

Social Services for Adolescents Accessing Local Mass Media

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Abstract

This research is based on the findings of previous researches which suggested a variety of influences on adolescents in accessing mass media. Social services can easily be told for them by the local mass media. They also can get more information about reproduction health topic. In the research is used the Uses and Gratification model to answer questions (1) what adolescents' motivation to access the selected program, and (2) how the benefits received by adolescents with access to the selected program. Total informants are 48 people. It is concluded that the adolescents who access the selected program on the local mass media in fulfilling the needs are more oriented to the benefits that focus on the benefits in the period of mid-term and long-term. Based on the findings regarding the benefits stated there are three types of typologies that benefit (1) of the future, (2) informative, and (3) practical. There are also three types of typologies in the findings urge the type of motives (1) informative, (2) the story and wisdom words, and (3) tips.

Keywords: *Adolescent, Jayapura City; local mass media; social service; uses and gratifications*

1. Introduction

1.1 Background

Potentialities of development of adolescents to be able to grow and develop are very important. The importance of potentiality development connects to their functioning and role in the present and next period. Related to the functioning and role of adolescents in the future expressed by Huttman (1981, p. 200) that "*the nation has a concern for its children because they are its future citizens*". Huttman stated that the state should have concern for the children because they will grow into adolescence and adulthood and become citizens in the future. Thus there is a responsibility that is owned by the state in developing the potential of adolescents who are citizens in the next period. An article of 22th and 23th in Undang-undang No. 23 of 2002 about "Child Protection" is mentioned obligations and responsibilities of the government and relevant state efforts to protect adolescents who are part of the obligation and the responsibility. Roles of the mass media are very influential for the development of society in general as stated by Luciana (2004, p.1) that there are some functions of mass media. Their functions are as monitoring, correlation, cultural transmission, and entertainment.

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The functions of the mass media are very important in the protection of adolescents, potentiality of development and improvement of social functioning. Their potentiality can also develop properly begin with self-respect then respect the larger community, as stated Anderson et al. (2001) (in Santrock, 2007, p. 24).

A positive access of media turns out to have an influence on creativity and also increasingly prioritizing achievement. Because of this good effect, parents should not worry about the possibility of a decrease in creativity and achievement when their children access to the mass media in a positive way. According to Astuti (2010, p. 28), a nether important benefit is the media of television can be a family interactions so that the personal development of adolescents and also interactions with their family may occur. On the other hand, access to television and radio media turned out to have an adverse effect for the protection of adolescents, especially in reproductive health. Related research abroad, Escobar-Chaves and Anderson who were investigating the adolescents and the media proclaimed the extension 5 types of critical behavior of adolescents who are at risk in the health of "obesity, smoking, drinking, sexual risk taking, and violence" (2008, p. 147). These findings signify the need for the adolescents in order to protect their behavior by accessing the media, not to damage their reproductive health.

Because the roles of the media were great in the aspiration in Papua Province and Jayapura City (Paidi, 2002, p. 4-5 and Sugandi, 2008, p. 3-6), it is needed to study the mechanism of the use of various programs in the electronic mass media for adolescence in safeguard their reproductive health in Jayapura City related motives and benefits received. As stated in table 1.1, there have been a number of research and writing journals related to children, adolescence, televisions and radio media. The results of the research and writing journals that specifically addresses the motives and benefits for adolescents in accessing local media and is located in Jayapura City has not been found.

