GAYA HIDUP DIGITAL GENERASI MUDA DI KOTA MEDAN

(*Studi Pada Pengguna Aplikasi Grab di Lingkungan XIX Kelurahan Tanjung Rejo*)

SKRIPSI

DISUSUN OLEH :

HERMINATI FADILLAH SUHARTO

16 853 0016

PROGRAM STUDI ILMU KOMUNIKASI

FAKULTAS ILMU SOSIAL DAN ILMU POLITIK

UNIVERSITAS MEDAN AREA

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E-LIFESTYLE OF YOUNG GENERATION IN MEDAN CITY

(Studies on Grab Application Users in the Area XIX of Tanjung Rejo Urban Village)

HERMINATI FADILLAH SUHARTO

NIM: 16 853 0016

ABSTRACT

This study aims to determine the behavior of the younger generation regarding the e-lifestyle for youth in Tanjung Rejo Urban Village, especially in the Area XIX in using the Grab application. This research uses descriptive qualitative research methods. The factors that influence the digital lifestyle come from internal and external. Individual or internal factors tend to be like motives for need. The application is used reguraly helps the informant and create a perception that they depend on this application. Internal factors that influence lifestyle are attitudes, experiences, observations, personality, self-concept, motives and perceptions. External factors that influence are the reference group, family, social class and culture.

Keyword : E- Lifestyle, Grab, Internal Factors, External Factors

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CHAPTER I

INTRODUCTION

1.1 Background of Study

In the global era, technological developments is getting rapid day by day, including digital technology in human life, which also influences digital lifestyle trends. The development of this technology has a significant impact on life. Technological devices make it easier for humans to complete their tasks such as TV, radio, laptop, PC or smartphone. Human behavior in technology has interactions in the socio-technological environment. Digital technology devices are not only human helpers to facilitate activities or work, but it also has become a lifestyle trend.

Today's technological advances, it has had an impact on people's work, especially in urban areas, both directly and indirectly, which has changed people's lifestyles. Changes in lifestyle encourage modern society today to become a society that tends to be consumptive. This is because society really needs effectiveness in all aspects of life with more practical principles, so they can shorten their time and do not interfere with work.

Lifestyle is always identical to individual way of life. The lifestyle of a community group is different from other communities. Even from time to time, from year to year, the lifestyle of an individual and certain community groups will move dynamically. Lifestyle affects someone's way to present himself in front of others and how he builds his identity in front of his social environment. Currently, changes in consumptive lifestyles are very visible in the modern generation, commonly known as the younger generation.

Indonesia, which has the fourth largest population in the world, also has people who are stuck with trends. This can be seen in young people or the younger generation (Anggelika : 2016). The younger generation is a generation that is considered very

identical to modern, consumptive and practical life. The technology is often used and is a necessity for the younger generation right now, especially with mobile-based technology, especially smartphones. The current generation is getting closer to technology-based devices to facilitate their activities. This is better known as e-lifestyle or digital lifestyle.

The digital lifestyle has now become a common part of the daily life of the younger generation, especially in urban areas. People live with digital devices as inseparable from their digital devices, making it important in carrying out their daily activities. Almost half of human time, especially in developed cities like Medan, is spent using digital devices, whether in work, in communication or just for entertainment. Globalization has educated humans or individuals to involve the application of a digital lifestyle routinely in their daily activities in each group. The groups that is easy to accept technology is urban communities, especially the younger generation or youth. Social changes are always influenced by new things among the younger generation that create a situation that is different from the previous situation in the social system. People's habits among the younger generation in making travel reservations are also affected by digital lifestyle trends. In the past, taxibike services were only used by the lower middle class to travel and were less popular and considered impractical by users because they were bargaining. If you want to use public transportation, you have to wait until you meet, but now by relying on digital technology everything has become more practical by using public transportation which can be ordered online. Online transportation that has been integrated with the existence of advanced technology with a platform with a User Interface (display) that makes it easy for users in smartphones to help greatly in mobility and can save energy and time. In addition to being more efficient, practical and saving time, online transportation is also considered safer, more comfortable, and ensures affordable fares because it is already listed in the application such as iOs or android. Online-based transportation services are

competitive demands that require the role of technology in facilitating people's mobility (Wijaya, 2016:27).

