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Technological Determinism in Patterns of Communication and Social Behavior Change in Indonesian Society

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Abstract

This article discusses the penetration of communication technologies in communication and social behavior patterns of rural and urban communities. The Internet was not able to erode the sense of nationalism and replace it with global values. This study also illustrates the effective communication with family, neighbors, or friends through social media in both urban and rural. An analysis shows that the internet does not affect prosocial attitudes, in traditional, moderate, and modern societies in urban and rural communities. Furthermore, face to face communication is still reliable when communicating within the family. Communication technology helps to communicate outside the family, such as a neighbor or friend. It is also suggested social media less capable of enabling a fully functioning society.

Keywords: technological determinism, communication patterns, social behavior, Indonesian society

1. Introduction

The development of communication technology is always accompanied by social changes, including changes in patterns of communication in society (Bala, 2014). Technology and culture will continue to effect each other. Technological devices will continue to shape the culture, while cultural forces and circumstances will choose what technologies to be developed. This process eventually will continue to effect, e.g, mobile phones has made the communication through the media increasingly unlimited. People can contact other people anytime and anywhere. Communications technology, in essence, have the same developmental path that is, toward the technology to reach a wider range, carry more information and faster, and involves a lot of people (Thurlow et al., 2004).

Over the past two decades, the Internet has brought drastic changes to patterns of communication and human interaction. Collaboration occur on the Internet is not limited to the individual by individual, but the individual network with other individuals network. Era Network Society was inevitable, in which people transition to the era of Internet of Everything (IoE). The Internet of Everything (IoE) as the networked connection of people, process, data, and things. The benefit of IoE is derived from the compound impact of connecting people, process, data, and things, and the value this increased connectedness creates as "everything" comes online. The impact of the IoE is creating unprecedented opportunities for organizations, individuals, communities, and countries to realize dramatically greater value from networked connections among people, process, data, and things, even cause disruptive in various sectors. More than perhaps any technological advance since the dawn of the Internet, the Internet of Everything holds tremendous potential for helping public-sector leaders address their many challenges, including the gap separating citizen expectations and what governments are actually delivering.

Immediate IoE benefits will occur in the domain of statistical services and the availability of near-real-time data pertaining to various citizen behaviors - their location, the communication patterns, attitudes nationality, habits transact local products, citizens' consumption habits, and their future intentions.

When applied to large populations, Big Data and the associated analytics will increasingly enable predictive modeling and, as a result, improvements to public infrastructure. These capabilities will also allow better

anticipation of emerging trends, short-term fluctuations in demand driven by external factors (such as weather conditions or public events), and better management of emergency responses.

In safety and security, predictive modeling is already being used to help deploy resources for greater effectiveness in fighting crime and terrorism. These developments are already driving sector-specific IoE infrastructure programs that support governments' strategic policy objectives.

Based on data from the Cisco Visual Networking Index (2015), Indonesia experienced growth of Internet traffic in the world's second fastest. A data showing how the rapid growth in the number of Internet users in Indonesia. This condition shows that Indonesia is at the beginning of the era of the Internet of Everything. It's estimated that by 2018, the number of internet users in Indonesia reached 164 million people by the number of devices connected to the Internet reached 530.6 million devices (Cisco, 2015). According to Marius and Pinontoan (2015), internet users in Indonesia continue to increase from year to year. In 2014 the number of Internet users reached 34.9 percent (88.1 million), an increase of 6.3 percent from 2013 (71.2 million inhabitants). If Indonesia is currently at the beginning of the era of the Internet of Everything (IoE), then estimated, in the next 25 years, the IoE will make a major contribution to improving community development, democracy, and economic opportunities.

Internet users in Indonesia is dominated by a young group of 18-25 years (49%) or the so-called digital native generation is born after 1980. There are three dominant behavior when accessing the Internet, namely: using social networks (87.4%); seek info / browsing / searching (68.7%), instant messaging (59.9%). One of the media of social networking, Facebook is accessible by 63 million Indonesian people through mobile phones. That number puts Indonesia's first position in the penetration of the use of Facebook on mobile phones globally, i.e 92.4 per cent in 2015 (Liu, 2015).

Toffler (1980, p. 11) argued the information and communication technology (ICT) provides a revolutionary impact on (Preston, 2001, p. 27) social change, economic and political. The media are getting masspersonal such as social networking media (e.g. Facebook or Twitter), where there is no barrier between the communicator and the communicant or between producers and consumers of information. The dominance of computer mediated communication (CMC) has a significant impact on Indonesian society face to face communication.