Table 1.1: Comparative Research and Journal Themes Previous

No	RESEARCH THEMES/ JOURNALS	RESEARHERS/ WRITERS
1	National Television, Program, Children	<ul style="list-style-type: none"> • Maria Fransisca (1998), Ira Ariane (2002), Djuni Akbar (2002 advertisement), • Barlian Cendana Sari (2003), Rusni (2004), Andi Sari Indrayani (2006), • Reny Triwardani and Obed Bima Wicandra (2007, cartoon film in Banyuwangi), • Titi Nur Vidyarini (2008, Popular Culture), Isnani Dzuhrina (2010)
	National Television, Entertainment shows, Adolescence, Major cities in Java	<ul style="list-style-type: none"> • Widyastuti (1996, film hardness, Kota Jakarta), Santi Indra Astuti (2010) • Asiya Janna Sigiro-Saragih (1996, TV and print media, in Jakarta), • Regina Damayanti Darmadji (advertisement 2003), Andi Aslamoiyah Achmad (2003), • Pandiya (2008, Semarang), Tri Nuryani Rahayu (2009),
	National Television, The general age	<ul style="list-style-type: none"> • Chontina Siahaan (1999, Mass Media as Agents of Change), • Rita Utami (2003, Review of Industrial Policy Analysis in Television Broadcasting), • Dedeh Fardiah (2004, television format as Media Format Quality Education Nation), • Kathine Diah Ayu Purnama (2006, Understanding Rights, Duties and Responsibilities), • Riza Syahrela (2006, Lifestyle Representation in Advertising) • Diah Ika Muharromaningsih (2006, Consumption Culture Show, Television Set Rear), • Krishna Lubis (2007, Consumer protection against advertisements)
	Local television, General age	<ul style="list-style-type: none"> • Suhardi, Sigit Widiyanto, and Lestariyati (1996, in Central Java), Monika Oktaviarini (2006, in Banyumas), Kartika Bayu Primasanti (2009, media competition), Priyododo (2008, Autonomy)
2	National Radio, Adolescence	<ul style="list-style-type: none"> • Ade Yunita (2003, Thesis UI, Segmentation Radio Listeners in high school in Jakarta)
	Radio (local or national), Children	<ul style="list-style-type: none"> • Saladin Ghalib (1990, advertising to purchase)
	Radio (general, local or national), Age of Children and Public	<ul style="list-style-type: none"> • Luciana S. (2004), Stania Puspawardhani (2007)
3	General Media, Children, Media Violence	<ul style="list-style-type: none"> • Jujuk Krisbiyantoro (2008), Elya Munfarida (2010)

1.2 Formulation Issues

Based on the research problems and research gap have been discussed previously, the research questions posed are as follows:

1. What adolescents motivated to access the selected program on the local mass media in Jayapura City, Papua Province, Indonesia?

2. What are the benefits received by adolescents with access to the selected program on the local mass media in Jayapura City, Papua Province, Indonesia?

1.3 Research Objectives

With the formulation of the problem that has been stated before, there were determined the purposes of the research as follows:

1. Describe the motives adolescents to access the selected programs on the local mass media in Jayapura City, Papua Province, Indonesia.
2. Describe the benefits received adolescents by accessing the selected programs on local radio and television media in Jayapura City, Papua Province, Indonesia.

2. Theoretical Review

Uses And Gratifications Model In The Study Of Motives And Benefits Adolescence Accessing The Local Mass Media’s Program In Jayapura City

In this research the main model is used *Uses and Gratification* model. According to Rachmat (1999, p. 205) it was first introduced by Blumler, Katz and Gurevitch (1974). Stated by Katz, Blumler, and Gurevitch (in Blumler and Katz (eds), 1974, p.21-22) that there is a basic assumption of this model. The basic premises are as follows:

- 1) The audience is conceived of as active
- 2) In the mass communication process much initiative in linking need gratifications and media choices lies with the audience members.
- 3) The media compete with other sources of need satisfaction.
- 4) Methodologically speaking, many of the goals of mass media use can be derived from the data supplied by individual audience members
- 5) Value judgments about the cultural significance of mass communication should be suspended while the audience orientations are explored on their own terms.

Based on the uses and gratifications model, can be concluded that the audiences have an active role in accessing and selecting media for their needs. Achievement of fulfilling the needs of the audience and the access of the media makes the media be referred to as an effective media. Stated in Kriyantono (2006, p. 206) regarding the uses and gratifications model of serving the chart relationships and linkages that starts from the antecedent, the motive, the use of the media to the effect presented in chart 2.1. It is presented in chart 2.2 the logic of this research.

