

The role category of the young generation on social media among watcher, sharer, commentator, and producer

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ABSTRACT : People's behavior is often goal-oriented when they choose the media and enjoy what the mass media presents. Their media choice is also largely determined by the information and satisfaction they have anticipated before. Social media users choose their role when they use social media consisting of the watcher, information sharer, commentator, and content producer. This study tries to look at the various roles the youths used in social media. This study uses a survey with respondents selected purposively. Research findings reveal a high level of utilization of social media among young generations and they use the media actively as they also change their role including the role as watcher (77%), information sharer (71%), commentator (62%) and producer (74%).

I. INTRODUCTION

Indonesia has the most Internet users accessing social media (79.72%), compared with Japan (30.1%), Australia (48.8%), and Singapore (63%), according to Global Web Index (2013). Meanwhile, several Internet research companies reported that the number of Facebook users in Indonesia was the second-largest in the world, and Twitter was the third-largest in the world (The Economist, 2011). One report said that Indonesia is the planet's most Twitter-addicted nation (comScore, 2010). Another report said, the capital city of Jakarta was called the world's most active "Twitter city" (Semiocast, 2012). The report said Jakarta residents were the most diligent in tweeting in one day beating residents of other big cities in the world such as Tokyo, London or New York. Other cities in Indonesia such as Bandung (with a population of around 2.5 million) are ranked 6th in the world on the Twitter usage frequency, beating other cities such as Paris or Los Angeles whose population is much larger.

According to a survey, one in five people in Indonesia (20.6%) use the internet in their lives, and today, more than half (51%) of Indonesia's young population between the ages of 15-24 years have used the internet in their activities, and most of the young population (96.2%) was a social media user (Galup, 2012). A foreign media dubbed Indonesia as 'the Twitter nation' (CNN, 2010). Another international media even wrote its admiration about the social media use phenomenon in Indonesia: "This is one of the most Twitter and Facebook-friendly nations on Earth. A higher proportion of Indonesian Internet users sign on to Twitter than in any other country. Indonesia is also home to the world's third-largest number of Facebook users." (BBC, 2012)

A survey company said Internet users mostly accessed the Internet using smartphones (65.8%), another way was through internet cafes that provide free internet services (54.2%) to their customers, while the rest accessed the internet at work (26.5%) and schools (22.1%) (Gallup, 2012). The World Bank reported that the total population of active mobile users reached 115 for every 100 residents. This means that each individual has one or more cellphones. Indonesia ranked 4th among the most mobile users in the world with an active cell phone number reaching 285 million units or more than its total population (The World Bank, 2013).

II. MEDIA USE

People's behavior is often goal-oriented when they choose the media and enjoy what the mass media presents. Their media choice is also largely determined by the information and satisfaction they have anticipated before. Uses-and-gratifications theory is touted as one of the most popular theories in the study of mass communication. This theory proposes the idea that individual differences cause audiences to search, use and respond to media content differently due to various social and psychological factors that are different among individual audiences.

Most research in the area of uses-and-gratifications theory seeks to examine what happens behind audiences' use of media. In other words, researchers find out why people watch certain television programs, or why they are influenced by certain advertisements and not by other advertisements. This theory does not pay

attention to the direct effects of the media on the audience but focuses its attention on the motivation and behavior of the audience towards the media, or how and why they use or consume media. In short, this theory seeks to explain: What do people do with the media? (Klapper, 1963; Rubin, 1994). The theory focuses attention on the audience as mass media consumers, and not on the message delivered. This theory considers that the audience in using media is goal-oriented, they were both active and discriminatory. Audiences are considered to know their needs and are responsible for the media choice that can meet their needs.