Disruptive technologies of tomorrow usually lack widely accepted definitions and are often invented by individual entities not necessarily responsible for formulating and enforcing industry standards that govern the technology evolution. Innovation and advancements in the field of connected technologies started with networked computers which then progressed through the Internet era and have evolved beyond the concept of connecting physical objects as part of the Internet of Things (IoT) revolution (Jaiswal, 2015).

According to Gayatri (2012) found that children and teens Indonesia rely on online communication for communicating with friends (89.3%) and family (56.3%). The growth in internet penetration can transform the culture of society, both at the level of individuals, families, and society as a whole. Changing patterns of social interaction have helped change the strategy of fulfilling social needs of each individual (Sacco & Ismail, 2014); and group formation and social cohesion at the community level.

Based on the description above, this study explores patterns of communication and behavior both in urban and rural communities as a result the presence of CMC. The dimensions are analyzed include: the pattern of family communication (conversation level and confirmatory) as well as the public perception of the influence of ICT on: a) face to face communication; b) mediated communication technology; c) the identity or nationality of ideology; and d) prosocial behavior. Thus, the research questions are: (1). How communication patterns rural and urban society in the digital age? (2). How social behavior patterns rural and urban society in the digital age?

2. Literature Review

2.1 The Industrial Revolution to the Digital Revolution

Drucker (1999) argues that the internet is the subject of a major distribution channel for goods, services, and surprisingly also managerial jobs and professional. A fundamental change of the information revolution is a change in the concept of space and time, where people can each connect with each other across borders and time. Character is characterized by the growth of economic value to the rise of information and communication networks were formed digitally. Castells (2010) argues that society is transformed into a network society where the exchange of cultural, social, political increasing cross border.

2.2 Masspersonal Communication

Internet use widely results in the transformation of electronic technology into the digital age. The development

of information and communication technologies as such followed by a change in lifestyle community, not least in Indonesia. The presence of social media platforms and instant messaging-based (e.g. Facebook, Instagram, Twitter, WhatsApp), enabling communication between people can take place in real time with extended coverage. The era of the Internet of Things (IoT), a dichotomy of mass communication and interpersonal communication is fuze. It is important things to know that the "Internet of Things" (IoT) refers simply to the networked connection of physical objects (doesn't include the "people" and "process" components of IoE). IoT is a single technology transition, while IoE comprises many technology transitions (including IoT). Moreover, the mobile devices continue to replace PCs and secretaries, the devices mesh, smarter apps and innovation in IoT and new more powerful wearable devices means sensors in the IoT device mesh become more accessible.

Spencer (2016) said that the years 2017-2020 is a period of integration, resulting in a greater mobile ubiquity of experience that's personalized, customizable and reacts to the individual. The emergence of a winning personal assistant is a key component of this process that can and will increasingly filter the notifications, emails, communications, our calendar, our search and access to the information and our professional and social lives.

O'Sullivan (2005) proposed the concept of masspersonal communication to respond to the phenomenon of interpersonal communication mediated internet, which incidentally is the media that can be accessed publicly. Masspersonal communication can be conceptualized by either the use of mass communication channels being used for interpersonal messages, interpersonal channels being used for mass communication, or both contexts being simultaneously used.

The previous landmark works involve both mass communication and interpersonal processes to render a comprehensive understanding of particular phenomena. The manner in which most people form and change opinions of politics, style, and other cultural issues is well-known to involve mass media messages and interpersonal discussions(Katz, 1957). Similarly, the integration of mass and interpersonal processes is necessary in order to understand the diffusion of innovations, a communication process that incorporates both mass and interpersonal communication in its very conceptualization (Reardon & Rogers, 1988).

In the past, mass media research evolved primarily to examine how mediated messages affect large audiences. The general arguments for a merger of mass and interpersonal research approaches, advocates have argued that new communication technologies have the potential to merge the very processes conventionally considered as pertaining to mass communication or interpersonal communication and that the merger of processes demands the merger of approaches in order to understand such phenomena.

Cathcart and Gumpert (1994) initial exploration into the mass/personal merger led them to speculate about a "new typology" they termed "mediated interpersonal communication," which they defined as "any person-to-person interaction where a medium has been interposed to transcend the limitations of time and space".

Likewise, O'Sullivan (2005), divides a type of communication-based on media channel is not relevant. The presence of the masspersonal communication makes communications that are interactional increasingly significant. The underlying assumption is that distinction between mass and personal communication is no longer clear since the same technologies can be and are used for both purposes. Luders (2008) prefers the term 'media forms' which refers to specific applications of the technology of the internet, such as online news, social networking, etc. Meanwhile, the actors involved to build mutual significance and influence one another (West & Turner, 2013).

