JAVANESE VALUE ON SOCIAL MEDIA

Reza Safitri, 
rezasafitri@yahoo.com

Hasmah Zanuddin 
hasmahz@um.edu.my

Department Of Media Studies, University Of Malaya, Kuala Lumpur, Malaysia

Abstract
Social Media such as Facebook and Twitter allows users to communicate easily with each other in any parts of the world. Now, we live in a ‘global village’, where geographic boundaries have becoming ‘borderless’ and the space becoming more ‘narrow’, as predicted by McLuhan. The subject of the research is youth, as the biggest users of social media. The teenagers in this research have a certain cultural value, that is Javanese Value. In the social interaction, Javanese value emphasized on the social harmony aspect. The aspect of social harmony in this case is in relation to the teenagers attitude in the social interaction through an online such as SNS Facebook and twitter. The aim of this research is to find out the influence of Javanese culture in the online interaction. A survey of 431 students was conducted at 21 Senior High School in Malang, East Java, Indonesia. Factor Analysis was used to find out the high loading and low loading on Social Capital. The result shows that Javanese Culture influence the forming social capital among youth.

Keywords : Javanese Value, Social Capital, Social Networking Sites (SNS’s)

INTRODUCTION
Indonesia is known as the largest archipelago country with its huge population ranked as the fourth biggest in the world. 85% of Indonesian people are Muslim and there are 300 ethnic group and languages inside. It shows the diversity of Indonesian culture. Hofstede (1983) explained cultures in the world could be divided in two, individualistic and collectivist society. According to the study by Hofstede (1983), Indonesia is a country with collectivist culture together with Malaysia, Hong Kong, Thailand, Pakistan, and Singapore. Further explained by Hofstede there are some differences between individualist and collectivist society. In collectivist society, social harmony and cohesiveness were crucial. Open and direct conflict was considered as rude and improper. Maintaining relations is the main thing compared to one's private importance. On the other hand, individualistic society conflict mostly presented as open and putting self importance forward compared to maintaining social harmony.

It can be concluded that social harmony is a crucial thing for Javanese society especially and Indonesia people in general. Quoting from Magnis-Suseno (1997) expressing rudeness, such as showing anger and shouting are examples of prohibited action which shows lack of self control and low civilized. Javanese society is the biggest ethnic group in Indonesia which emphasizes highly on ‘rukun’ which means "to endeavor, at all times, to repress signs of social or personal tension and to preserve the impression of harmonized social relationships as much as possible" (Magnis-Suseno, 1997, p. 43). Children from their early ages are taught to be ’rukun’ with others and avoid conflict as much as possible. Javanese people express their disagreement or dislike indirectly and prevent themselves from hurting others feeling. It is one of Javanese culture values.