The Impact Of Smartphone Technology On Behavior Of Parents For Aged 40-50 Years
(Case Study: Rawang Baru Village, Rawang Panca Arga-Asahan District)

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ABSTRACT

Good parents’ behavior indicates the existence of a personality life from a daily mindset that always leads to positive things, positive behavior from parents can have a very big impact on the survival of family life and social life. In modern times there are many deviations in behavior carried out by people. This time allegedly caused by advances in communication technology, one of which is smartphone technology. It is less able to use the applications contained in Smartphone today such as fb, browsing, listening to music, video players, games, allegedly very influential on the behavior of parents today. That is why the writer feels important to conduct research with the title “The Effect of Smartphone Technology on the Behavior of Parents aged 40-50 years. Study qualitative methods uses, using a qualitative approach, to explore and describe how much influence smartphone technology on parental behavior. Which is 40-50 years old. The results of this study indicate that smartphone technology can have a significant impact on the behavior of people in Tuminting District, both behaviors that lead to positive things and behaviors that lead to negative things.

INTRODUCTION

The current development of technology has experienced extraordinary developments, one of which is marked with the increasing number of functions on mobile communication devices, such as mobile phones. This communication tool has been widely used in various regions in Indonesia both in urban areas and in rural areas, one of which is in Rawang Baru Village, Rawang Panca Arga District which is the object of research.

In this case the main concern of researchers is the impact of smartphone technology on the behavior of parents, especially parents who live in Rawang Baru Village. Researchers focus research on parents because they look at the use of smartphones have provided a variety of applications that can have a significant impact on parents who use it, both positive and negative impacts. (Karyatin, 2019)

This is what underlies researchers to find out the impact of the smartphone communication technology on the behavior of parents at the age of 40-50 who live in Rawang Baru Village, and try to provide a way out to overcome the problems caused by the smartphone (Sunandar et al. 2017)

Based on this background, the problem can be formulated: "What is the impact of smartphone technology on the behavior of parents of Rawang Baru Village"

RESEARCH PURPOSES

1. Finding information whether parents who use smartphones have differences in behavior with parents who do not use smartphones.
2. Knowing how the relationship between parents and children and the community when using a smartphone.
3. Provide clear and systematic information to the public how to use or use smartphone technology well.
LITERATURE REVIEW AND THEORY BASIS

1. Definition of Communication
   Communication is a process that allows someone to convey their stimulation (usually by using verbal symbols) to change the behavior of others (Jumarlis, 2016).

   According to journalists, communication is an individual process of sending stimuli or stimulus that is usually in verbal form to change the behavior of others. In this definition they consider communication as a process. (Jumarlis, 2016)

2. Definition of Mobile
   Understanding Mobile is an electronic communication device that has the same basic capabilities as conventional telephone channels, but is portable or mobile (can be below everywhere) so it does not need to be connected to the cable telephone network. (Simbolon, 2010)

3. Definition of Smartphone
   According to (Sunandar et al., 2017), smartphones are enabled internet phones that usually provide personal digital assistant (PDA) functions, such as calendar functions, agenda books, address books, calculators and addresses.

   According to (Jumarlis, 2016), a smartphone representative can be distinguished from an ordinary mobile phone with two fundamental ways, namely, how they are made and what they can do.

   Based on the two meanings above, we can conclude that a smartphone is a very sophisticated cell phone and almost resembles a mini computer in which there are features that can facilitate its users.

4. Definition of Behavior
   According to (Rachmawati et al., 2021), behavior is a form of evaluation or a reaction of feelings. Means a person's attitude towards an object is a feeling of supporting or impartial or feeling unfavorable or impartial for the object.

   According to (Adha, 1981), behavior is the views or feelings accompanied by a disturbance to act according to the object above from the explanation above can be concluded that behavior is the process of individual interaction with its environment as a biological manifestation that he is a living creature.

5. Research Satisfaction Theory
   This uses & gratification theory has an understanding that this theory is not interested in what the media is doing in the community (what media do to people) but is more interested in what people do in the media (what people do to media). The theory that was coined by Blumler, That media users have an active role in choosing the media and using the media as a tool to satisfy their needs. Media users are an active part of the communication process that is ongoing and is oriented towards its objectives in the media they use (Jalaludin, 2012)

RESEARCH METHODOLOGY

The research method used for this research is a qualitative approach. While this type of research uses a qualitative description type, where researchers describe or construct in-depth interviews on the research subjects. Here the researcher acts as the facilitator and reality is consumed by the research subject. Furthermore, the researcher acts as an activist who gives a critical meaning to the reality constructed by the research subject.

1. Places, Subjects, And Research Time
   The place of research is located in Rawang Baru Village. Rawang Panca Arga District because in this area can be categorized as a place that has a very high development of technology including
the development of the use of communication technology. The subjects of this study are parents who (aged between 40-50 years), and who use smartphone communication technology.