Foulger (2004) said that communication model is transaction negates the label senders and receivers, but a participant or communicator is the producer and receiver of the message. Internet is very possible interactions that occur despite the communication processes that occur are asynchronous. Internet-mediated communication does not necessarily negate face to face communication. Rather, CMC transform social interactions, identity, relationships, and communities (Thurlow et al., 2004, p. 2). Internet facilitates the intermediation of social communication, digitize and transmit messages (Paunsdorf, 2015).

2.3 Family Communication Patterns

The family is a fundamental social group in society, who share goals and values, have long-term commitments to one another and reside usually in the same dwelling. The family is also the primary environment for children to learn the norms, values, social system, and culture. The quality of relationships within the family of imaging individual quality, the quality of family function to image how the functions of society as a whole. The scholars argue that a grand theory of family communication is Family Communication Pattern Theory (FCPT), where to describe a pattern or practice of communication in the family, illustrates the process of giving meaning

psychosocial as well as the process of forming social realities between family members (Koerner & Schrodt, 2014). Almost 50 years ago, McLeod and Chaffee (1972) were developed the theory of family communication, in which the initial interest research the family interpret the messages of mass communication.

FCPT later revised by Fitzpatrick and Ritchie (1994), became the Revised Family Communication Pattern Theory (RFCPT) by introducing the concept of Conversation Orientation (Orientation Discussion) and Conformity Orientation (Orientation Conformity). Orientation Discussion enhance the concept of "concept orientation" FCPT, which is a basic concept in psychology that refers to a situation in which two or more individuals focused on a specific object and to build confidence and behavior of the object (Koerner & Schrodt, 2014). Discussions orientation is a pattern in which family members can be involved in the interaction or the broad topic of conversation. In this dimension, the family members are free and open to interact without time limits or the topics discussed. They freely share opinions, ideas, thoughts, feelings for each other. All decisions are joint decisions, not the result of the dominance of one party only.

The type of communication patterns, both parents and children open to each other and influence each other in decision making in family discussions (Fitzpatrick & Kroener, 2002). Meanwhile, Orientation Conformity enhance the concept of "socio-orientation" FCPT which refers to the condition of the family members have understanding and agreement on the opinion of one member of the family, without any discussion beforehand (Koerner & Schrodt, 2014). Families with types of communication such as this aim to find common ground, attitudes, and beliefs. This pattern of families with a focus on harmony, lack of conflict, as well as the interdependence between family members. This communication describes the adherence of children to parents. Generally, kids follow what is believed by their parents.

An attractive statement by Galvin and Wilkinson (2000) rather than dwell extensively on topics reflected in a strong promise of further development, this exploration focuses on emerging areas in need of increased attention from communication-oriented scholars. The communication-related concerns faced by 21st-century family members reflects (a) informed speculation about the future, (b) predictions of family life in the future, and (c) current cutting-edge explorations of family interactions.

Kroener and Fitzpatrick (2002) classifies four types of family based on the orientation. **Consensual**. Characteristics of family communication, on the one hand, seek mutual agreement and maintains the hierarchy of family members, while on the other hand there is an interest to have a dialogue between family members and explore new ideas, the character of this communication is known as deliberation. **Pluralistic**. Family type in which the orientation of the discussion is high but low conformity orientation. Communication happens in this type of family is very open. Parents tend not to control children. The focus of family communication is an independent opinion and communication skills of children. **Protective**. Family type in which the orientation of the discussion was low and the high conformity orientation. This type of family adherence and uphold family values. Parents tend to type family as a decision maker, not children. Children are not given the freedom to express his opinion to the parents. **Laissez-faire**. Family type in which the orientation of the discussion and the orientation of the low conformity. This type of family member infrequently dialogue. Parents tend to believe that family members can take decisions independently. Kids are not promised to be independent and open in conveying ideas, even less likely to foster harmonious relations in the form of interaction with parents (Anna, 2012).

The pattern of family communication was developed based on the theory of interpersonal relationships schemes initiated by Badlwin (1992) and Fletcher (1993), as well as cognitive schemes (Kroener & Fitzpatrick, 2002). The underlying assumption is that humans are social beings who have social cognitive. Schemes this relationship has a strong influence on the process of encoding and decoding information, the evaluation process, and inference, memory storage process will be social events, information seeking behavior, and ultimately their interpersonal behavior.

The study adopts the revised instrument family communication pattern theory (Kroener & Fitzpatrick, 2002). With this, the study reveals the types of families, the tendency of communication behavior, and character of the people in the era of communication technology. A similar study conducted by van Rompaey et al. (2002), to see the trend of family communication patterns of society, both traditional, moderate, and modern. Is the integration of communications technologies have an impact on patterns of communication within the family? Are parents who adopt the technology has a pattern of consensual communication with their children? Meanwhile, parents who do not adopt the technology, whether it has a pattern of communication that is both protective of their children?