Chart 2.1: Uses and Gratifications Model

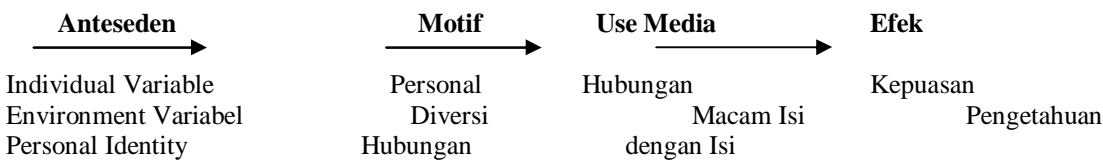
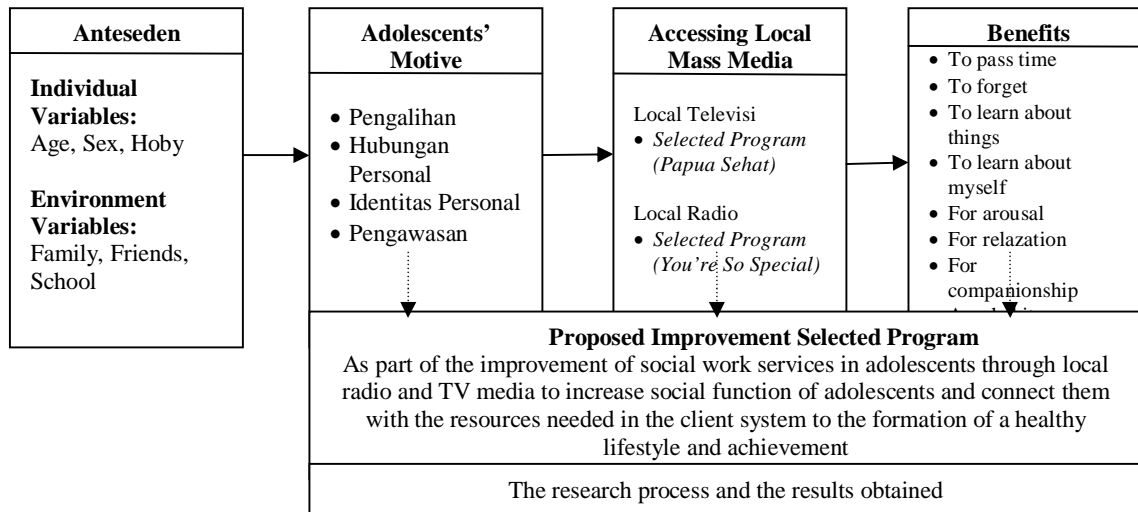


Chart 2.2 : Logic of The Research



Antecedent variables are divided into two dimensions, namely individual and environment variables. An individual variable presents information regarding demographic data such as age, gender and psychological communicant factors. An environment variable consists of data on organizational, social systems and social structures. Regarding the motive viewers use the media expressed by McQuail, Blumler and Brown (in Morissan, 2010, p. 265) there are 4 motives namely *a) Pengalihan, b) Hubungan Personal, c) Identitas personal, and d) Pengawasan*. The benefits obtained in the form of 8 benefit audiences expressed by Greenberg (in Blumler and Katz, editors, 1974, p. 73-74).

3. Research Methods in The Study of Adolescence's Motives And Benefits to Access Program Through Local Mass Media in Jayapura City

3.1 Research Approach

This research approach uses a qualitative approach which seeks to uncover motives in accessing the local mass media's selected program and benefit received adolescent informants. As revealed by Rubin and Babbie (2008, p. 62) that "*Qualitative research methods emphasize the depth of understanding associated with idiographic concerns. They attempt to tap the deeper meanings of particular human experiences and are intended to generate theoretically richer observations that are not easily reduced to numbers*". With this statement is very clearly emphasized on qualitative research methods are oriented on a deep understanding through deep understanding of adolescent's motives to access selected program and benefits received in local media in Jayapura City, Papua Province, Indonesia.