In the perspective of the uses-and gratification theory, the audience is seen as an active participant in the communication process, but the individual level of activity is not the same. In other words, the audience activity level is variable. Audience communication behavior refers to the objectives to be achieved and based on motivation; audiences make choices about media content based on their motivation, goals and personal needs. Audiences have several reasons and try to achieve certain goals when using media. McQuail and colleagues (1972) put forward four reasons why audiences use media, namely: (1) Diversion; i.e. run away from daily routines or problems. Those who are tired of working all day need media as a distraction from routine; (2) Personal relationships; this happen when people communicate with media more instead of friends; (3) Personal identity; media is used to strengthen individual values. For example, many students feel more able to learn if accompanied by music from the radio; (4) Surveillance; that is information about how the media helps individuals achieve something. For example, people watch religious programs on television to help them understand their religion better.

Recent studies found that social media users in the U.S can be grouped into four categories. These four categories showed the roles that users chose when they consumed and enjoyed social media: watchers, sharers, commenters, and producers (Global Web Index, 2009; Pan & Crotts, 2010). (1) Watchers (79.8%), those who used social media only to help themselves in making decisions. They took benefit from social media but were unwilling to respond and submit information because they were worried about expressing their views or displaying their profile. (2) Sharers (61.2%), people who uploaded information and shared it with others intending to help others and showing the knowledge they had. (3) Commentators (36.2%), those who provide evaluations and comments on a product or event to participate and contribute. (4) Producers (24.2%), those who created or produced their content to show identity and gain recognition.

Motives for using media can be grouped into two categories, namely proactive and passive (Finn, 1992). Examples of proactive media use are watching certain TV programs to get more information about a particular problem or topic, or watching certain films to get entertainment, or using the Internet to get information to help to complete school or college assignments, etc. In other words, media users are actively seeking information from the media based on their wants, needs, and motives. An example of passive media use is to turn on the television just to look around. Audiences are not actively looking for information, entertainment or something special. But this method does not mean we are not entertained or do not get information or lessons from what we witness or hear from the media we use. Passive use of media only explains that ones do not begin the experience of watching with certain motives that they have in mind (Briandana, 2019; Sulisty, 2018)

Blumler (1979) put forward some ideas about the types of audience activity when using media that includes: utility, intention, selectivity, and imperviousness to influence. (1) Utility: the media has uses and people can make use of the media. For example, people listen to the radio in their car to get traffic information. Look at the internet to get certain information. (2) Intention: this happens when motivation determines media consumption. When people need entertainment from television they look for comedy programs. When they need information about the latest political situation they will look for news programs. (3) Selection: the use of media by the audience reflects their interests or preferences. (4) Imperviousness to influence: audiences create meaning for media content that will influence what they think and do. But they also actively avoid certain types of media influence.

The world in which the audience is involved determines their needs and satisfaction with the media. In other words, the needs and satisfaction of the audience for the media are not autonomous which are not determined solely on the individual. Katz and colleagues (1974) found that the social situation in which the audience involved encouraging the audience's needs for the media. Based on the description that has been explained above, this research would like to propose the following research question: What are the roles the young generation partakes when they use social media?

II. METHODS

This study used a survey that took a sample from a population and used a questionnaire as a primary data collection tool. In this study, the questionnaire was distributed to the youth of social media users. With regard to the study sample size, Wimmer-Dominick (2011: 102) said that the required sample size depends at least on the following seven factors: (1) the type of research project; (2) research objectives; (3) research complexity; (4) tolerable error rate; (5) time constraints; (6) limited research funding, and; (7) previous research. Specific sample sizes are needed in studies that use statistical procedures, but not only one formula is available that can be used to determine sample sizes for each research method or statistical procedure.

Two sampling techniques can be used: probability and non-probability. The probability sampling technique uses a mathematical guide where the chances of each unit to be selected can be known. Non-probability sampling techniques do not use mathematical guidance. An important difference between probability and non-probability is, for the first, allowing researchers to calculate the sampling error while non-probability does not allow to do so (Wimmer and Dominick, 2011: 90). This study uses a purposive sampling technique or also called judgmental sampling, which means choosing a sample based on the researcher's knowledge of the population, the elements in it, and the purpose of the study. In other words, purposive sampling is a type of non-probability sampling in which units to be studied are selected based on the researchers' judgment of the units considered most representative in the study.