The phenomenon of online application-based transportation services is believed to be the answer to the needs of today's society who need transportation that is easy to get, fast, convenient and cheap. Many factors make this online-based application needed by many people, especially in developed cities. This phenomenon increase, online transportation is getting more in Indonesia, especially the city of Medan. Medan city is as one of the five major cities in Indonesia that become spread of *Grab*. Online transportation, which is identical to the green jacket and the combination of black lines, is often found on the streets of Medan City. Based on society need, online transportation has become an alternative because the roads are crowded and the density of vehicles that can interfere with time and the position of the environment that is not passed by four-wheeled public transportation so that people need online transportation. On the other side, this can make people lazy to do it themselves and consumptive in using online transportation applications.

Grab is one of the online transportation applications. The online taxiBIKE application in Medan that currently become the best friendly transportation is *Grab*. *Grab*, previously known as GrabTaxi, is a company from Singapore found in 2012 that provides transportation services and is available in six Southeast Asian countries as Malaysia, Singapore, Thailand, Vietnam, Philippines and Indonesia. The number of downloads on Google Playstore has reached over 100 million downloads and 6,197,124 users have submitted reviews as of October 20, 2020. (Source: Google Playstore, accessed 20 October 2020).

Grab has started to be part of the online transportation business in Indonesia since 2015. First Grabcar was launched which private cars operate to transport passengers based online in Bali. Research results released by ABI Research, a British research company,

showed that *Grab* leads the online transportation market in Indonesia and Vietnam, with a market share of 64% and 74%, respectively. Gojek as Grab's main competitor only has a market share of 35.3% in Indonesia and 10.3% in Vietnam. Smart Mobility Principal Analyst ABI Research, James Hodgson, said that online transportation growth is slowing down. In 2018, the penetration reached 22 billion while in 2019 it is projected to be slightly below this figure. Therefore, it is necessary to develop services outside of transportation. The variety of services outside of online transportation has also led Grab to lead the market in Indonesia and Vietnam. ABI said that Grab's dominance in these two countries is because Grab has succeeded in accommodating people's requests through its GrabExpress, GrabFood, GrabFresh, and GrabFinancial services. Figure 1 is data released by ABI Research regarding the Market Share of Grab and Gojek in Indonesia and Vietnam in 2019.
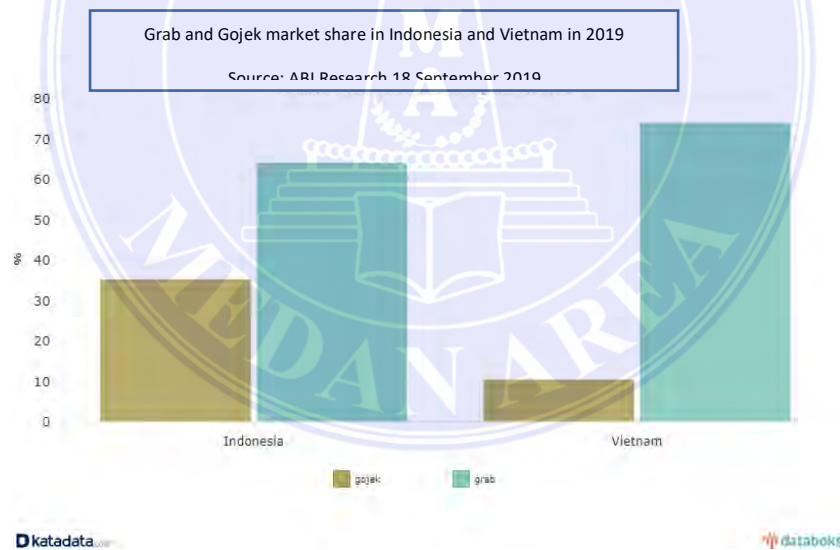
At the end of 2018, *Grab* also claimed to have controlled 70% of the online taxi market and 65% of the online taxibike market. Grab has presented in 339 cities in eight countries, and 224 in Indonesia.

Almost all people in Indonesia especially in Medan know and interest to the famous Grab application. Based on the survey result of Costumer Awareness of 75% and 61%

respondents explain that *Grab* is brand they use in the last 6 and 3 months while 62% and 58% respondent chooses Go-jek for same category. Based on the the data, consumers use *Grab* more, at least until the quarter 4/2018. 34% of Grabcar user, one of *Grab* service explains that they use the service 3 -4 times a week.vIn the Grabbike service, people use it 1-2 times a day, 58% and 27% of respondents choose the Grabfood service to be the mainstay of food ordering services. (Source: databoks.katadata.co.id, accessed on June 1st 2020).

