The Influence of *Instant Messaging* Line Usage to Effectiveness of Interpersonal Communication

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Abstract

The existance of smartphone which being a life style nowadays, leads the appear of instant messaging application. One of instant messaging which makes many interest of smartphone users is Line. By the users reach to 400 million in the world makes instant messaging Line takes the popularity in digital native circle which on of them are university student. This research discusses the influence of instant messaging Line usage to the effectiveness of interpersonal communication among the students of Faculty Communication and Business Sciences batch 2011 and 2014. The problem formulation in this research is how the influence use of instant messaging Line to effectiveness of interpersonal communication among students of Communication Sciences Telkom University batch 2011 and 2014. Goals of this study was to determine the influence use of instant messaging Line to the effectiveness of communication among students of Communication Sciences Telkom University batch 2011 and 2014. The methods used is quantitative research with correlation method with survey data collection techniques. Study population is a student of Communication Sciences batch 2011 and 2014 Faculty of Communication and Business, Telkom University which amounts 100 people. The sampling technique used is probability sampling stratified sampling with approach which each batch consists of 35 respondents batch 2011, and 65 respondents batch 2014. Descriptive analysis is used for data analysis technique, Pearson product moment correlation analysis, determination coefficient analysis, simple regression analysis, hypothesis test (t-test), and nor test. The results showed t count amounted to 12.165> 1.985 on table t, then Ho is rejected. That is, there is influence the use of instant messaging Line to effectiveness of interpersonal communication among the students. Contributions influence the use of instant messaging Line to effectiveness of interpersonal communication at 60.2% and the remaining 39.8% is influenced by variables unresearched.

Keywords: instant messaging, LINE, interpersonal Communication .

1. Introduction

The current technological developments influence the life of the mankind in this century, its development would likewise run rapidly and very fast. One of its effects is to the needs of communication between individuals who insist the ease in communicating. The presence of a smartphone is one form of communication tools which are currently widely used by the community. Where as the development era, and a growing number of local labels which enliven the market, making the smarphone smartphone widely used by today's society. The existence of the smartphone has become the current lifestyle, encouraging the emergence of free applications that can be downloaded via the smartphone device. One of these is the application of instant messaging instant messaging application Line, this Line caught the attention of many smartphone users as cross platform instant messaging application.

Application of instant messaging Line is the message that is currently widely used by the community. The application which was released on June 23, 2011 then it has been downloaded over 30 million users of Line in Indonesia. And downloaded by 400 million users in the world. The ease and the uniqueness of the sticker is offered by this application that made the community using instant messaging applications Line [1].

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Students are categorized as a digital native was among who is familiar with the development of technology, the student is also among the instant messaging application uses the Line as a means of communication with my fellow friends. The student needs to do the communication is hindered by their limited time that cause they are difficult to communicate directly, due to different classroom schedule as well as the large number of coursework which is time-consuming for them to meet. Interrupted the bustle of students, they need a friend to do stress relievers and conversation to entertain each other. Students also communicates with her friend for sharing experience and finish problems as well as a discussion about academic.

Interpersonal communications among students is quite important in building the concept of self, self-actualization, for survival, for obtaining happiness, to prevent myself from stress and tension. By communicating one can cooperate to achieve common goals [2]. Interpersonal communications among students not only face-to-face but also using media one is instant messaging application Line.

Interpersonal communication can be effective when the message is received and understood as intended by the sender of the message, the message followed up with a deed voluntarily by the recipient of the message, can improve the quality of interpersonal relationships, and there are no obstacles to it [3]. Joseph Devito put forward five positive attitudes that need to be considered when one is planning an interpersonal communication through humanistic approach, namely the openness (openness), empathy (empathy), attitude (supportiveness), supports a positive attitude (positiveness), and equality (equality) [4].

In this study chose a student Faculty communication science and Business Communication using instant messaging application Line. Observation of early researchers conducted on 23 February 2015 with a total of 50 respondents i.e. students communication studies Faculty of communication and business. Than 50 respondents all instant messaging uses the Line as a medium of communication with each other. And on average the students using instant messaging Line starting in 2013. More fleksibelnya communication happens through this Line became the fundamental reasons for most students who choose the Line. Interpersonal communications among students of the Faculty of communication sciences of communication and Business be interesting topics for communication when examined not only face-to-face but students using communication media as a substitute for face-to-face communication, by using instant messaging Line.

