

Social Behavior Internet User Community in Suburban Society

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Abstract

This study attempts to find out the social behavior of internet user community in the suburban society in Cinunuk Village, Bandung Regency, West Java where intense internet usage is still limited in internet cafes. This study uses qualitative methods both in data collection and analysis. That is because this research is naturalistic which attempts to understand the actual conditions occur in transition society turns into a globalized one. Observations, interviews, and documentation are techniques used to collect data. The results indicate that positive behavior such as to seek knowledge and business opportunities are still very little. Most internet users use it for entertainment purposes. There are also some negative impacts on internet users such as continuous usage which tends to leave the real world and forget the everyday tasks like school tasks.

Keywords: Globalization, Social Behavior, Internet, Suburban Society, Digital Communication

A. Introduction

The development of information technology has changed people's behavior, one of which is communicating behavior. Nowadays, one can talk to millions of others in different places at the same time. Most humans in this part of the world have used this communication. This prominent communication technology has been narrowing space. This is called

globalization (Anwar, Komariah, Rahman, 2017).

Theodore Levitt first used the term globalization in 1985 which refers to politics, economics, especially free trade politics and financial transactions. Historically, the roots of globalization are the electronic revolution and the disintegration of communist states. The electronic revolution doubles the acceleration

of communication, transportation, production, and information. The disintegration of communist countries that ended the Cold War has enabled Western capitalism to be the only force that holds the global hegemony (Turner, 2002).

While in general, globalization is a process of relationship where inter-individual, inter-group and inter-state interact, depend, relate and meet each other across national borders. Globalization is rapid developments in technology, communication, transportation, and information that can bring distant parts of the world into things that can be easily reached (Ahmed & Donnan, 1994).

The development of globalization allows human behavior related to each other, both between individuals and between nations which are connected with facilities and infrastructure that increasingly sophisticated. The development of such a rapid trend is caused by the advancement of science and technology in transportation and communication. As a result, people become more open to each other (Sjoraida, 2015).

Any changes that occur in all sectors would have an impact, whether it is positive or negative. Likewise, globalization throughout the world has resulted in significant changes.

Globalization is often identified with the changing global economy. But not only that, globalization, unrecognizably, happens in line with the times. The impact of globalization can be both positive and negative. In fact, over time, globalization can shape human character (Mustari & Rahman, 2014).

The positive impact of globalization era is the advancement of science and technology to facilitate an individual to communicate with his relatives. For example, anyone can use a mobile phone (HP) to communicate; every individual can express themselves through the internet, either in written text or other creations; it also facilitates state administration, educational facilities, religions dissemination, business development, economic transactions, and many others (Dzyaloshinsky, 2013).

On the other hand, the negative impact of globalization is the decline mentality of society. We can see the reality among people through TV, internet and mobile phone (HP). These media have made it easier for individuals to access and connect directly with the outside world. Internet media does allow a person to express but does not prevent the possibility of internet causing the individual mentality to decline. On the one hand, internet media, TV, can be a means of entertainment, such as film

shows, instructional media, and constructive information. But on the other hand, negative things like movies that should not be watched by audiences (porn) can be spread by the media. Similarly, people lifestyle can be influenced to be like those occur in films in which the film averages or exhibits a consumptive lifestyle. Not only that, there some people who feel prestige if they can imitate the global lifestyle. This is also happened in teenagers lifestyle which are getting harder to control such as free sex, liquor, criminality, violence, and other forms of disorder (Grüsser, Thalemann, Griffiths, 2006). The above conditions have shown the changing of social order that is indeed generated by the communication media such as TV, internet, and other shows such as advertisement and movies which contains hedonistic value and violence. The changes are already visible in urban areas, and this will likely happen in rural such as Cinunuk Village, Bandung Regency, West Java.

B. Research Method

This research was conducted in internet cafes located in Cinunuk Village, Bandung Regency. In this location, there are two internet cafes: Dimagh and Queen. Internet cafes enable people to use the internet more freely because it uses a large provider. There are also people who

have activities in cyber communities that can ultimately influence social behavior.

This location was chosen due to the diversity of internet utilization and the establishment of several net communities (netter) totaling 20 communities. The communities are representative enough to reveal the research problem. According to internet cafe owners, most internet users access the internet for entertainment purposes. The following data were collected from November 1 to December 12, 2017.

In Dimagh Cafe, the number of internet users per day is 30-35 people, of which there are 12 people joined the community. While in Queen Cafe, there are 20-25 users of which eight people among them joined the community. There are 20 communities in total. Researchers take one representative from every community of internet users in the two cafes. Informants are the internet users in the two cafes who joined in the community.