In scholars circles, many studies show that the development of ICT impact on the family. There are two types of

processes in the adoption or the domestication of technology in the family, namely: 1) the process of changing the meaning of the influence of ICT, and 2) a cultural change as well as patterns of interaction within the family (Mesch, 2006). The new technology does not replace old technology, but the perception or the meanings of old media-shifted (Neustaedter et al., 2013). Meanwhile, the technology is also changing patterns of family communication, which previously relied on face to face communication or telephone, then rely on mediated communication internet for much more effective and cost less, especially for families separated geographically (Carvalho et al., 2015).

Several academics reveal the challenges faced by families when adopting communication technology. Technology has merged the boundaries between public space with the privacy of the family room. The Internet brings challenges for family time. Kids increasingly isolated because of access to the Internet more than communicate directly with parents or other family members. Another challenge is the parents feel a loss of control over the information accessed or distributed by children through the internet in which the use of the Internet itself increasingly mobile internet data plans and devices more affordable. Based on studies conducted by Mesch (2006), the main source of conflict within the family as a result of the Internet is likely related to 1) the perception that teenagers over a computer expert than his parents; 2) regulations of parents about internet usage time; 3) parent concerns on the negative consequences of internet on a child; and 4) the ability of computers to parents.

This study to find the comparison of the pattern of face to face communication and technology-mediated communication patterns (duration and frequency) - especially with family members - the tendency of the family based on the type of instrument Kroener and Fitzpatrick (2002). Besides, that describe the practical behavior or communication, the tendency of giving meaning to the process of psychosocial and the process of forming social realities between family members.

2.4 Technology, Identity and Behavior

Information and communication network infrastructure is much more influential on social and personal life, known as the information superhighway (van Dijk, 2006, p. 2). The interaction between media and social environment is key in obtaining a complete understanding of the role of media in the lives and the effects of media on the way we think, act, and communicate.

Lister et al. (2009) describes the socio-cultural changes that emerged with the Internet is the intensification of the globalization process. Erosion of the nation-state, the loss of the state border in connection with any trade, business, customs and cultures, identities and beliefs. Thus, the presence of an online seen as part of the landscape of cultural change, technological, social and much wider. In summary the internet as part of a new technoculture.

The impact of Internet use has been studied by Orlean and Laney (2000). His research is placed within the context of the use of internet and social impact of the internet in real life or off-line. He introduced two different viewpoints on the relationship between Internet usage with social interact, namely: zero-sum and nonzero-sum. Zero-sum viewpoint assumes that Internet use reduces the chance of the public to maintain interpersonal relationships in particular and social interaction in general. Conversely, the viewpoint of a nonzero-sum assumes that the use of the Internet expands and increases the chance of social interaction. From this standpoint, the activity in the virtual space does not conflict with the activity in the real world (real space) but rather complement and strengthen social relations (social capital). Social networking contributing to the creation of cooperation, attitude formation voluntariness, and share information. This is the basic nature of the characteristics of social capital (Orlean & Laney, 2000). For instance, formation voluntariness and facilitated by the internet is a political event indicates that the media has the power to create a voluntary action that leads to social integration, group cohesiveness and culminates in the revolution.

3. Methodology

This study aims to explore patterns of communication and social behavior urban and rural society in the era of Information and Communication Technology. The research was conducted through survey method in order to obtain a description of the use of communication devices; a pattern of face to face communication and mediated communication technologies; and perceptions of national identity and social behavior in the digital era.

3.1 Population and Sampling Methods

A fundamental of representativeness and randomness at the national level must be met. Furthermore, in order to estimate the error as small as possible and the necessary analysis can still be done in accordance with the purpose of the research, the sample size should be sufficient. The term simply refers to the number of samples, while the

term refers to the ability of a representative sample represents the diversity that exist in the population. Estimates are made at the national level, so that not all provinces should be selected. It is necessary stratum of the province, to obtain a relatively homogeneous group of provinces in each stratum. Variables used for strata province is a variable that is closely related to access to and use of the internet and mobile phones, which include the household access to the Internet and Internet use by members of the household. The number of samples can be calculated using the following formula:

$$n_{opt} = \frac{Z^2\, p(1-p)}{Z^2 \frac{p(1-p)}{N} + MR^2}$$

Where:

Z = standard normal random variable value at an error rate of 5% (Z = 1.96),

MR = margin of error relative estimation, and

N = the total household population (255461700).

By using a formula determining the optimum number of samples, 95% confidence level and a margin of error of about 2% estimation obtained the minimum number of samples as 2500. Taking into account the possibility of non-response, the target was set at 2560 respondents.