3.2 Type Of Research

Because of the aim to find motives and benefits for adolescents in the local mass media access in Jayapura City and using a qualitative approach, type of this research is explanatory research. Related explanatory studies expressed by Grinnell, JR. (2001, p. 28-29) that: "Explanatory research studies seek to identify the cause and effects of social phenomenon, to predict how one phenomenon will change or vary in response to variation in some other phenomenon." Through the type wanted to know a social phenomenon that is the behavior of adolescents to access the local mass media in Jayapura City associated with reproductive health topics.

3.3 Location Of Data Collecting

The location of this research is Jayapura City, Papua Province, Indonesia. The first reason why research in the location is the location where the mass media ever very prominent usage and needs in Jayapura (Paidi, 2002, p. 4-5). The second reason is still not a lot of research and writing journals related to this topic in Jayapura City presented in table 1.1. The third reason is there are a lot of adolescent problems in Jayapura city's like HIV-AIDS (Zeth, Asdie, Mukti, Mansoden 2010, p. 206), sexual intercourse outside of marriage (Supplements Media Indonesia, 2005, p. 6), malaria, violence and alcohol (Tambing in Manufandu 2010; Banundi in Budiono, 2009). The fourth reason is that there are a number of local mass media in the Jayapura City. Selected program of the local mass media are Swaranusa Bahagia (local radio) with You're So Special program and TVRI Papua (local television) with Papua Sehat program.

3.4 Informants Election

For electing informants are used technique of "non-probability sampling. More spesific it is used "purposive sampling". There are a number of criteria in determining the informants. Total number of informants is 48 people.

3.5 Technics Of Data Collection

Data collection techniques are generally obtained through the study of literature, observation and interview. The gathering of primary and secondary data obtained. Primary data are obtained from the local radio, local television, the relevant institutions as well as adolescents who access local radio and local television. For the local mass media, they are the leaders of the local mass media, program managers and hosts. For the relevant institutions the data are collected from KPI-Papua and the technical health agencies. Secondary data were obtained through the results of related research.

3.6 Technics Of Data Analysis And Improvement The

Quality Of Research

Data analysis in the research is used the "conceptualization", then "coding" and "analytic memo writing" and "outcroppings" (Neuman, 2006, p. 457-465). For improvement the quality of research is used a model of evaluation criteria by Lincoln and Guba. The evaluation model by Lincoln and Guba (1985) is consists of the criterion of "credibility", "transferability", "dependability", and "conformability" (in Stringer, 2014, p. 92).

4. The Results of Research: Motives and Benefits of Adolescence to Access Selected Program on Local Mass Media in Jayapura City

4.1 Adolescence’s Motives To Access Selected Program

In table 4.1 is presented on field findings regarding the adolescent’s motives to access the selected program on the local mass media in Jayapura City.

Table 4.1: Motives of Adolescence in Accessing Selected Program in Local Mass Media

No	Media Access Selected Program	Summary Type Motives Accessing Selected Program
1	Local Television	Situation and Development of Health in Papua Tips to be Healthy
2	Local Radio	Words of Wisdom and Motivation Inspiring Stories Tips Information

Adolescence’s Benefits To Access Selected Program

The findings about the benefits of adolescence in accessing selected program that is reproductive health are grouped on three benefits topics namely topic of reproductive function, sexually transmitted diseases, and unwanted pregnancy. In table 4.2 is presented various benefit types received by adolescents in accessing these subjects through the program selected on both the local mass media.