Criteria Internet users in the cafe is based on the: a) background of internet users in the cafe by type of education, work, and needs; b) the duration of action while using internet in the cafe; c) intensity to internet cafe in a day; d) aged 7-33 years; e) either male or female; f) 20 chosen respondents, representatives from 20

communities in Cinunuk.

Data collection is done through observation, interview, and documentation study. Observation is the activity of careful attention, noting the emerging phenomenon, and connecting between aspects in the phenomenon. The observation aims to obtain data about the impact of internet utilization in an internet cafe in Cinunuk. Using participant observation approach, the researchers involved in the netter community, conducted observation and sensing the implications on social behavior, noting what forms of social behavior and reciprocity of internet utilization in the Cinunuk cafe. Interviews were conducted for primary data collection. This interview is done by communicating directly with internet users in Cinunuk cafe. This is done to find out the social behavior of the internet user community. People who asked for an interview were the managers of an internet cafe and some netter in the cafe located in Cinunuk Village. Documentation is a record of past events. Secondary data collection method used in this research is documentation study, which is to analyze internet utilization in Cinunuk cafe. Documentation studies are used to support data interpretation through interviews, photos, visitor data, book reviews, and so on (Lincoln &

Guba, 1985). This documentation can support data that researchers need.

The data analysis takes an interactive model and runs continuously to completion, so the data is crystal clear (Miles and Huberman, 1994). This data analysis aims to identify the internet user community and social behavior. The identification then proceeded to analyze the elaboration between background and research objectives.

C. Result and Discussion

Most of the internet users in this cafe Cinunuk was initially to eliminate boredom and limited to entertainment only. The use of www., games, facebook, and some features have become massive and familiar. More valuable activities were rarely done because there are no demands that require the collection of homework in schools by sending e-mails. It makes them lazy to find information or exchange data on the internet.

Users come with critical needs only when the teachers at school tell them to make papers or other assignments. Otherwise, they do not come for searching additional information, but more to use features that make them happy. They use the internet because they find it fun to make interaction with their friends using

applications such as chatting, webcam, and others.

Netter Community

Users of the virtual community such as facebook, twitter, or the other blogs are provided a dialogue room, events, facilities, and so forth. Therefore, what Marshall McLuhan (1994) mentioned about 'global village' is almost said to be true today. The activity of a group of people united by interest creates an intrapersonal communication which is separated from the real world spaces (offline) but is capable of creating a new social space (spheres). The Internet is a new world today. All sorts of activities can be found on the internet.

The Internet has become a revolution in the social life of society. The use of internet in cyberspace forms this community. It can be said that community in the online world is a virtual community because their activities are online so that it can not be denied that this community becomes part of the virtual community. Life today is not separated from the technology. The lucrative appeal of the internet has slowly changed the way people communicate in general. As everything can be provided instantly, people have helped the development of the Internet as one of their current living

needs (Dzyaloshinsky, 2013).

This community is active in the online world. They can indulge in the real world like telling stories and exploring their respective hobbies by joining communities that already exist on the internet. An exciting offer to visit. With the internet, we can know and meet the needs of our lives.

The online community is a virtual community (not real) between internet users where their interaction process takes place through the provided media without the need to meet in person. An online community is created in the interest of some, or in other words, the necessity of a collection of people who know each other in the real world.

The community of internet users in Cinunuk cybercafé can be included as a virtual community in a small scope because their activity in their spare time is used to explore the virtual world. In other words, the community is unconsciously bound by the virtual community on the internet.

The Establishment of Netter Community

The online communities that exist today are very diverse, ranging from Social Networking, Web-based Forums, to Internet Games. In the online community, members

exchange information and from this exchange, new information often emerges. Membership in the online community of cyber membership cycles is outlined, whose membership in the virtual community begins as a guest. After successfully knowing the twists and turns of the visitor then become a contributing beginner. After being a contributor for some time, they become customers. They became leaders and eventually became chairmen of the community. This cycle can be applied in some virtual communities, from bulletin boards, blogs, and encyclopedias like Wikipedia.

In 2014, Internet cafes began to appear in Cinunuk; some people started using it. The internet users in this village began to grow in 2016 (Interview with cafe owner Queen, 28/12/2017). The community began to form because of hobby similarity of the visitors. Joining a community is either self-initiated or by chance. For example, there is someone who loved to play the guitar, and there is another loved to dismantle pairs of motors. These two distinctions seem to lead to a community formation based on common ground. The community allows them to have friends with the same hobby. That is one of the reasons for the overall community building that took place in Cinunuk.