Respondents were selected if they meet the following two criteria: 1) Aged between 17-22 years in 2014 and; 2) social media users. Jakarta was chosen as a research location since the city possess the most active Twitter users in the world as the SemioCast (2012) reported that residents in Jakarta were the most diligent in tweeting in one day defeating citizens of other major cities in the world.

In this study, data analysis for social media use was carried out using descriptive statistics namely frequency distribution tables so that the data obtained could be more easily managed. In this study measurements were made of the role variables in social media, and as discussed earlier there were four dimensions of roles: audience, information sharer, commentator, and producer, each of which will be measured in frequency so that this study can find the most dominant role or the role that most often played by young people in using social media.

III. RESULTS AND DISCUSSION

The survey on users of social media in the Greater Jakarta area managed to obtain responses from 102 respondents who were selected purposively. In this case, as explained earlier, respondents were chosen based on two criteria: social media users aged between 17-22 years in 2014. In this study, the first problem formulation was regarding the role choice by young generation when they used social media which includes the following four role dimensions: 1) watcher; using social media only to help make decisions; 2) sharer: using social media to share information with others, help others, or show their knowledge; 3) commentators: provide evaluations and/or comments on a product or event and; 4) producers: produce their content, those who want to show identity, and get recognition.

User Role

Regarding the role used by youth in social media, respondents were asked to rate several statements that are expected to describe the role choice that is most often used or vice versa the roles most rarely used when using social media.

Watcher. Role as a watcher can be known based on respondents' assessment of the two statements as follows: "I use social media just to get information"; "I use social media to get information that can help me make a decision". The data obtained showed that the majority or 84 percent of social media users prefer the watcher role. Only 11 respondents (11%) said they disagreed or strongly disagreed with the role. About five percent said they did not know or were doubtful about their chosen role. Respondents were also asked to assess Other statements like: "I use social media to get information about other people." Some 100 respondents responded to the statement, and as many as 74 said that they agreed or strongly agreed to use social media to get information about other people. Thus, the majority or 74 percent of youths use social media to get information about other people. Only nine percent of respondents said they did not agree or strongly disagree with using social media to get information about other people. As many as 17 percents said they did not know or were doubtful.

Information sharer. The role of information sharer can be determined based on the respondents' assessment of the following three statements: "I use social media to share the information I have with others; "I use social media because I want to help others"; "I use social media because I want to show the knowledge that I have." The data obtained show that as many as 99 people said agreed, and as many as 85 respondents said strongly agreed with their role to share the information they have with others. Thus, the majority or 85.8 percent of social media users among youth actively share the information they have. Only some 6.1 percent said they disagreed or strongly disagreed with the role of sharing information, while 8.1 percent of respondents said they did not know or were doubtful about this role. Thus, the majority or 62 percent of social media users among youths prefer the role of helping others. Only 13 respondents or 13.4% percent said they did not agree or strongly disagreed with the role. The number of those who said they did not know or doubted was quite large, approaching 25%. Most (64 percent) of social media users prefer social media activities as information sharer. Only 13 respondents or 13.5 percent stated that they did not agree or strongly disagreed with the activity of demonstrating knowledge. As many as 23 percents of respondents said they were doubtful or did not know whether they had played this role.

Table 1: Youths role in social media (N = 100)

<i>Role on Social Media</i>	<i>%</i>
Watcher	84.0
Information sharer	85.8
Commentator	62.0
Producer	74.0

Commentator. The role of commentator among youths on social media can be identified based on their assessment of the following statement: "I use social media because I like to comment on something that interests me." The data obtained show that the majority (62 percent) of social media users opted more as commentators on social media. As many as 20 respondents (21 percent) who said they did not agree or strongly disagree with the activities as a commentator. As many as 17 percents of respondents expressed their doubt or did not know whether they had ever acted as commentators.

Producers. The role of a producer in social media can be known based on the respondents' assessment of the statement: "Do you display your creations on online media?" The data obtained show that the majority (74 percent) of social media users among youths displayed their created content. The remaining 26 percent said they never displayed their creations. The role as a producer in social media can also be found based on respondents' assessment of the following statement "I produce and display my creations in online media to show others about myself".