Table4.2: Types of Benefits Obtained Adolescence in Accessing Program Elected in Local Mass Media

No	Reproductive Health Topics	Benefit Types in Accessing Reproductive Health Topics
1	Function of Reproductive Topics	Knowledge Changes Preparation of the Young Women with Reproductive System Changes Protectiong of Male Genital Cleanliness Planning the Future
2	Sexually Transmitted Diseases Topics	Selection of Positive Relationships Information Transmission Knowledge Information Discussion in Class
3	Unwanted Pregnancy Topics	Future Good / Ideals Reached Selection of the Right Relationships Health Benefits

5. Discussion

5.1 Discussion About Adolescence’s Motives To Access Local Mass Media’s Program

In table 5.1 is presented discussion of adolescent motivation to access the selected program on the local media were compared with opinion of McQuail et al. It is stated in the tabel that there are two motives in accessing the local television media namely (1) situation and development of health in Papua, and (2) tips to be healthy paired with the opinion of McQuail et al.

Field findings regarding "situation and health development in Papua" can be categorized together with motivation by McQuail et al. namely "information, personal identities and also integration and social interaction". This finding is expressed thus associated in this impulse there is curiosity to get information about the development of health, education, human rights and knowing themselves as Papuans as personal identity and interact socially. Field findings regarding "tips to be healthy" can be categorized together with encouragement McQuail et al. in terms of "information" and "personal identity". These findings thus stated that based on the impulse there is curiosity to get information and ways that are not easily hurt and know yourself so that more healthy to be able to continue the education process. Based on these discussions further discussed on parameters about individual needs and linkages with other people. From these parameters then made typology adolescence's motive to access the selected program on the local media. The parameters refer to the individual needs of the category that is *acquiring information or knowledge, pleasure, status, strengthening relationship, and escape* (McQuail et al. in the West and Turner, 2000, p. 335). In table 5.2 is presented analysis parameters and type of adolescence's motive typology accessing selected program.

In chart 5.1 is presented typology of adolescence's motives to access the selected program on the local mass media in Jayapura City. Typology of the motives of adolescent in accessing the program is divided into three parts: (1) Informative Motivation, (2) Tips Motivation, and (3) Stories and Words of Wisdom. These typologies grouping are followed the tendency of adolescents to access these local mass media. The informative motivation is a motive in accessing the local television media, while the story of words of wisdom motivation is a motive in accessing local radio media, then the tips motivation is a motive to do when accessing both of them.

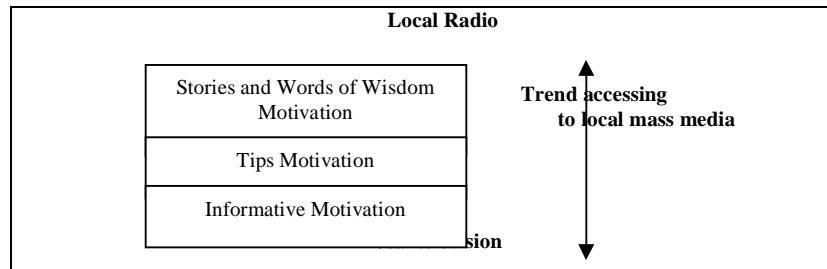
Table 5.1: Comparison of Findings Details Motives in Access Selected Program in Local Mass Media and Opinion of McQuail et al.

Local Mass Media	Findings Motives in Access Selected Programs	Motivation in Access Selected Programs by McQuail et al.
Local Television	Situation and health development in Papua	Information Personal identity Integration and social interaction Personal identity
	Tips to be healthy	Information Personal identity
Lokal Radio	Words of Wisdom and Motivation	Information Personal identity Integration and social interaction Entertainment
	Inspiring Stories	Information Personal identity Integration and social interaction Entertainment
	Tips	Information Integration and social interaction Entertainment
	Information	Information Personal identity

Table 5.2: Analysis Parameters and Ttype of Adolescence’s Motive Typology Accessing Selected Program

Parameter Aspects	Adolescence’s Motivation Typology Aspect in Accessing Selected Programs		
	Informative Motivation	Tips Motivation	Stories and Words of Wisdom Motivation
Individual Need	Information or knowledge Pleasure Strengthening relationship Status	Information or knowledge Pleasure Escape	Status Information or knowledge
Linkage with others	Oriented to people of Papua in general	Oriented in relation to peers	Oriented to the story and inspire others