Each stratum randomly selected sample of provinces taking into account the weight of the population of each stratum. To ensure the representativeness of the sample at the provincial level, then the next election districts / municipalities in the province by using strata municipality, have each of the four villages to consider the representation. In each village have 16 household use systematic random sampling technique. Each households selected one respondent who qualify by a random table Kish grid.

4. Results

4.1 Respondents Sociodemographic

Total respondents 2,552 respondents (8 questionnaires error) with the composition of the 1242 male (48.7%) and female as much as 1310 (51.3%). The age of respondents is dominated by the age of 36-45 years as many as 662 respondents (26%) compared with other age ranges. Meanwhile, the lowest age range is 56-65 years old that as many as 278 people (11%). Educational background is dominated by a high school graduate / equivalent, as many as 1,170 (45.8%). As many as 60 percent of respondents living in rural areas, while the rest live in urban areas. The composition of the respondents position in a social system dominated by ordinary villagers amounted to 89.2%; formal community leaders of 8.2%; nonformal community leaders of 2.5%.

There are three types of people, namely: traditional society, moderate and modern based on ownership of mobile devices (mobile phones) as well as communications media technologies account (e.g. WhatsApp, social media, email). Traditional communities are those who do not own a mobile phone, not having access to the internet, and do not have an account technological communication media. Meanwhile, moderate society are those who have a cell phone but is limited to voice and text services only. Modern society is that they are included in the category of owners of mobile phones and internet-connected active users of media communication technologies such as social media, instant messaging, email. Respondents in the research community is dominated by the moderate group (54%) and modern (36%), means that the people in this group is a transition from the traditional groups towards the information society.

4.2 Face to Face Communication Patterns

Communication patterns viewed from two sides of the face to face communication patterns and the patterns of communication mediated by technology. Measurement of these communication patterns based on the frequency, duration and the topics discussed in social environments such as: nuclear family; neighbors; friends at work or school; community leaders, formal and non-formal; members of a social group or organization; as well as an unknown person. The duration and frequency of the fundamental empirical variables to measure communication patterns. Taylor and Atman (1975, 1987), using the dimension of time, the amount of information exchanged, as well as the depth of information that is exchanged for measuring social penetration.

Duration and frequency is classified into four types of face to face communication, such as the relationship orientated, frequency and duration of high-to-face communication; issue-contextual orientation, face to face low frequencies, but the duration of the high-to-face communication; leisure orientation, high-frequency face to face, but the duration of the low communication; and withdrawal orientation, individuals face to face frequency and

duration of face-to-face communication is low. It was found that the pattern of face to face communication that occurs in the immediate family is dominated by the orientation of the relationship and orientation leisure (92%). Although the interpersonal communication among family member who happens quite high, but the tangle of interpersonal communication is low. The pattern of interpersonal communication among neighbors, friends at work or at school have a similar pattern, which is dominated by leisure orientation. This means that the duration of interpersonal communication a similar is quite low, although the high-frequency met.

The pattern of face to face communication with community leaders both formal and informal; members of the group / organization; as well as an unknown person showed a similar pattern, which is dominated by the orientation of withdrawal. It can be said that interpersonal communication with community leaders rarely done, when it's done, just say hello (orientation leisure second ranks after orientation withdrawal).

In terms of the penetration of communication technology, it was found that community groups have traditionally dominated the leisure orientation. The pattern of moderate face to face communication society and modern society more dominant relationship oriented. Interestingly community groups with penetration mediated communication technology is quite high, it did face to face communication for the purposes of maintaining interpersonal relationships with family members. Penetration of communication technologies to neighbors, it was found that the group of traditional, moderate and modern face to face communication patterns predominant leisure-oriented. Compared between urban and rural societies, there were no significant differences related to the intensity of the face to face communication both within the family or the neighbors, which is dominated by the orientation of the relationship and orientation of withdrawal. The urban community more dominant maintaining a relationship either with family or with neighbors. Meanwhile, villagers are more dominant withdrawal orientation.

4.3 Communication Patterns Mediated Communication Technology

A total of 1189 (47%) respondents uses communication technology to facilitate interpersonal communication. Similarly, the face to face communication patterns, duration and frequency become the primary measurement tool. Horrigan (2015) found the frequency and duration of the most fundamental empirical variables in internet usage. There are at least four categories of communication patterns mediated by communication technology, including relationship (networking orientation), the frequency and duration of a high-mediated communication, and social media users active; killing time (amusement orientation), frequency of access to communication technology is high, but the duration of the communication is low. People in this group tend to only read the timeline or conversations with groups online; stalking (information-seeking orientation), low-frequency communication technology access, but the duration of communication high; and withdrawal orientation, their frequency, and duration of the low-mediated communication.