2. Method

Research methods used in this research is a method korelasional that attempted to explain a problem or particular symptoms. The method of research aims to discover whether or not there is a relationship. If there is, how closely the relationship as well as mean or whether such a relationship [12]. The study also used the method of survey in collecting data by spreading the now or the questionnaire to respondents. According to a research survey is Sugiyono research performed on large or small populations, but the data is studied data from samples taken from the population, so that relative events found, distribution, and relations between psychological or sociological variables [13]. In this research survey methods can be placed into categories i.e. structured observation an observation that has been designed systematically, about what will be observed, when and where it belongs. As well as using the instrument of the research that has been tested and reliabilitasnya in the form of a spread of the now or the questionnaire.

3. Results and Discussions

Interpersonal communication

The existing forms of communication, interpersonal communication is the most effective form of communication in a relationship building because intensitasnya tends to be higher and focused than other forms of communication. Trenholm

and Jensen defines the interpersonal communication as communication between two people takes place face-to-face (diadik communications). [4] the nature of this communication are: (a) spontaneous and informal; (b) mutual acceptance of feedback to the maximum; (c) participant role flexibility. Interpersonal communication is often called also as interpersonal communication is the face-to-face communication with and can also be through media such as the telephone, the internet or other media, which occurs between two people [5].

Effectiveness of Interpersonal Communication Interpersonal Communications

Can be said to be effective when a message is received and understood as intended by the sender of the message, the message followed up with a deed voluntarily by the recipient of the message, can improve the quality of interpersonal relationships, and there are no obstacles to it [5]. Based on this definition, it can be said that interpersonal communication is said to be effective, if it meets the three main requirements, namely: (1) a message that can be received and understood by the komunikan as mentioned by communicators; (2) follow up with deeds voluntarily, (3) improve the quality of interpersonal relationships [3].

DeVito put forward five positive attitudes that need to be considered when one is planning an interpersonal communication. Through a humanistic approach [4]. Five such positive attitudes, including:

a. Openness

Is an attitude of openness can receive a Please enter from others, as well as acceptable to convey important information to others. Openness is characterized by the presence of frankness in responding to any communication stimuli. Not to say a lie, and do not hide the actual information. In the process of interpersonal communication, openness becomes one of a positive attitude. This is because, with the openness of interpersonal communication will take place in a fair, transparent, two-way, and can be accepted by all the parties communicate [3].

b. Empathy

Empathy is a person's ability to feel if it had become another person, able to understand something that is being experienced by others, can feel what others felt, and can understand something the matter from the point of view of others, through the glasses of others. People who empathize able to understand the motivation and experience of others, their feelings and attitudes, as well as their hopes and desires. The nature of empathy are: (a) the Effort of each party to feel what others felt; (b) a Growing concern.

c. The Attitude of The Supports (Supportiveness)

To build and maintain interpersonal communication in fellow friendship there is an effective stance supports (supportiveness). It means that each party communicating a commitment to support this interaction openly. Therefore the relevant response is a response that is both spontaneous and straightforward, not response and excused himself. Exposure to the idea of being a descriptive narrative, not evaluative in nature. While the pattern of decision making are accommodating, not intervention caused excessive self-confidence.

d. A Positive Attitude (Positiveness)

Positive attitude (positiveness) is shown in the form of attitude and behavior. In the form of attitude, the intent is that the parties who engaged in interpersonal communication must have positive feelings and thoughts instead of prejudice and suspicion. In the form of behavior, it means that the selected action is relevant to the purposes of interpersonal communication, namely the communications partner helps significantly to understanding the communication messages, namely we give an adequate explanation in accordance with their characteristics. A positive attitude can be shown by (a) Appreciate another person; (b) convinced of the importance of other people; (c) the commitment of the partnership.

e. *Equality*

Equality was the recognition that both parties have an interest, both sides are equally valued and valuable, and mutual need. Equality in question here is in the form of acknowledgment or awareness, as well as his willingness to place themselves on a par wit partner communication. Can thus put forward indicator of equality include (a) Recognizing the existence of different interests; (b) recognized the importance of the presence of others; (c) the atmosphere is familiar and convenient communication: [3].