Chart 5.1 Typology of Adolescence’s Motives Accessing Selected Program



5.1 Discussion About Adolescence’s Benefit To Access Local Mass Media’s Program

The findings of benefits of accessing the selected program on the local media when paired with the opinion stating Greenberg’s eight benefits of accessing the media it was found prominence on some side benefits alone. Where a number of the findings of the field had similar Greenberg’s opinion only on a particular side. There are similarity in the field findings regarding the topic of reproductive health benefits in terms of reproductive function information with Greenberg’s opinion about the benefits of access to the media. In table 5.3 is presented paired that field findings. Various details of the findings of the benefits of accessing the selected program on the local media is not all in accordance with the stated Greenberg about the benefits of access to the media. There are still finding benefits in accordance with Greenberg’s opinion and others do not. Analyses of this case is still considered normal due to the program and the topics asked the informant is a special topic and selected.

The benefits in access selected program can be summarized in three groups. They are (1) Future, (2) Informative, and (3) Practice benefit. A *future benefit* is a benefit received by the informants with access to the local mass media relating to the preparation, and planning activities in the future. An *informative benefit* is benefits received media access informant relating to additional information, news, knowledge and technology weapons-related reproductive health. A *practical benefit* is benefits received media access informant related to the activities and practical behavior related reproductive health. In table 5.4 is presented detail results of the grouping.

The following discussion is aimed at typology based on field surveys and literature used. Greenberg’s parameters used for the concept of the benefits of accessing the media are "functions by media behaviors", "functions by aggressive attitudes", "functions by tv attitudes", and functions by demography "(in Blumler and Katz, 1974, p. 82-83). With this description then obtained distribution of benefits and the trend of using the local mass media. In the *future benefits* obtained by accessing the selected program on local radio, *practice benefits* on local television, while *informative benefits* in both local media. Further discussion is about typology types by using the parameters. In table 5.5 is showed discussion by using three parameters on the kind of typology in the benefits gained adolescence audience by accessing the selected program.

Table 5.3: Paired Compliance Findings Benefits Access Selected Program with Greenberg’s Opinions about Benefits Access Media

No	Health Reproductive Topics	Benefit Types of Accessing Reproductive Health Topics	Benefits of Accessing Media By Greenberg
1	Reproductive Function Topics	Changes Knowledge	<ul style="list-style-type: none"> •To learn about things •To learn about myself
		Preparation of the Female Adolescence with Reproductive System Change	<ul style="list-style-type: none"> •To learn about things •To learn about myself •As a habit
		Protecting of Male Genital Hygiene	<ul style="list-style-type: none"> •To learn about things •To learn about myself •As a habit
		Future Planning	<ul style="list-style-type: none"> •To learn about things •To learn about myself
2	Sexual Transmitted Diseases Topics	Selection of Positive Relationships	<ul style="list-style-type: none"> •For companionship •To learn about things •To learn about myself
		Transmission of Information	<ul style="list-style-type: none"> •To learn about things •To learn about myself
		Knowledge Information	<ul style="list-style-type: none"> •To learn about things •To learn about myself
		Discussion in Class	<ul style="list-style-type: none"> •To learn about things •For companionship •As a habit
3	Unwanted Pregnancy Topics	Future Good / Ideals achieved	<ul style="list-style-type: none"> •To learn about things •For arousal
		Selection of the Right Relationships	<ul style="list-style-type: none"> •For companionship •As a habit
		Health Benefits	<ul style="list-style-type: none"> •To learn about things •To learn about myself

Table 5.4 Grouping Details Benefits Accessing Selected Program in the Local Mass Media in Jayapura City