2. Types Of Research
The type or type of research used in this study is to make a systematic, factual, accurate description of the Faculty and Properties of Certain Population or Obagek. Previous research has obtained conceptual concepts and frameworks, through (theoretical basis) Research conducts operationalization of concepts that will produce variables and their indicators (Kadir, 2017). This research is to describe the reality that is happening without explaining the relationship between variables.

3. Data Collection Technique
a. Observation, namely by making direct observations at the study site. This technique is used to obtain data on the use of smartphone technology by parents and their influence on their behavior. This observation was also made to obtain initial data as a foundation for compiling questions that will be used in the next method.
b. The next technique used in this research is an in -depth interview technique, namely data collection techniques by interviewing research subjects to obtain in -depth qualitative data. In this technique the study will also carry out an analysis process (coding) both after the conversation and after the conversation.

4. Data Analysis Technique
Data analysis in a qualitative approach starts from collecting data from various sources, both primary and secondary data. Those are obtained through observations, in-depth interviews, and from supporting documents. In this process the most focused activity of the researcher is an interview technique because accurate and authentic data is expected to be obtained through an in-depth interview process with speakers (Fitroh et al., 2020).

RESULT AND DISCUSSIONS

Respondents in this study were parents aged 40-50 years and using smartphone technology, respondents in this study were taken from various professional backgrounds or parents' work.
The work background and education of respondents are explained as follows:

<table>
<thead>
<tr>
<th>No.</th>
<th>Work</th>
<th>Age</th>
<th>Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Flaming Trader</td>
<td>41 years</td>
<td>Junior High School</td>
</tr>
<tr>
<td>2.</td>
<td>Government employees</td>
<td>43 years</td>
<td>Senior High School</td>
</tr>
<tr>
<td>3.</td>
<td>BUMN Employees</td>
<td>47 years</td>
<td>Bachelor</td>
</tr>
<tr>
<td>4.</td>
<td>Doctor</td>
<td>45 years</td>
<td>Bachelor</td>
</tr>
<tr>
<td>5.</td>
<td>Police</td>
<td>48 years</td>
<td>Bachelor</td>
</tr>
<tr>
<td>6.</td>
<td></td>
<td>50 years</td>
<td>Senior High School</td>
</tr>
</tbody>
</table>

The results of the interviews conducted in this study, represented by 6 respondents, who used smartphone technology. Namely as follows:

1. **Question:** What do you know about smartphone technology?
   a. **Respondents 1**
      The states that smartphone technology is a sophisticated tool that can make it easier for people to get broad and fast information.
   b. **Respondents 2**
      States that smartphones are sophisticated communication tools, created to facilitate the community in communicating with others.
c. **Respondents 3**
States that smartphone technology is a communication tool that can make it easier for people to communicate with others, even though it is in a long distance.

d. **Respondents 4**
States that smartphone technology is a communication tool that has more sophisticated capabilities compared to ordinary mobile phones (non smartcone), because smartphones have the ability to play music, play videos, browse the internet, photograph, etc.

e. **Respondents 5**
States that smartphone technology is a tool created by severe scientists that almost resemble a computer, and have the ability to be almost equal to computers.

f. **Respondents 6**
States that smartphones are cellular phones that have been developed from what used to be a tool that can be used for calling and sms, but now has many uses, including the internet, playing games, listening to music, etc.

2. **Question**, what are the advantages and disadvantages of you feeling when using a smartphone?

a. **Respondents 1**
**Advantages:** Using a smartphone can help me to communicate with people in distant areas, can speed up information, and can help provide information about agriculture.
**Losses:** The loss that I feel from the use of a smartphone is to interfere with time working because it is tempted by the use of BBM, and Facebook, WhatsApp, disrupting rest hours, reducing work concentration.

b. **Respondents 2**
**Advantages:** The advantage of using a smartphone is that it can make it easier to market agricultural products, many friends, can speed up buying and selling transactions.
**Losses:** Reducing concentration at work, becomes fast emotional, reducing resting hours because it is affected to open applications on the smartphone. Also often interferes with concentration in worship.

c. **Respondents 3**
**Advantages:** The advantage that is felt when using a smartphone is that it can provide convenience to obtain information at work, can help access sites related to work as civil servants, facilitate communication, becoming a means of removal of boredom at work.
**Losses:** Interrupting the smooth running of work in the event of a network disorder, has a sense of dependence in the use of smartphones in terms of playing games available on smartphones, reducing time with family.

d. **Respondents 4**
**Advantages:** Using a smartphone can help to get information quickly, can fill spare time, as a tool to educate children, and most importantly it can make me more knowledge.
**Losses:** Losses obtained when using a smartphone are disturbing health, reducing direct interaction with family and community, and making me not have time to get closer to my family.

e. **Respondents 5**
**Advantages:** Can help me get information about health that is to help to get information about a disease, and how to handle it, build relationships with doctors outside the area to get various information related to work.
**Losses:** Losses that I feel during using a smartphone such as health problems caused by the use of smartphones such as eye pain, insomnia, dizziness, etc. Reducing interaction immediately with the community, also increases the sense of dependence to use a smartphone.
f. Respondents 6
   **Advantages:** Smartphones help me to have many friends, get fast information, and provide information about exhaust knowledge, can operate BBM and Facebook.
   **Losses:** Reducing time with family, and being busy operating sites in the smartphone, more specifically playing games, and making my health feel disturbed because of lack of rest.