In this research, the researcher would choose *Grab* application and all services in it is to find out the lifestyle of the younger generation through the use of the Grab application. In this case, researcher will focus on the scope of society, especially the younger generation or youth. The target of this research is youth who are customers or users of the Grab application in the Tajung Rejo urban village, neighborhood of XIX, Medan Sunggal. The neighborhood of XIX is one of the neighborhoods that does not have a city transportation line, so the residents have to go to a road that has a city transit line if they want to use it. It also has the highest productivity rate of around 8,251 people, compared to other neighborhoods that do not have other city transportation routes, such as Neighborhood of XVI which has a productive age population of 236 people and Neighborhood of XVII which has 157 people.

Based on the explanation above, the researcher was interested to conduct the research with the title "Digital Lifestyle of Younger Generation in Medan City" (The Study on *Grab* Application Users in Neighbour of XIX, Tanjung Rejo Urban Village).

1.2 Limitation of Study

This researched focused on the behavior of the younger generation in Medan City, Tanjung Rejo urban Village, neighbourhood of XIX, Medan Sunggal, in using the services in the Grab application in a digital lifestyle.

1.3 Formulation of Study

Based on the background above, researcher formulated the problems as follows:

1. How was the behavior of the younger generation regarding the digital lifestyle when using the Grab application?
2. What were the factors that influence the younger generation of Tanjung Rejo urban Village, especially in the neighbour of XIX, in the digital lifestyle on the Grab application?

1.4 Objective of Study

Based on the formulation above, the objectives of this research are as follow:

1. To find out the behavior of the younger generation about the digital lifestyle for youth in Tanjung Rejo urban village, especially in the neighbour XIX, in using the Grab application.
2. To find out the factors that influence the younger generation in the lifestyle that is manifested by users of the Grab application service in the Tanjung Rejo Village area, especially in the neighborhood of XIX.

1.5 Significance of Study

This research result was expected to be useful for academic environment, especially Communication Science and for student. The benefits expected by researchers are as follows:

1. For Academics, this research is expected to be able to contribute a meaningful source of information for science, especially communication science in lifestyle towards the use of new media.

2. For practitioners, this research is expected to be an input for readers to enrich knowledge about current application technology, especially Grab, which is connected to a digital lifestyle and also becomes a learning tool related to consumer behavior.
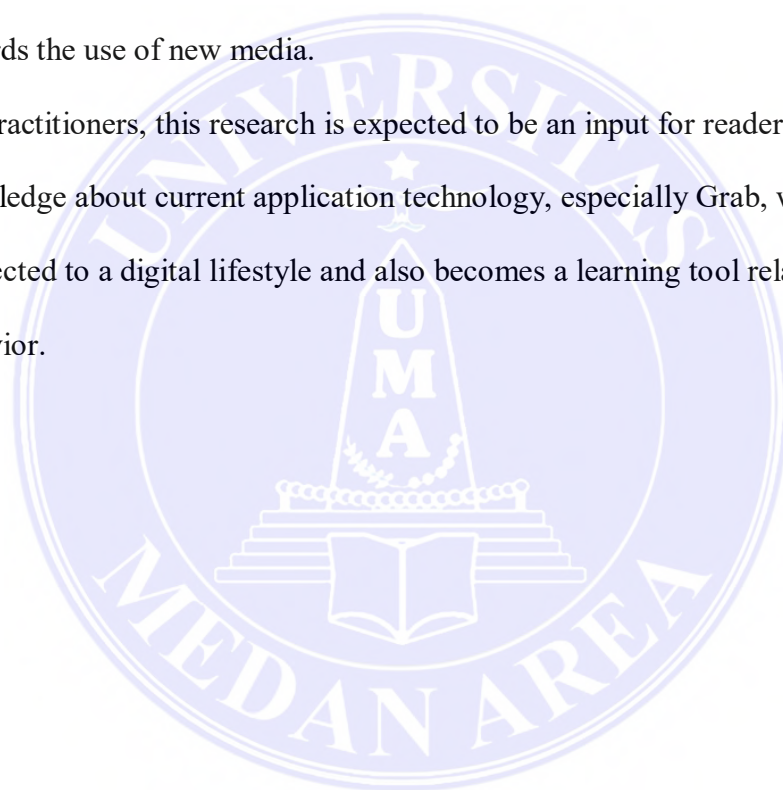
CHAPTER II