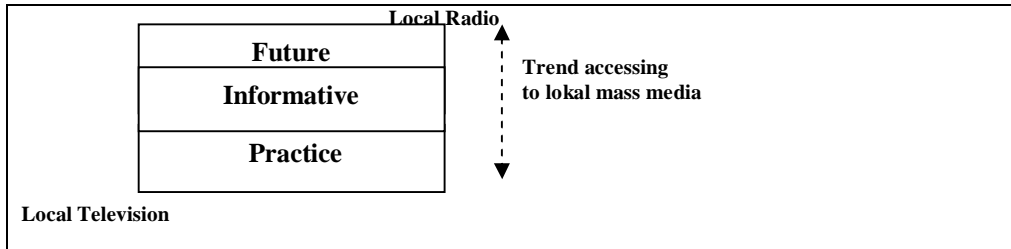
No	Grouping of Benefits Accessing Reproductive Health Topics	Detail Benefits of Reproductive Health Topics
1	Future	Future Planning Future Good / Ideals achieved Health Benefits
2	Informative	Changes Knowledge Transmission of Information Knowledge Information
3	Practice	Preparation of the Female Adolescence with Reproductive System Change Protecting of Male Genital Hygiene Selection of Positive Relationships Discussion in Class Selection of the Right Relationships

With an explanation of the benefits typology adolescence access the selected program then informants who access the selected program on a local radio are on the *future benefits* and partly on the *informative benefits*. Informants who access the selected program on local television are on the *practice benefits* and partly on the *informative benefits*. An understanding of the typology of the benefits of accessing the selected program can be seen in chart 5.2 with the pattern of trends in access.

Table 5.5 Analysis of Parameters and Typology Types of Benefits Adolescence Accessing Selected Program

Parameter Aspects	Aspects of Typology Benefits Access Program Adolescence in Selected Program		
	Future	Informative	Practice
Functions by media behaviors	Local radio has more programs and discussion on planning a great future, has ideals achieved, as well as the related behavioral health benefits later in life.	The behavior of both the local media are fairly balanced in providing these benefits. The existence of information and knowledge related benefits which this form of knowledge changes during adolescence, information transmission of HIV and other diseases as well as the latest health information.	Local TV provides this benefit more. The benefits are more broadly accepted associated with the image display that allows the audience to receive this benefit. Practical things that become useful in the preparation of them are young women when changes in the reproductive system, male genital hygiene, positive manner and in the selection of the association, as well as the discussion in the classroom.
Functions by aggressive attitudes	Local radio regularly discussed both on a different topic or subject matter is repeated.	Not too aggressively because the benefits are not as practical as possible.	Health topics frequently discussed current and certain periods, especially HIV-AIDS, before of World AIDS Day, or when certain events in the community. Advertisements often are presented.
Functions by tv attitudes	Generally, local radio is concerned adolescence through topics about future, specific relationship, job and study.	Caring adolescence with health care by providing tips and information transmission of HIV-AIDS prevention.	Local tv is very clearly appreciate the presence of local residents with the advanced information services and programs that are practical in terms of health.

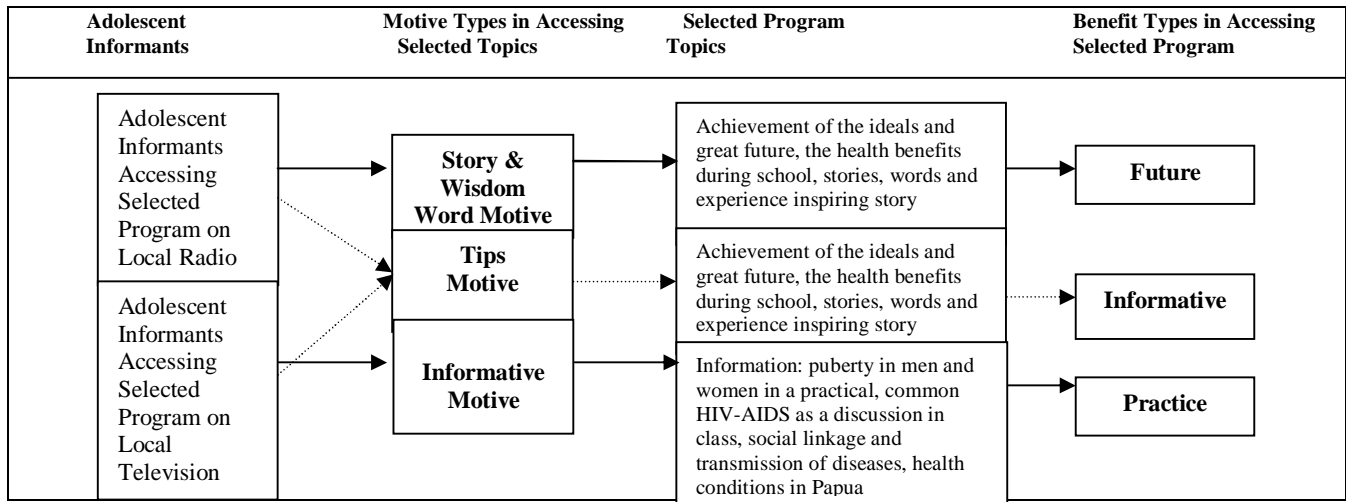
Chart 5.2 Typology of Adolescence’s Benefits Accessing Selected Program



