruments in the research.

Attitude of Parents

The attitude of parents is the Variable Y_1 (dependent), and the following indicators measure it:

Table-6: Test Validity for Variable Y_1

No	Description	r	Conclusion
1.	You have strong emotional involvement with your parents	0.503	valid
2.	Your parents definitely appreciate what you feel	0.353	valid
3.	You have strong impression to your parents	0.561	valid
4	Your parents become strong motivator for your self	0.352	valid
5	For you, parents are very important figures for your future	0.514	valid
6	Your education status is higher than your parents	0.403	valid
7	You do not care about your different education status if compared to your parents	0.494	valid
8	You have good interaction with your parents	0.510	valid
9	Your parents are delighted to have good interaction with you	0.470	valid
10	Your parents are those who strongly hold existing norms	0.556	valid
11	Your parents specifically pay attention to norms you hold	0.556	valid
12	Your parents are those who strongly hold existing values	0.642	valid
13	Your parents specifically pay attention to values that you have believed	0.546	valid
14	The behavior of your parents strengthens what you have believed	0.549	valid
15	You will get rewards if you carry out the orders of your parents	0.356	valid
16	Your parents implant strong foundation of morality concepts for your self	0.587	valid
17	Your parents implant strong foundation of religious teaching concepts for your self	0.444	valid

Source: Processed data results

Based on the test validity, it is proved that indicators shown in Table 6 are stated valid. It means that the indicators in the variable attitude of parents are stated valid as the measurement tools in the research.

Perception of Adolescents

The perception of adolescents on pornographic content becomes the Variable Y_2 (dependent), the following indicators measure it:

Table-7: Test Validity for Variable Y_2

No	Description	r	Conclusion
1	You will feel something lost if you does not see the social media, <i>YouTube</i> in one day	0.366	valid
2	Pornographic content on the social media, <i>YouTube</i> , is not appropriate to values that you believe	0.369	valid
3	You are taught to see positive video on social media	0.453	valid
4	Content of the social media, <i>YouTube</i> that you see is always intended for good purposes	0.351	valid
5	You believe that pornographic content on the social media, <i>YouTube</i> will have negative impact	0.527	valid
6	Your home circumstance is a determining factor of your attitude towards pornographic content on the social media, <i>YouTube</i>	0.351	valid
7	School circumstance is a determining factor of your attitude towards pornographic content on the social media, <i>YouTube</i>	0.503	valid
8	Social environment makes you feel comfortable to access pornographic content on the social media, <i>YouTube</i>	0.374	valid
9	The social media, <i>YouTube</i> frequently posts pornographic content in every episode.	0.388	valid
10	Content in the social media, <i>YouTube</i> contains new pornographic information	0.427	valid
11	The social media, <i>YouTube</i> always make the pornographic content repeatedly.	0.324	valid

Source: Processed data results

Based on the test validity, it is proved that the indicators obtained in Table 7 are stated valid. It means that the existing indicators in the Variable Perception of adolescents are stated valid as the measurement tools in the research.

Test Reliability

The results of test reliability on the three variables can be shown in Table 8 as follows:

Table-8: Test Validity for Variable Y_2

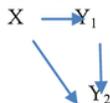
No	Description	Cronbach's alfa	Conclusion
1	Information in media	0.638	Reliable
2	Parents' attitude	0.795	Reliable
3	Adolescents' perception	0.807	Reliable

Source: Processed data results

Based on the existing data in Table 8, it shows that all respondents in this research are reliable when they answer the three variables, i.e. information in media, parents' attitude and adolescents' perception.

Path Analysis Test

- Path model

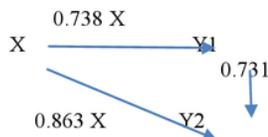


- Structural Equation

Structure 1: $Y_1 = \rho_{Y1X} X + \epsilon_1$

Structure 2: $Y_2 = \rho_{Y2X} X + \rho_{Y2Y1} Y_1 + \epsilon_2$

- Results
 - Structure 1 :
 - $Y_1 = 0.738X$
 - $\epsilon_1 = \sqrt{1 - R^2} = \sqrt{1 - 0.798} = \sqrt{0.202} = 0.45$
 - Structure 2 :
 - $Y_2 = 0.863X + 0.731 Y_1$
 - $\epsilon_1 = \sqrt{1 - R^2} = \sqrt{1 - 0.854} = \sqrt{0.146} = 0.38$
 - The Complete Structure :



DISCUSSION

Based on the results of path analysis test, it is found that:

1. Effect of X $\rightarrow Y_1$
 $KD = 0.738^2 = 0.5446 \times 100\% = 54.46\%$
 Means: The attitude of parents towards pornographic content on the social media, *YouTube* gets influence from media information (54.46%) while the remaining number (45.54%) gets influence from other factors outside media information.
 Effect of $Y_1 \rightarrow Y_2$
 $KD = 0.731^2 = 0.5343 \times 100\% = 53.43\%$
 Means: Perception of adolescents on pornographic content on the social media, *YouTube* gets influence from the attitude of their parents (53.43%) while the remaining number (46.57%) gets influence from other factors out of their parents' attitude.
2. Effect of X $\rightarrow Y_2$
 $KD = 0.863^2 = 0.7447 \times 100\% = 74.47\%$
 Means: Perception of adolescents gets influence from information in media totaling 74.47% while the remaining number (25.53%) gets influence from other factors out of information in media.

CONSLUION AND SUGGESTION

Conclusions

Based on the results of data analysis conducted in the research, there are some conclusions having been made here:

- There is effect of information in media on the attitude of parents about pornographic content on the social media, *YouTube*.
- There is effect of parents' attitude on adolescents' perception about pornographic content on the social media, *YouTube*.
- There is effect of information in media on adolescents' perception about pornographic content on the social media, *YouTube*.

Suggestion

Based on the findings and the research results, there are some points that the research will give suggestion:

- Individuals are more care about information particularly pornographic content published in social media specifically on *YouTube*.
- Parents work hard to implant strong foundation of moral and religious teaching concepts in the adolescents' self.

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