LITERATURE REVIEW

Digital lifestyle or e—lifestyle comes from the words "life" and "style". Life means *hidup* or exist, while style means *gaya*, variety, pattern, variety, type, in art or design, it is a way of arranging or organizing elements so as to produce a meaningful composition. Lifestyle is always identical to person's way of life, but actually, the lifestyle is different from the way of life. The way of life is displayed with characteristics such as norms, rituals, patterns of social order and a distinctive way of speaking. At the same time, lifestyle is a way of behaving that can distinguish a person from others, which is expressed through what they wear, what he consumes, and his behavior in front of others. (Piliang: 2003).

E-lifestyle or digital lifestyle is a term that describes the phenomenon of this era, as a lifestyle revolution (not a living culture) of a group due to the increasingly rapid development of information and communication technology. By using digital devices, almost all human work can be done more efficiently it means it saves costs, time and resources. The development of information and communication technology is also more effective because work goals can be achieved faster than before. Experts say that the main goal of e-lifestyle is productivity optimization with the help of various information and communication technology tools. Since the last few years, people have begun to show the application of a digital lifestyle in their daily life, whether they realize it or not. This phenomenon does not only occur in groups that are easy to accept technology such as the younger generation, executives, and workers, but ordinary people also play a role in the application of information and communication technology. People's interest in various goods is influenced by their lifestyle and the goods they buy reflect that lifestyle. A

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person's lifestyle is a lifestyle that is expressed by people's activities, interests and opinions. In principle, lifestyle is a person's way of managing time and money. Lifestyle influences one's behavior and ultimately determines one's consumption patterns.

Explanations of lifestyle from several experts state that the lifestyle of consumers or individuals is a pattern in everyday life which is expressed in the form of activities, interests and opinions of the individual. Lifestyle also describes the whole person who interacts with his environment. Therefore, activity, interest and opinion (AIO) factors are used to examine the lifestyle category of a consumer (Kotler, 2011:Kaharu, D., & Budiarti, A., 2016).

The lifestyle of the community will be different from other societies. Even from time to time, the lifestyle of individuals and groups will always move dynamically. However, lifestyle does not always change quickly so that at certain times the lifestyle will tend to be permanent (Setiadi, 2003: Fitriyadin, E., 2016).

Lifestyle is an expression of an individual's ambition to create a specific, personal, social, and cultural personal identity (Johanson dan Miegel : 1992). The concept of lifestyle is often used to describe and classify various patterns of media use, often as part of another constellation of attitudes and behaviors (McQuail:2011).

From several theoretical explanations quoted from several experts, lifestyle is a person's lifestyle, each individual or consumer has different needs depending on their reference group and based on the activities, interests and opinions of consumers themselves. Lifestyle is the hallmark of a modern era today. In the era of modern society, lifestyle affects the way a person presents himself in front of others and how he builds identity in front of his social environment. Lifestyle is as patterns of action that distinguish between one person and another. Lifestyle depends on the culture that each of them is a

style, karma, way of using certain goods and time which are characteristics of an individual and group. It is not as a social experience, but rather a set of practices and attitudes that make sense in a given context (David Channey: 2011).

In today's era, technology users are increasingly being used by the public, especially related to mobile-based technology, especially smartphones. People are getting closer to technology-based devices to facilitate their activities. This is known as e-lifestyle. E-lifestyle is a term that describes the current phenomenon, namely the lifestyle revolution due to the rapid development of information and communication technology.

2.1.1 The Form of Lifestyle

According to Chaney, there are some lifestyles (Idi Subandy,1997), they are:

a. Lifestye Industry

In the era of lifestyle, this kind of self seems to experience aesthetics, "the aesthetics of everyday life", even the body / self-experiences the aesthetics of the body." You are stylish then you exist" is a phrase that might be suitable to describe the fashion hobby of modern people. This is why the lifestyle industry is mostly the showing industry.

b. Lifestyle advertisement

In modern society, companies (corporations), politicians and individuals are obsessed with image. In today's era of information globalization, it is the impact of advertising that plays a major role in the formation of image culture and taste culture. The visual style provided by these advertisements is sometimes intoxicating. Advertising represents a way of life by subtly showing the importance of self-image in public. Advertising is also slow but will definitely influence the taste choices we make.