3. **Question,** how is your relationship with the community when using smartphone technology?
   Of the six respondents three respondents provided the following information:
   a. **Respondents 1, 2**
      Stating that the relationship with the surrounding community when I use smartphone technology for the better, because many members of the community who were not too familiar became more familiar because they routinely communicate through smartphones. I can also find out the situation of people I don't know through BBM, WA, Twitter, Facebook. And other social media.
   b. **Respondents 3, 5**
      Stating that when using smartphone technology my relationship with the community did not experience significant changes, because smartphones only help to facilitate communication with the community, but to foster a sense of solidarity, face-to-face communication or direct communication is more effective than using a smartphone.
   c. **Respondents 4, 6**
      Argues that smartphone technology has a positive and negative impact on social life, the positive thing is that I am easier and faster to communicate with the wider community even with people who are lacking and not familiar, but the negative smartphone can fade the norms and cultural values as Indonesian people As a result, many relationships become more tenuous because they communicate too often on smartphones.

4. **Question,** what are your hopes for the government regarding the use of smartphone technology by parents?
   Of the six respondents two respondents provided the following information:
   a. **Respondents 1, 2, 3, 4, 5**
      The government must provide training or materials about the use of smartphones that are good and right, so that people understand how to use smartphone technology properly.
      The government must play a more role and concentrate more on the development of technology more specifically smartphone technology, because there are still many sites that are not good for the development of people's behavior, such as porn sites that can be very easily accessed by smartphone users.
   b. **Respondents 6**
      It states that the role of government is very important for the survival of people's lives, one of which is in the field of communication technology. Providing extensive education about the use of smartphone technology is the most important thing to keep people away from things that are not wanted because there are many cases of law violations that occur due to smartphone abuse.

As explained about the impact of smartphone technology on parental behavior in Rawang Baru Village, Rawang Panca Arga District is adjusted to the results of research with several respondents. Information obtained that smartphone technology can have a very significant impact on the behavior of parents in Rawang Baru Village, Rawang Panca Arga District, both positive and negative impacts.

From the results of research, it is found that there are still some parents who do not really understand really about how to use smartphone technology correctly, it is marked by the lack of parents who use sites or applications that can actually help parents in carrying out activities every day.
As for some of the positive impacts that are experienced among them, can help the community, especially parents to be able to communicate with others quickly and do not recognize space and time, as for other positive things from the use of smartphones such as being able to eliminate leisure time by playing applications that exist on smartphones like games, video players, music players, internet, etc.

Smartphones can also help parents to get information, the important thing is to deal with work that is wrapped in. But from the positive things that are felt as for the negative things they experience, such as the occurrence of health problems caused by the use of smartphones for a long time, disorders that often occur such as eye, head, hand, neck, and several organs disorder another. As for health problems that are felt such as insomnia, fatigue, emotional levels become higher, headaches, etc. The negative things that are experienced are disruption of concentration and time at work, damaging the values of togetherness in society, also interfere with family relationships between husband, wife, and children, which is caused by changes in the behavior of parents who are addicted to the use of smartphones.

CONCLUSIONS AND RECOMMENDATIONS

1. Conclusion
   The impact of smartphone technology on the behavior of parents in Rawang Baru Village, Rawang Panca Arga District is very much felt. There are some behavioral changes that occur in parents who use smartphones both changes in positive things but there are also changes that occur in the negative direction. Changes to the negative direction in the main focus in this study occurred beginning with a lack of understanding from some parents in utilizing the advantages provided by the features of the smartphone itself. Changes that occur include psychological changes and social cultural changes.

   Parents who use smartphone technology provide many uses, such as being able to communicate smoothly to others, get information quickly, can help parents to get information related to their work. But there are also many losses obtained by parents who do not really understand how to use smartphone technology, such as social inequality between parents and the community and family, disturbing health, disturbing the family economy, and reducing the religious value that exists in the parents themselves.

2. Suggestion
   The use of smartphone technology that is good and correct must be supported by the ability of the public to be more specifically for parents in running the applications that exist on smartphones properly. This can all be done if the government improves the quality of education in the field of communication technology, which can reduce the negative things that are caused by the use of incorrect technology, such as deviations from parents' behavior towards a bad direction. The government is also required to carry out training or materials to urban communities who do not understand correctly about the use of smartphone technology.

   In the world of education the role of smartphone technology is very important in the sustainability of life in modern times, because through education we can understand how to use smartphones well and can provide great benefits for family and community life.

REFERENCES