Data obtained indicated that as many as 75 people said they agreed, and as many as 64 respondents stated that they strongly agreed with the statement showing their content to show themselves to others. Thus, the majority (85 percent) of users of social media among youths preferred activities on social media to show their existence as an individual, or in their language, "so that it still exists". Only two people (2.7 percent) of respondents who said they did not agree or strongly disagree to show themselves on social media. As many as 12 percents of respondents expressed their doubt or did not know about the statement.

The role as a producer in social media can also be known based on respondents' assessment of the statement "I produced and displayed my content on online media to get recognition from others". The data obtained show that the majority (61 percent) of social media users preferred social media activities to gain recognition. As many as 16.2 percents of respondents said they did not agree or strongly disagreed with this statement, and as many as 23 percent of respondents expressed doubt or did not know.

IV. DISCUSSION

Regarding the role used by youths in social media, respondents were asked to rate several statements that are expected to describe the role choice that was most often used or vice versa the roles most rarely used when they used social media. The audience role can be drawn based on respondents' assessment of the two following statements: "I used social media just to get information"; "I used social media to get information that can help me make a decision". The data obtained show that the majority (84 percent) of social media users preferred the audience role. Only 11 respondents (11 percent) said they disagreed or strongly disagreed with the audience role. About five percent said they did not know or were doubtful about their chosen role. Also, the majority of 74 percents used social media to make decisions. Only nine percent of respondents said they did not agree or strongly disagreed with using social media to make decisions. As many as 17 percents said they did not know or were doubtful.

The role of information sharer can be determined based on the respondents' assessment of the following three statements: "I use social media to share the information I have with others"; "I use social media because I want to help others"; "I use social media because I want to show the knowledge that I have". The data obtained show that the majority or 85.8 percent of social media users actively shared their information. Only 6.1 percent said they disagreed or strongly disagreed with the role of information sharer, while 8.1 percent of respondents said they did not know or were doubtful about the role.

The commentator role on social media can be identified based on respondents' assessment of the following statement: "I use social media because I like to comment on something that interests me." The data obtained show that the majority or 62 percent of social media users opted more on activities as commentators on social media. As many as 21 percents said they did not agree or strongly disagreed with the activities as commentator. As many as 17 percents of respondents expressed doubt or did not know whether they had ever acted as a commentator. The producer role on social media can be identified based on respondents' assessment of the following statement: "Do you display your creations on online media?" The data obtained show that the majority or 74 percent of social media users among youths ever displayed their creations. The remaining 26 percent said they never displayed their creations.

The producer role on social media can also be identified based on respondents' assessment of the statement "I produced and displayed my creations on online media to show others about myself". The data obtained shows that the majority or 85 percents of social media users preferred activities on social media to show their existence, or in their language, "so that I still exist". Only two people or 2.7 percents of respondents who said they did not agree or strongly disagreed to show themselves. As many as 12 percents of respondents expressed doubt or did not know about this statement.

The producer role on social media is also known based on respondents' assessment of the following statement "I produced and displayed my content on online media to get recognition from others". The data obtained show that the majority or 61 percents of social media users involved in social media activities to gain recognition. As many as 16.2 percents of respondents said they did not agree or strongly disagreed with this statement, and as many as 23 percents of respondents expressed doubt or did not know.

V. CONCLUSIONS

This study found that the role of social media users varies from just being watchers, sharers, commenters, till producers. The younger generation who were seen too busy with their gadgets and focus on cyberspace activities. They are often regarded as the most ignorant community groups with problems around them, especially political issues, and they tend to choose to be abstentions in elections. They are also often accused of having lost contact with their community.

Based on the data obtained, and also referring to previous research questions, it can be concluded that the use level in using social media is high. They were quite active in using roles and even often they switched roles, namely as an audience (77%), information sharers (71%), commentators (62%) and producers (74%). Further research needs to be carried out on the effect of high social media use on various possible user behaviors as a result of the intensive use of social media.

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