c. Public Relations and Journalism Lifestyle

The latest thinking in the world of promotion concludes that celebrity based culture, celebrity helps to form today's consumer identity. In consumer culture, identity becomes a "fashion accessory". The face of the new generation, known as Generation E, is now considered to be shaped by their celebrity-inspired identities – the way they go online, the way they change clothes – the street. It means celebrities and their images will be used at any time to help consumers in participating in identity parades.

d. Independent Lifestyle

Being independent is being able to survive without having to depend completely on anything else. Therefore, you need to have the ability to recognize your own strengths and weaknesses, and have the ability to create strategies based on those strengths and weaknesses to achieve your goals. Reason is a tool for formulating strategy. Responsibility means making changes consciously, understanding every risk that will occur, and being willing to take risks, as well as forming an independent lifestyle and discipline. With an independent lifestyle, consumerist culture will no longer imprison humans. Humans will make responsible choices freely and creatively and innovate to support this independence.

e. Hedonic Lifestyle

A hedonic lifestyle is a lifestyle whose activities are just for fun, such as spending more time outdoors, playing more games, feeling good among the urban crowd, buying expensive things that are liked and always wanted. From the explanation, it can be concluded that the form of lifestyle can be in the form

of appearance to advertising media, idol artist style. Lifestyle only for entertainment to an independent lifestyle requires reasoning and responsibility.

2.1.2 Factors Affecting Lifestyle

According to Amstrong, A person's lifestyle can be seen from his behavior like obtaining or using goods and services, including the decision-making process in determining these activities. Armstrong further stated that there are 2 factors that influence a person's lifestyle, they are from within the individual (internal) and outside (external). The internal factors are attitudes, experiences, and observations, personality, self-concept, motives, and perceptions with the following explanation (Nugraheni: 2003):

a. Attitude

Attitude refers to the state of mind and readiness to react to objects that are governed by experience and directly influence behavior. Mental is influenced by traditions, customs, culture and social environment.

b. Experience and Observation

Experiences can influence people's social observations of behavior. It can be from the past and learning. The people can get the experience from themselves. The result of social experience will be able to form a view toward the object.

c. Personality

Personality is the configuration of personal characteristics and behavioral patterns that determine the different behavior of each person.

d. Self-Concept

Another factor that determines personal character is self-concept. Self-concept has become an accepted method for describing the relationship between consumer

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self-concept and brand image. How a person perceives himself affects his interest in objects. As the core of the personality model, self-concept will determine individual behavior in dealing with life problems, because self-concept is the initial frame of reference for behavior.

e. Motive

Individual behavior exists because of the motive for the need to feel safe and the need for prestige are some examples of motives. If one's motive for the need for prestige is great, it will form a lifestyle that tends to lead to a hedonic lifestyle.

f. Perception

Perception is the process by which a person selects, organizes, and interprets information to form a meaningful picture of the world.

The external factors that affect the lifestyle are as follows:

a) Reference group

Reference group are group that have a direct or indirect influence on a person's attitudes and behavior. Group that provide direct influence are group that the individual is a member and interacts each other while the group that has an indirect influence is a group where the individual is not a member of the group. These influences will expose individuals to certain behaviors and lifestyles.

b) Family

The family plays the biggest and longest role in shaping individual attitudes and behavior. This is because parenting patterns will form children's habits that indirectly affect their lifestyle.

c) Social Class

Social class is a relatively homogeneous and enduring group in a society, which is arranged in a sequence of levels, and the members at each level have the same values, interests, and behavior. There are two main elements in the social system of class division in society, namely position (status) and role. Social position means a person's place in the social environment, the prestige of his rights and obligations. Social position can be achieved by someone with effort on purpose or acquired by birth. Role is a dynamic aspect of position. If the individual carries out his rights and obligations based on his position, he carries out a role.

d) Culture

Culture includes knowledge, belief, art, morals, law, customs, and habits acquired by individuals as members of society. Culture consists of everything that is learned from normative patterns of behavior, including the characteristics of patterns of thinking, feeling and acting.

Based on the explanation above, it can conclude that factors influenced lifestyle comes from internal and external. Internal factor includes attitude, experience, observation, personality, self-concept, motive and perception. External factor includes reference group, family, social class and culture.