The study reported that high-frequency penetration of communication technology to communicate with the family. However, the duration of the communication within the family is low (killing time orientation-50%). It should be noted that some of the family members take advantage of communications technology to build networks (networking orientation-28%). It can be assumed that the communication technology mediates communication between the family when their activities outside. Application of communication technology that is used to communicate with family dominated by social media. Patterns of media communications technology usage also seen in mediated communication technology with the neighbors.

Comparing the use of communication technology among family members in urban and rural, the orientation of communication patterns are dominated by killing time (53% urban and 48% rural). Urban and rural communities do not rely too much on communication technology to communicate with family members. They recognize that communication technologies help to build a network with other people, both urban and rural. The use of communication technology to communicate with neighbors, finding balanced enough to use communications technology to build networks (35%); rarely use communications technology (34%); the use of communications technology is low (30%). Technology users in both urban and rural use the media to build networks.

4.4 Family Communication Patterns

Besides the duration and frequency of face to face communication patterns and patterns of communication mediated communication technology, this study also considers face to face communication patterns within the family (parents and children). There are at least two purposes: 1) to get an idea of face to face communication patterns in the context of parents and children more deeply; 2) to obtain the dominant family type in Indonesia both in group technology penetration is low, medium and high. Thus, we can see empirically patterns of communication adopted Indonesian society and the impact of communication technology on family communication.

Parents have a very big role in the development of socialization of children in the future. Families who have a good quality of social relationships (built upon trust and mutual relationship) is very good for children's development (Ozmete, 2011). Not only that, the child needs affection (attachment) are both likely to have high self-esteem, seeking social support, and building intimate social relationships based on trust. The need for affection and good quality social relationships can be built up through face to face communication is healthy.

The massive development of communication technology can affect the communication patterns of parents and children. Wilcox and Stephen (2013) found that the use of social networking media (e.g Facebook) can increase the self-esteem of individuals, especially for close friends who are in the social networking media. High self-esteem has positive associations towards social communication proficiency. Mann (2016) conducted a survey related to self-esteem, family communication patterns and the use of social media. This study focuses on the impact of the use of communications technology in the pattern of family communication. Respondents consisted of 73% the elderly and 27% the children (N = 2552). The child respondents had a penetration rate of communication technology are much greater than with parents who dominate the moderate community groups.

Based on the theory of family communication patterns (FCPT) (Kroener & Fitzpatrick, 2002), there are at least four types of families in view of the nature of the communication of parents and children, namely: **Consensual**, the type of family in which both the orientation of discussions and high conformity. Characteristics of family communication, on the one hand, seek mutual agreement and maintains the hierarchy of family members, while on the other hand there is an interest to have a dialogue between family members; **Pluralistic**, family type in which the orientation of the discussion is high but low conformity orientation. Communication happens in this type of family is very open. Parents tend not to control children; **Protective**, family type in which the orientation of the discussion were low and the high conformity orientation. This type of family adherence and uphold family values. Parents tend to type family as a decision maker, not children; and **Laissez-faire**, family type in which the orientation of the discussion and the orientation of the low conformity. This type of family member sparse dialogue. Parents tend to believe that family members can take decisions independently.

Type consensual family is the dominant family type for the respondents. This means that the vast majority (63%) of respondents have a dialogical communication in both directions between parents and children, but the parents are still in control as decision-makers in the family. When viewed from the composition of the status of parents and children in four types of families (Kroener & Fitzpatrick, 2002), it was found that the child - although not significantly - tend to be more like the kind of family communication consensual means of dialogue between parents and children is established in both directions, although the decision remains in the hands of parents.

The status of parent respondents preferred the type of communication that are protective means parents control children the absence of dialogue between parents and children. In urban and rural communities, there was no significant difference in the types of family communication. Both urban and rural communities, the type of family communication is dominated by the type of consensual and protective. However, people tend to be more protective of the urban is found in comparison with the rural. Instead, rural tend to be more consensual than the urban community.

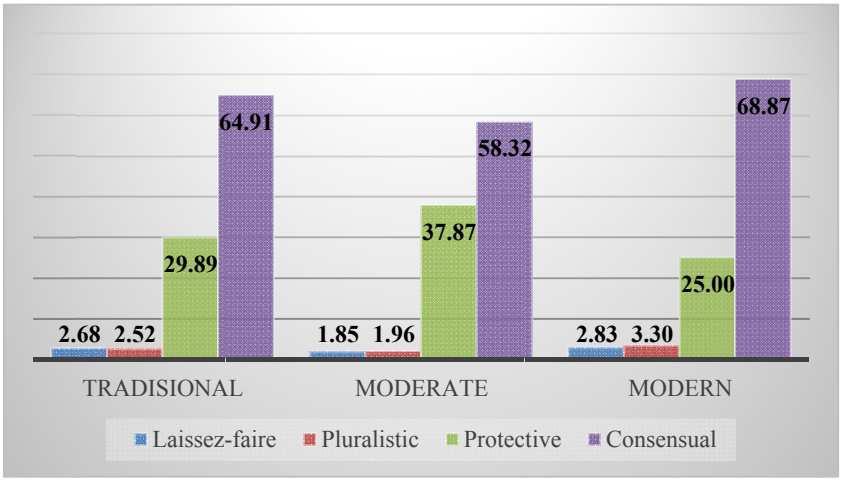

Figure 1. Type of family communication based technology penetration

When viewed from the side of technology penetration, good family communication types of traditional society, moderate and modern communication dominated by the type of consensual and protective (Figure 1).

