

# *The Quality of Family Communication as a Factor in Psychography, a Sense of Responsibility and Good Media Consumption Patterns for Children*

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**Abstract**—The family is a blood ties uniting the image which is based, formed and maintained through communication. The relationship between mass media and family communication has high and complex interdependence. Family can be arranged, structured and defined partly by mass media, especially television. Many of the roles of families are merely about spending time together and repeat. Television is considered to influence the behavior of family members in daily behavior. The media also has an important role in developing family relationships and forming families. One of the functions of the media is to provide education, information, entertainment and persuasion. The aim of this study is to focus on how to make a good quality of communication supported by several psychographic factors and attitudes at the present time which bring many conflicts within the family. The conclusion is that adolescents are much affected by lifestyle, hobbies, values and weekend activities. Family communication is influenced by many factors including culture, communication patterns, and conflict.

**Keywords:** *Family, Gender, Youth Development*

## I. INTRODUCTION

The family is a member of a small group consisting of several people bound in a close relationship with each other from time to time universally. It can be said as a "living space", but is not always united with marital ties and kinship [1]. Communication is a process of an activity that has many separate stages which are interconnected over time [2]. Small families include children, mothers, and father as a nuclear family. In the family, there is also a relationship between parents and children and vice versa. All have important roles and are bound to each other. Among them is the duty of a father to provide a living and lead his family, the role of the mother is closely related to household affairs and take care of the children, while the child is the inheritor of nature and role between the two parents. The parents have the main role in caring for their children. Many role deviations which make children have deviant behavior are caused by parents who are less attentive to children due to the busy work. The parents prioritize careers over children so that they become less compassionate. The number of shows on the television channel can also influence the emotional development, communication, and behavior of the children. Children are

depicted by competing and grabbing attention from their parents which cause many conflicts in the family.

The conflict experienced by some families is from the conversation, disagreement, and disputes.

The researcher examines whether a sense of responsibility (the existence of commitment and the development of a relationship pattern) in a family can lead to the good quality of communication which is supported by psychographic factors of media consumption patterns for the family as well as attitudes in the present which cause many conflicts in one family to another.

## II. METHODS

The method of this study used the Systematic Literature Review (SLR) method which identifies, assesses, and interprets all the findings of the data in the previous research and answers the questions in the study. The writer used a qualitative approach which is an approach carried out by examining general issues into a broad explanation and investigating several phenomena as well as human problems that are descriptive and use specific analysis. The research for conducting a review research is using a collection of ELSEVIER international journals. The research was carried out with 5 full-text PDF journals. From 372,101 searches on SCIENDIRECT, it is found 2 journals with keywords of family communication and family communication quality in 2018, 2019 and 2048. Another 3,110 searches, it is also found 2 journals with the keywords of media consumption patterns in 2017, 2018 and 2019.

## III. RESULTS

From the study of the literature review method above, the result of the study shows:

### A. Psychographic

In Leon Schiffman's book, it shows that psychographic profile is AIO (Activities, Interests, and Opinions)[3]. It can measure the activities (working, vacation, mountain climbing or other hobbies), interests (family priorities such as home, fashion, and food), opinions (point of view on the issues of politic, education and future). In a previous study [4] explained that psychographics can also be a lifestyle, weekend activities, hobbies, and the values revealed that there was an

influence on the psychographic value of the chi-square test of 34,352 with a significant of 0,000. It shows that the influence indicates the interrelationships, especially in psychographics.

### B. Responsibility

According to the Journal of Family Communication, Sibling Position and Adolescents' Sense of Responsibility by Zuria Mahmud, Hasimah Ibrahim, Salleh Amat, and Amla Salleh, the task of core development in the youth stage is building "a sense of responsibility"[5]. This study examines the sibling relationships and family communication with a sense of responsibility of 903 adolescents in Malaysia, using Sense of Responsibility as a Malaysian Youth Inventory, and using interview methods. A sense of responsibility is found to be related to family communication but not to the position of the sibling. The result of the interview shows that children born can be responsible when they are given the responsibility. This study shows the participation of adults and young people help to instill a sense of responsibility. Many factors indicate that juvenile delinquency is caused by teenagers, including marital status, parental crime, and family income. Family characteristics are usually associated with delinquency, including maternal mental health, marital status, family violence, parental crime, family income, and parent/child communication. In this case, many children experience a lack of attention from parents.