The establishment of a netter community in schools began with the introduction of the internet. Because schools did not provide internet services apart from theory only, they are curious to be able to use the internet, so they come to the nearest cafe. The internet cafe managers teach them how to use the internet properly.

The owner of the Dimagh cafe (male, 28 years old), said that they only know the theory about the internet but can not operate it. Because the school did not have adequate facilities, then I take over as an outsider to teach them how to use the internet.

Meanwhile, according to the owner of Queen, a man aged 33 years, the majority visitors of his cafe are school children. Some children can already use the internet while some others can not while visitors like workers or employees almost on average have been able to use the internet, though its use was not active but passive (who just come to the cafe/surf the web for fun).

Because the internet is easy to use, they are increasingly curious to use the internet again. They feel comforted, and their needs think fulfilled that makes them addicted to revisiting the cafe later. Therefore, the internet users' increase and so is the cafe visitors.

In schools, there are small groups or better known as gank. With the many groups or gangs in the school, they became initiative to create a community on Facebook as well as to apply what they can. The majority of their communities are only on facebook not on facebook. Due to their limitations too, they can only make the community on facebook only. So far there is no community outside Facebook or other community.

The formation of the community is not separated from its members who share the same activities and hobbies. Similarly, what happens in Cinunuk, the community that first existed is a gank motor community. This community consists of several school children which every day, the majority of them do the same activity, such as chatting on facebook, visit the area they want, outside the online chat in spare time in school is talking about the bike and visit the place they want.

Also, there is a 'cute girls' community, which starts with a fad and ends up having lots of friends by inviting people to a group on facebook. This activity contains only gossip, stories about in school, love stories and sharing stories about their daily experiences. Joking and gossip are more often discussed every time in the chat. Every day they always visit the nearest

cafe from school, more often when coming home from school. Those who visited the cafe was mostly because their phones cannot open facebook apps (Interview with a customer of cafe Queen, a woman, 17 years).

There is also someone joined Basket Community (male 33 years). He once went to school in SMAN Cileunyi. He joined the basketball community because he is a basketball alumnus at his old school. Activities online are to say hello, the announcement of the game and ask the news of his friends, no other activities offline.

From the words of the community, the active internet users who try to create groups on Facebook and invite friends to join a new community he made. From the interview, he made a group on facebook only by fad and gave a try. It turns out that the groups made many members (Male, 17 years, 9). Starting with the curiosity of icons on the facebook bar, they become interested in trying. By doing so, they now know the function of the icons.

Interviews with the next respondents (Women, 17 years old), revealed that her participation in the online community is because her school friends are members of the community. She feels compelled to join to avoid her ignorance of the daily chats at school, to feel

like an up to date girl who follows the school chats. There is also a telling that his participation in a community because he wanted to have many friends from various regions in Bekasi, Jakarta, Bandung, Java, or Sulawesi (Women, 17 years).

From the above explanation, it shows that the formation of internet user community in Cinunuk cafe is started with the pleasure of interacting at any time with friends or with other people they feel enjoy to talk to. When this becomes a necessity they want to fulfill every day, what about the family economy of the community? Respondent said that they use the rest of their own pocket money if they're going to use the internet, then they must save some from their pocket money to play in the cafe, but when in school time this one user still ask for money like a school day (Female, 16 years).

There is also an opinion that internet utilization in the cafe is just for entertainment. Concerning economy, the family is below average. But because he uses the internet every day or active users, he must lie to his parents to be able to play in the cafe, like one of the respondents who often lie to his parents (male, 18 years). He said if he honestly said that the money is used to go to internet cafe then his parents would be angry because his parents

think that the use of the internet is just a waste of time and money, and bad usage. For that reason, the user told a lie just to make his presence on the internet.

The misuse of some internet users makes them forget the things they are supposed to do and not do. Some of these communities have members who lied in terms of financial. But there are also who did get permission and money from his parents.

In a community, of course, some members are joined in the Internet system, the largest member of the group is those with free membership group such as email, chat, facebook, twitter and so forth. Because of the easy and widely used by many people, the interest to visit the above features are very fun. It can not be denied that the formation of a community is based on easy, free and widely visited people.

Social Behavior of Netter Community

Social behavior of the netter more dominantly took place in cyberspace than in the real world. With the pleasure of exploring cyberspace, they forget the real life they have been living for a long time. This thus causes a shift in social behavior, which, according to the author, is a shift from real social behavior to

cyber social behavior.