Nevertheless, there is a tendency where people moderate (the transition to a modern society) tend to be more protective than the traditional and modern societies. Meanwhile, modern society communication technology penetration is high, tend to be more consensual than traditional community and moderate. This means that the high penetration of communications technology in the family, not necessarily the intensity menggurangi face to face communication and the relationship between parents and children. Interestingly, parents who have the potential and open to communication technology (moderate community) it is relatively less discussed or face to face communication with children.

The intensity and duration of face-to-face communication with family, people who have face to face communication duration high but low-frequency face-to-face (issue contextual orientation) with family members, it is more consensual than the other orientation. Meanwhile, people-oriented relationship (duration and frequency of face to face communication with high family) tend to have the type of family communication protective than other orientations. The type of family communication for all orientations to-face communication with family dominated by the type of consensual communication (Figure 2).

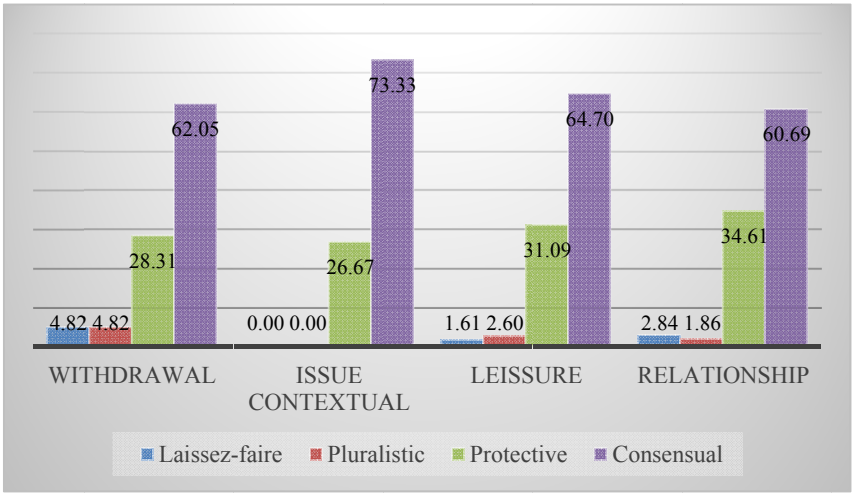

Figure 2. Type of family communication based technology penetration

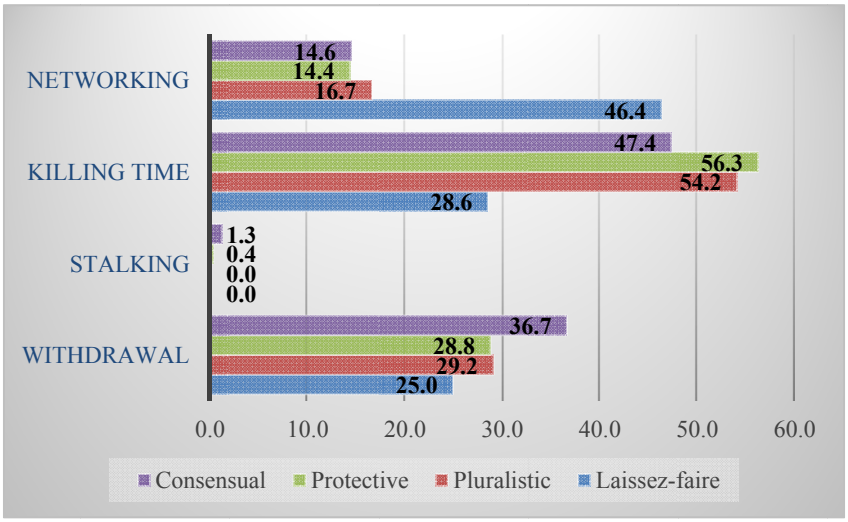

Figure 3. Type of family communication based on the intensity and duration of the communication mediated communication technologies with family

To see how communications technology affects the face to face communication in the family, we can see the tendency of the level of discussion and conformity (Kroener & Fitzpatrick, 2002a). Respondents were classified as networking communication patterns tend to have a laissez-faire attitude that is so dominant, while in the communication patterns Killing Time tends to become Protective and pluralistic. Meanwhile, respondents that type of communication mediated withdrawal, the type of family communication tends to consensual (Figure 3). It can be concluded that communication technologies have a significant impact on face-to-face communication

in the family. The higher use of communications technology, the lower the discussions and conformity parents and children. The lower the duration of use of communication technology to communicate with the family, then the family communication types tend to be protective. It can be assumed that there is a role in which parents control children in the use of communications technology in the family.