People coming from same sub-culture, social class, and job can have different lifestyle. Lifestyle is one's life pattern in the world expressed in his activity, interest and opinion. Lifestyle describes "one's whole self" that interacts with the environment. Marketers look for links between their products and consumer lifestyle groups. Example, computer companies may find that most computer buyers are achievement oriented. Therefore, marketers can more clearly direct their brands to the lifestyles of high achievers.

Especially how he wants to be perceived by other people, so lifestyle is closely related to how he forms the image in other eyes, it is related to social status. To reflect this image, certain status symbols are needed, which plays a major role in influencing consumption behavior.

2.2 Generation

According to Manheim (1952) generation is a social construction in which there is a group of people who have the same age and historical experience. Manheim (1952) explains that individual as part of generation is they have same birth year in 20 year rate and in the same social dimension and historical dimension.

2.2.1 Generation Difference Theory

In the literature on generational differences, it use criteria that are common and widely accepted in various regions, in this case the criteria used are the year of birth and events that occur globally (Twenge, 2006). Several research results consistently compare differences of generation, the samples from the 1950s to the early 2000s showed characteristic difference of 3 generation groups. They are generation of baby boomers, X, and Y (Millennial), one of them is research of Lancaster & Stillman (2002), explaining as follows:

Factors	*Baby Boomer*	*X Generation*	*Millenial Generation*
Attitude	Optimistic	Spectacular	Realistic
Description	Description This generation believes in opportunity, and are often too idealistic to make positive changes in the world. They are also	A closed generation, highly independent and with potential, do not depend on others to help them.	Highly respects differences, prefers to cooperate than take orders, and is very pragmatic when solving problems

	competitive and looking for ways to make changes from existing systems.		
Work habits	Have a high sense of optimism, a hard worker who wants personal appreciation, believes in change and self-improvement.	Recognizing diversity and global thinking, want balance between work and life, is informal, self-reliant, uses a practical approach to work, wants to have fun at work, enjoys working with the latest technology.	Have a high sense of optimism, focus on achievement, confident, believe in moral and social values, appreciate diversity

Table 1.1 Generational Differences (Lancaster and Stillman)

The results of other research show results are generally similar. The veteran generation is often called as the silent generation is a generation that is conservative and disciplined (Howe & Strauss, 1991). The baby boom generation is a materialistic and time-oriented generation (Howe & Strauss, 1991).

"X" Generation is the generation born in the early years of the development of technology and information such as the use of personal computers, video games, cable television, and the internet. The characteristics of this generation are being able to adapt, being able to accept change well and being called a tough generation, having an independent and loyal character, giving priority to image, fame, and money, hardworking type, calculating the contribution the company has made to its work (Jurkiewicz, 2000).

"Y" Generation is known as the millennial generation, the Generation Y began to be used in editorials of major United States newspapers in August 1993. This generation uses a lot of instant communication technologies such as e-mail, SMS, instant messaging and social media such as Facebook and Twitter. In other words, Generation Y is the generation that grew up in the booming internet era. Furthermore (Lyons, 2004) reveals the

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characteristics of generation Y are the characteristics of each individual are different, depending on where he grew up, economic strata, and social family. Communication patterns are very open compared to previous generations, fanatical social media users and their lives are greatly affected by technological developments, more open to political and economic views, so they look very reactive to environmental changes that occur around them, has a greater concern for wealth.

The Rise of "Z" Generation

The progress of the times also causes the composition of the population of each generation to change, the composition of the baby boomers group began to decline if it is related to productive age and the composition of the workforce, the number of groups of generations X and Y is the largest. In addition, there is a generation that has begun to enter the workforce, it is Generation Z. Research by Bencsik, Csikos, and Juhez (2016) shows the inclusion of Generation Z in the generation group, which can be seen in the following table:

Year of Birth	Name of Generation
1925-1946	*Veteran Generation*
1946-1960	*Baby Boom Generation*
1960-1980	*X Generation*
1980-1995	*Y Generation*

1995-2010	*Z Generation*
2010+	*Alpha Generation*

Table 1.2 Generation Differences

The six generation groups have different characteristics. The youngest generation that has just entered the workforce is "Z" Generation. It is also called as internet generation. It has similarity to "Y" Generation but "Z" generation can apply all activities at same time (multitasking) such: playing media social using mobile phone, browsing using PC, and listening music using headset. Whatever is mostly related to the cyber-space. Since childhood, this generation is familiar with technology and is familiar with sophisticated gadgets that indirectly affect personality.