5.2 Relationship Informants with Typology of Adolescence’s Motives, Selected Program Topics, and Typology of Adolescence’s Benefits in Access Selected Program in Jayapura City

This section outlines the relationship between the informant adolescence in mass media access to local radio and television, typology motive adolescence to access the selected program, the topics for the selected program, and the typology of adolescents to access program benefits selected. Linkages between informants adolescence, typology motive access the selected program (chart 5.1), the topic selected program, and the typology of the benefits of accessing the selected program (chart 5.2) can be seen in chart 5.3.

Chart 5.3 Relationship Adolescence Informants, Motive Types, Selected Program Topics, and Benefits Types in Access Selected Program



As shown in chart 5.3, informants who access the program selected on both the local mass media driven by three motivations in accessing the selected program. The *Tips Motive* is an incentive for informants to access the selected program on both of the local media. The *Story and Words of Wisdom Motive* is an incentive for informants who access the selected program on the local radio (*You're So Special*). The *Informative Motive* an incentive for informants who access the selected program on local television (*Papua Sehat*). For adolescence informants are driven by *Story and Words of Wisdom Motive*, selection of appropriate topics are topics surrounding the "achievement of the ideals and great future, the need for health during school, stories, words and inspiring experience stories" on the selected program (*You're So Special*). The motive informants and selection of topics on the selected program are directly related to the benefits received. The benefit type is *future benefits*. In chart 5.3 is more explained about *informants and link with tips motive, informative motive, selected program topics, benefit types in accessing selected program*.

6. Conclusion

It was concluded in this study that the adolescence audience in the use of social services through the selected program in the local mass media in fulfilling the needs are more oriented to the benefits that focus on the benefits in the period of the media-term and long-term period. There are a small number of practical benefits in the short-term period obtained adolescence audience in accessing reproductive health related programs at both the local mass media in Jayapura City. Orientation benefits that focuses on the period of the media-term and long-term period is appropriate dengan underlying motive adolescence audience in accessing the selected program in the local media that *story and words of wisdom motive and tips motive*.

Benefits in reproductive function information on both the local mass media are the benefits of *changes knowledge, preparation of female adolescence with reproductive system change, protecting of male genital hygiene, and future planning*. For the second benefits in *sexually transmitted topic* are *selection of positive relationships, transmission of information, knowledge information and discussion in class*. For the third benefits in *unwanted pregnancy topic* are *future good / ideals achieved, selection of the right relationships, and health benefits*. Based on the discussion parameters and findings of these benefits is stated there are 3 types of typologies: (1) Future, (2) Informative, and (3) Practice benefits. There are two motives of informants in accessing *Papua Sehat* program. They are "situation and health development in Papua and "tips to be healthy". There are four motives in accessing *You're So Special* program. They are *words of wisdom and motivation, inspiring stories, tips, and information motives*.

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