Social Media

Social Media is media that we use to socialize. In terminology, social is instinctual needs of an individual to perform the interaction or create relationships with others. As an individual, we need to connect with others around us for bertukan information, ideas, and experiences that we have. The media is something we use to communicate with other individuals around the us. The media can shape the writing, audio, television, e-mail, websites, and more. So, social media is a technology used to communicate effectively with others, build relationships, establish trust [7]. Williamson mentions social media is media that is designed to spread the message through social interaction, and made with techniques that are highly accessible publication [8].

Instant Messaging Line

LINE Application System using mobile phone number as a base for its users are related. The application is currently available for Line gadged who have iOS and Android operating systems. Application of Line can be downloaded for free on the App Store and Google's Play. LINE differs from other IM applications, as there are a variety of emoticons. There are Emoji depicting head with a variety of expressions, and the order of text characters in the form of emoticons are also forms of expression, and there are stickers. these stickers are quite unique to the Line, because the image icon funny-funny, larger and more expressive [9]. Since the launch of its first Line users worldwide reached 400 million users. SWA magazine online stated that the user's Line is now used more than 170 million active users each month. The number of active users in Indonesia as many as 30 million users put country Indonesia in second place the world's largest users of Line [10]. With regards to the popularity of instant messaging applications, supported by the existence of interesting features and help the process of interpersonal communication more effective. Among the features of instant messaging is a frequently used Line:

1. Personal Chat

This feature is the main feature of which is given by the Line as a means of communication with users of other private Line. In this user's personal chat Line can chat freely about anything.

2. Share photos or Pictures

Line provides a wide range of photos or images either personally through personal chat, or through the discussion group. On this feature users are given the option to take a picture or photo directly to the camera or take from the gallery.

3. Free Call

With Free Call Line users can call another Line with free users because it uses the internet network. By how to choose friends who want to call and select call.

4. Sticker,

Like emoticon, sticker can also be used to express something with shape and bigger pictures, more funny, and more interesting.

5. Timeline

Line provides a Timeline timeline feature that can be used to bersosial the media like a timeline on facebook.

Correlation Analysis of Pearson

To know the relationship between the use of Instant Messaging Communication Interpersonal Effectiveness with a Line, use the analysis of the correlation of pearson. Pearson correlation analysis is used to find out the strong or weak relationship between variables X and Y. Following are the results of the processing to 22nd SPSS software coefficient correlation regarding the relationship between the use of Instant Messaging Communication Interpersonal Effectiveness with the Line.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,776^a	,602	,598	,39113

a. Predictors: (Constant), Penggunaan Instant messaging LINE

b. Dependent Variable: Efektifitas Komunikasi Interpersonal

Based on the above table obtained correlation coefficients (r) of 0,776, which means there is a strong link between the use of Instant Messaging Communication Interpersonal Effectiveness with the Line.

The Coefficient of Determination

The magnitude of the influence of the use of Instant Messaging Communication Interpersonal Effectiveness against the Line, indicated by the coefficient of determination with the following formula:

KD=r^2x100%
= (0,776) 2 X 100%
= 0,602 X 100%
= 60,2%

Determination of coefficient of calculation result obtained of 60,2%. This shows that the use of Instant Messaging Line gives the influence of 60,2% against the effectiveness of Interpersonal Communication, while the rest amounted to 39.8% can be explained by other variables which are not examined.

Hypothesis test (test t)

Hypothesis test results (test-t) stated that, r count 12,165 > r table 1985, then Ho use of instant messaging Line does not affect the effectiveness of communication among students was rejected, and the Ha use of instant messaging communication effectiveness effect on Line among the students received. So the hypothesis is accepted is the use of instant messaging communication effectiveness effect on Line among the students.

4. Conclusion

There is the influence of the use of instant messaging communication interpersonal effectiveness against Line among communication sciences students host 2011 and 2014 University Faculty of Business communication and Telkom. Hypothesis test results (test-t) stated that, r count 12,165 > r table 1985, then Ho use of instant messaging Line does not affect the effectiveness of communication among students was rejected, and the Ha use of instant messaging communication effectiveness effect on Line among the students received. So the hypothesis is accepted is the use of instant messaging communication effectiveness effect on Line among the students. Results of correlation obtained value (r) of 0,776 which means there is a strong link between the use of instant messaging communication interpersonal effectiveness with the Line. This is demonstrated also by the magnitude of the coefficient of determination 60,2%. This means that the use of Instant

Messaging Line gives the influence of 60,2% against the effectiveness of Interpersonal Communication, while the rest amounted to 39.8% can be explained by other variables that are not included in this study.

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