Forbes Magazine conducted a survey of Generation Z in North and South America, in Africa, in Europe, in Asia and in the Middle East. 49 thousand children were asked (Dill: 2015). Based on the result, "Z" Generation is the first real global generation. High technology is in their blood. They have grown up in an uncertain and complex environment that defines their view of work, study and the world. They have different expectations in their workplace, they are career oriented, and ambitious professional generation, and have technical skills-and knowledge of the language at a high level. Therefore, they are excellent workforce. Entrepreneurs must prepare to engage "Z" Generation. Because they are effective employees in the digital age (Elmore, 2014: Putra, Y. S., 2017).

2.3 Mobile Application and New Media

A mobile application is a programming language that represents what software should do or how a software process should complete its program (Bentley:2007). By using

a mobile application, you can easily carry out various activities from entertainment, studying, doing office work and so on, just by using gadgets such as smartphones or tablets. By using the mobile application you can easily perform various activities ranging from entertainment, selling, doing office work and so on.

The use of mobile applications for entertainment is very popular with cellular phone users, because the use of game features, music players, and video players makes it easier to enjoy entertainment anytime and anywhere. Meanwhile, according to Bentley, a mobile application is a programming language that represents what software should do or how a software process should complete its program (Bentley:2007). The development and growth of new media is the most actual phenomenon faced. The characteristics of new media that are convergent, do not recognize space and time, and a series of novelty characters that surround it have changed the character of society in media life and have direct implications for modern human life, both sociologically and psychologically.

New media is concept that is understood in various ways. However, among the many definitions and concepts, a common formulation can be referenced. Definition of new media refers to media with a new platform because of the convergence of print, audio, and visual media characters as well as characterized by high interactivity. New media is a long-standing phenomenon. The advancement of information and communication technology that is increasingly new and developing as well as the ease of long-distance internet access also makes the development of new media more approachable and the existence of conventional media is slowly abandoned. This new media has made almost everyone especially the younger generation to become journalists, preachers, teachers, opinion makers and content providers who can publish and spread their ideas quickly. New individual content providers have become a new force through social media.

Media social can be considered as the closest media to youth based on digital communication technology, especially internet. Internet-based social media as new media have become new players as well as new powerhouses leaving old media, New media has developed rapidly with relentless growth and influence in the ideological, political, social and economic in the world. Technology and demographics have a huge influence on the way people communicate. Technology has made instant messages reach their destination easily and inexpensively.

This research is about Grab application, this application is connected to internet and may connect among driver, customer and customer service from Grab party. This application is included mass application used to meet people's daily need. So this application is form of current new media in managing online advance transportation service. Denis McQuail defines new media (internet) as different electronic technology devices with different uses. This new electronic media includes several technology systems such as transmission system (via cable or satellite), miniaturization system, storage system and information search system, image presentation system (by using a flexible combination of text and graphics), and control system (by computer).

New media is communication of means or tool that has just emerged and is developing at this time, in the form of communication technology that is connected to a network. According to Denis McQuail, the focus in this new media refers to internet technology, which can be exemplified such as music download applications, information retrieval and WWW (World Wide Web) (McQuail: 2011).

The main thing that distinguishes new media (internet) and old media is decentralization (the provision and selection of messages is no longer entirely in the hands of communicators), high capability (delivery via cable or satellite overcomes communication barriers caused by other broadcast transmitters), reciprocal communication

(the communicant can choose, answer back, exchange information and be connected with other recipients directly), flexibility of form, content, and use.

Internet presented as new media is able to change the role of previous mass media such as television, radio, magazine and newspaper. Due to internet, everyone can watch film, listen radio or music as well as being able to read the update news from smartphone or gadget.

2.3.1 The Key Characteristics of New Media

According to McQuail in (Cagara 2011:148) there are several key characteristics to distinguish old media and new media based on the user's perspective. They are:

1. Interactivity, it is based by the ratio of response or initiative from the user's point of view to the source or sender's "offering".

2. Social presence or sociability, is experienced by users. It means that personal contact with other people can be generated by media users.

3. Media richness, this is the range where the media can bridge different frames of reference, reduce ambiguity, provide more sense and more personal.