4.5 Social Behavior Patterns

The pattern of social behavior was measured by national identity and pro-social behavior. National identity consists of nationalism-collectivism (co. Proud as Indonesian, gotong royong, and the unity and integrity), as well as the perception of individualism (co. Altruistic self). The study found that people who have a high penetration communication technology (modern society/information) would have a high nationalism-collectivism high. While people with low penetration of communication technologies (traditional communities) have an attitude of nationalism-collectivism category enough. It can be presumed that the instrument used to measure national identity a different meaning to the national identity of traditional community group. Modern society groups assess that the technology has the potential to make a person more concerned with self-interest than others. Traditional communities appraise that the technology enough to make a person more concerned with his own ego. Interestingly, people who are in transition from traditional to modern society, thus assume that the technology did not make people more concerned with their own interests.

Dimensions prosocial behavior for modern society, moderate, and is quite traditional both offline and online. This means that the majority of residents are encouraged to help others because of sympathy, not requested in advance. Predisposing prosocial behavior towards the use of communications technology category fair. This means that prosocial behavior is not influenced by the medium used, either offline or online. Prosocial behavior is an appreciation of values and norms in the community.

5. Conclusion

This article is focused to investigate patterns of communication. It was found that the intensity of face to face communication is still dominant in the family compared to other social environments, such as neighbors, friends at work or at school. All of which have a duration of face to face communication is quite low. While the frequency and duration of face to face communication with community leaders a formal, non-formal and followed quite low.

Community groups traditional (lower penetration of communication technology) has a duration of face to face communication which is quite low in the neighborhood of family members at home. Meanwhile, moderate society and modern society (communication technology penetration is quite high) tend to be oriented in the building or in a relationship when communicating face to face with the family. This means that the frequency and duration of face to face communication is high. For comparison, both traditional societies, moderate, modern and have a face to face communication patterns oriented at leisure when talking with neighbors around the house. When compared to face to face communication patterns between urban and rural communities, urban communities more dominant finding or maintaining a relationship (relationship) either with family or neighbors. Instead, villagers are more predominant orientation of withdrawal means that the frequency and duration of face to face communication either with the family or neighbors carried quite low. The majority of people in the urban and rural utilize devices to facilitate interpersonal communication. It can be seen from the frequency of the use of communications technology is quite high, despite the short duration of the conversation. Other uses are to build a communication network with its neighbors.

According to the type of family communication patterns by Kroener and Fitzpatrick (2002), dominated consensual, ie dialogical communication between parents and children well established, but parents remain in control as decision makers in the family. It was also found the type of the urban family communication is protective than the rural community was consensual. In terms of the penetration of the technology, there is a tendency where people moderate (the transition to a modern society) tend to be more protective than the traditional and modern societies. Meanwhile, modern society (high penetration of communication technology) tend to be more consensual than traditional community and moderate. The high penetration of communications technology in the family, not necessarily the intensity reduce face to face communication and the relationship between parents and children. Interestingly, parents who have the potential and open to communication technology (moderate community) it is relatively less discussed with children. In terms of the intensity and duration of face-to-face communication with family, the protective family type is more dominant in the frequency and duration (relationship orientation), and the type of family communication consensual usually issue contextual orientation.

The development of communications technology so rapidly does not affect the level of nationalism-collectivism.

The survey found that people who have a high penetration communication technology actually have an attitude of collectivism high-nationalism as well, although there is a trend increasingly individualistic. While traditional communities and moderate assume that the technology did not make people more individualistic. Traditional communities, moderate, and modern shows considerable predisposition prosocial behavior. This means that the prosocial attitudes are not influenced by offline or online medium.

The findings of this study is that face to face communication is still reliable when communicating in the family. There is a tendency that interpersonal communication replaces the communications technology to the social environment outside the family (e.g neighbors). However, the penetration of communication technology does not necessarily change the type of family communication. This study recommends that public communications strategy parent segment. In urban areas, the direction of public communications strategy aimed to encourage parents to build a dialogical communication in finding solutions to problems in families with family members, including children. In the rural area, the direction of public communications strategy to strengthen the role of parents in guiding children. The role of parents is very significant in growing socialization of children with the environment.

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