### C. Media Consumption Pattern

In research conducted by Chee Su, it shows that there are as many as 199 characters including 155 local, 28 foreign and 8 other people (RTM and RCTI). The result is a depiction of parent-child relationships in a local drama is 57.9% while in a foreign drama is 42.9% [6]. It also applies to the relationship between husband and wife as much as 47.3% compared to 42.9% respectively. In responding to increasing family problems such as family violence, divorce, drug abuse, and moral decadence, among the younger generation as the modern state, there should be a usual campaign on health (AIDS) and the public (road safety). It shows that some media consumption patterns can have a lot of influence in family circumstances or parenting. Due to the closeness of parent and child relationships, the absorption of television media can be a guide in parenting.

### D. Family Communication Quality

The quality of family communication can be explained according to (Devito, 1997), the quality aspects of communication in general include[7]:

1. Openness is the willingness to respond openly or happily to the information received in interpersonal relationships.
2. Empathy is to feel what other people feel as expressions and feelings.
3. Supportiveness is an open-minded attitude to support effective communication.
4. Positiveness is that someone must have a positive thinking about him, encourage others to be more

active in participating, and create a communication situation conducive for effective interaction.

5. Equality is a tacit acknowledgment to respect one another.

## IV. DISCUSSION

### A. Psychographic

On the psychographic characteristics, it is mentioned that the previous studies revealed the relationship of psychographic factors to the quality of communication was based on the previous research that the elaboration of psychographic factors was in the form of lifestyle, weekend activities, hobbies, and other pleasures related to the information disclosure and communication quality in the family. The influence of these factors is expected to be useful for the formation of family parenting.

### B. Responsibility

Family roles theory states that the role of the family is very helpful in carrying out the coordination function[8]. Many of the families nowadays change the coordination function from the direct communication to the indirect communication with the help of mobile devices as a substitution for the direct communication. Similarly, in this current era, everything related to the media will be very easy to connect compared to the previous communication which is only face-to-face and direct. Habits shifted now and then become the responsibility of the parents. The role and duties of parents nowadays are as a control and facilitation for the children in parenting. This habit occurs due to the development of this modern era. Children are provided in the form of commitment and adhering to parents with different functions. The family who is open and has a high level of closeness can improve the quality of communication between one another. The theory of Nurturing Roles explains that the family has an obligation to care which include the aspects of (feeding, bathing, hugging and communication) [8]. The parents are responsible for certain duties and roles such as monitoring the children development and becoming the role models for children in order to achieve a common goal.

### C. Media Consumption Pattern

It observes that family television leads to an individual lifestyle. In the past era, the trends were influenced by changes in welfare and parenting style. Many of them have one bedroom and are able to pay more for television and computers from 30 years ago in addition to the authoritarian parent education. Nevertheless, the determination of parents to the children gradually decreases. Some of them can live separately from parents [9]. It was explained that in the past, it was very different from the current situation which many of the teenagers had consumed social media such as IG, FB, and Messenger and could greatly influence the quality of communication in the family relationships. The reality is that there is still a lot of use of public media for parenting. Mass media can make the method used by the system to penetrate the mind. Communication is a system of social functions,

among the existing systems it can be developed into daily habits.

#### D. Family Communication Quality

The quality of communication felt by parents related to the internet results in the assumption that (I feel comfortable, I feel understood, and I feel taken seriously). Consensual type is a family that not only has frequent conversations but also has a high level of compliance. This type of family enjoys chatting together but the family authority holder is the one who makes the decision[10]. In this research, the quality of communication can be determined in family members, education, communication interventions needed to share the information which leads to decision making. The instruments used for this study were semi-structured interviews by telephone and digitally recorded. Every interview is 15 minutes. It can be concluded the family has interaction and is part of the socialization of family programs. In the journal of "Parents as a resource: Communication quality affects the relationship between adolescents' internet use and loneliness".

#### V. CONCLUSION

The conclusion of this study is that with the quality of good family communication will result in several supporting factors such as psychographics, sense of responsibility, and a better media consumption patterns for children. The results of this study suggest that parent should give more care and attention and understand any development of the children.

#### VI. SUGGESTIONS

The writer expects that there will be a further research on the interaction process carried out as a pattern of the quality of the next communication. It is expected that the results of this study can contribute to further research on efforts to improve the quality of family communication

(family members) in order to reduce other juvenile delinquency in Indonesia.

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