Real social behavior is a visible behavior, can be measured entirely, mutual and interrelated (Triandis, 1994). While virtual social behavior is difficult to measure and not visible because it took place in the virtual world. Here it is clear that activity on the internet can reduce social engagement and psychological well-being (Kraut et al., 1998).

The behavior here is not just self-based but also social based as well. The netter's behaviors in the form of reactions are not only in the internet, but there are also in the space offline. The netter's behavior includes not only online actions, but also offline usage, as well as speech in every chat in the community. While their social behavior is the interdependence sphere of between one netter with another netter that formed by itself. Their behavior explains that the relationship between the behavior of netter with the environment around the cafe. Internet, in this case, is not only interpreted as an extension of communication systems among communities but the extension of almost every aspect of life such as action, action, reaction, and communication. Neters can now perform various activities within their community (discussing, sharing experiences and sharing knowledge).

Seen from the forms of individual behavior, there are people who put forward their interest such as using the internet with data on his facebook, some are using data that wrongly, some have an excellent desire to create a community that can connect ties friendship, such as in a school alumni community or a spontaneous community whose content likes to give input or suggestions in the various sharing of its members.

Some of these netters have self-reliant, and others still have to rely on others, for example, there are some netter who join a community due to their friend's invitation, if their friends do not participate in the community then they will not participate. In other words, it is still depended on others regarding internet usage.

Grammar in the interaction needs to be considered in a community. Here, researchers see the friendliness in communicating with fellow members of the community that makes others comfortable with joining the community. The sense of attitude and social with others make a community come alive, so this community does stop in the conversation online. In this case, the group administrator has a vital role in a community that can shape the behavior of its members that can affect its members in discussing what will be discussed

in the community.

Starting from a casual conversation into a story that invites sympathy of others such as the experience of being cheated or betrayed as to make others members sympathetic with what is being experienced by someone (Interview with a woman, 18 years, 1/12 / 2017).

Environmental factors are very influential on the social behavior of society. Due to the majority of school friends use the internet or have a facebook account, those who do not have it want to have an account too to adapt to his friends or the presence of social pressure that require him to join as well.

In terms of knowledge, some netizens have limited experience. It makes the netter using the internet to the small extent he knows. Internet users in Dimagh only use facebook and google. In Dimagh cafe every use is always monitored well by the owner because only as an introduction and learning of the students. Visitors who come to the cafe are majority students. Internet cafe owners try to make the students understand the use of internet well, the community is only limited, just to eliminate boredom and still within normal limits, just explore facebook features.

Furthermore, in Queen cafe, it looks that the internet users in this cafe are using

Facebook and games online dominantly because this cafe gives freedom to its customers, so they feel comfortable in the cafe.

This kind of usage makes internet users addicted to the freedom provided by the owner. Most netters visit internet cafes with the purpose of entertainment and not for schoolwork or looking for information. Only a few are using internet facilities by searching for information or data. Education in schools does not provide sufficient computers so that students do not know much about the use of computers and the use of the internet. Thus, the use of internet in this cafe is still relatively minimal.

Similarly, reviews on the condition of internet usage in areas that are still lacking internet access. Internet users still rely on internet cafes that provide paid internet facilities. Elsewhere, meanwhile, the internet has been very easy to use. The Internet is now directly accessible via smartphone. Thus, the behavior described in the above discussion will, of course, carry over to the smartphone holders. Not to mention the new developments that lead to extensive social media such as WhatsApp's, and others. This will lead to a different social behavior than just discussed above.

D. Conclusion

From the above discussions, the findings are as

follow:

1. Community netters are people who share the same hobbies and goals. The purpose is to gather in a community, to be the same unity, and to have the same activity by the community they live. Thus, the digital community is reciprocal with the given social community.
2. Social Behavior of netters communities influences the environment. Because netter spends more time dealing with online media or the internet, social relationships offline have become less or in other words; it reduces the relationship. They establish interaction and communication between friends in the online media but leave the interaction and communication in the real world around them.
3. The emergence of deviant behavior such as online gambling in poker, infidelity on Facebook social networking, plagiarism in schoolwork and pornography. The perpetrators mostly feel cool with this use.
4. In terms of motivation, some junior high school students use internet for entertainment only, so the features they often use are facebook, twitter, and online games. While some higher education students use online media to gain information and knowledge.
5. Social behavior of netter users differs in many ways from people's behavior in general

(the real world) especially to the characteristics of active Internet users who spend most of their time in front of online media. They tend to make virtual world as a norm in behaving and interacting.

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