4. Autonomy, it is the degree where a user feels in control of the content and the user, independent of the source.

5. Playfulness, this use is for entertainment and please, as opposed to the nature of function and tool.

6. Privacy, is related to the use and certain content.

7. Personalization, is the degree to which content and use are personal and unique.

2.3.2 The Characteristics of New Media

According to McQuail in (Cangara 2017:154) there are several characteristics of internet media. They are:

1. Digitization and convergence in all aspects of media

2. Interactive and high connectivity

3. Fast mobility of sending and receiving information

4. Adaptation of publications and new roles of audience

5. Being a Gateway to be able to access information on the web

6. The disappearance of media institutions that have been institutionalized in the mass media

2.3.3 The Advantages of New Media

Some of the advantages of internet media according to McQuail in (Cangara 2017:152) are as follows:

1. The ability to penetrate the boundaries of territory, space and time.

2. Being able to expand access to global information.

3. Being able to increase the ability to associate freely.

4. Threatening established orders, like autocratic governments.

5. Having a speed of development and deployment that is difficult to overcome.

New media and new communication technology widely applied are supported by media technology determinism theory, giving positive value to maximizing communication activities, especially those that are interactive. The normative implication (which is clearly shown) lies in the high value given to change, novelty, diversity, mobility, and individualism (McQuail: 1991).

The emergence of new media also contributes to change in people's communication patterns. New media, especially internet, affects the way individuals communicate to other individuals. The internet in today's life is here to meet human needs in communicating and

obtaining information. Internet function is as a global network for communication from one location to another. Internet is also as the aspect of providing unlimited information. Accessing the internet has now become a community routine. It is not only used by computer, but it can also be accessed via smartphone with various conveniences offered by a number of application service in it.

2.4 Online Transportation Application

Transportation is one of the means of communication in human life. Several studies use the term ride sharing in defining online transportation services. These are called various services because the car/vehicle used is owned by the individual as a private car that is used personally which is then used to share with other parties or customers when the service delivery process occurs (Wallsten: 2015: 1). Online-based transportation is one form of start-up companies, since 2013 digital start-ups in Indonesia have begun to mushroom and increasingly enliven the world of technology-based creative industries. In the past, the start-up world had not been ogled by the public because it was considered unpopular.

Watanabe, Naveed and Neittaanmaki (2016: 165) explain that Ride sharing is an on-demand service that connects passengers and vehicle owners (drivers) in real time using cellular technology. Online transportation services or rides sharing are now a common means for people to fulfill their daily travel needs.

From two definitions, the experts conclude that Online transportation services are a type of business that was born from one side there is a public need for public transportation that provides direct services that can be accessed using a gadget or smartphone which is now almost owned by every community.

2.5 Communication Technology Determinism Theory

Determinism is an understanding that holds that all events that happened in the past affect what will happen in the future and it often affects without being realized by people (*Definition of Determinism*). Technology is everything that is created by humans with the intent and purpose of reducing the burden of life and it helps humans themselves to live their lives. Technology and/or media are no longer just tools. It has an important role that cannot be ignored. The decision to choose a particular media will lead to what impact it will have.

Technology is influenced by humans who make it with the values that are included in the technology created, so that technological determinism can be interpreted as something that will happen in the future because the development of technology is there in ancient times to advanced era. These developments have an impact on human life with or without realizing it, it has given an influence, whether it's the way of thinking, culture or in people's lives (Nurudin:2007).

This theory was first put forward by Marshall McLuhan in 1962 in his writings "The Guttenberg Galaxy: The Making of Typographic Man". McLuhan explains that our culture is formed by how we communicate. At least, there are some stages that are worth paying attention. First, finding in communication technology led to cultural change. Second, changes in the types of communication ultimately shape human life. Third, McLuhan explains that:

"Basically we need and need to form an equipment to communicate and it can build a communication that we use today, finally it can affect our own lives as technological developments affect communication changes"

In this theory, there are several major changes that follow the development of technology in communication. Each period broadens human's feelings, and thoughts. In

each case, the change or movement from one era to another brought about a new form of communication, which causes various kinds of changes in society.

First, a Tribal age, According to McLuhan, in the ancient era, humans only rely on the sense of hearing to communicate. Communication in that era was only based on narratives, stories, fairy tales, and so on. So, the ear is the "king" at that time, "hearing is believing", and human visual abilities have not been widely relied on in communication. For primitive people in the tribal era, hearing is the most important thing. The role of the brain becomes very important as the area that controls hearing. With the introduction of letters, society gradually changed to the era of writing. This era places the power of sight as important as hearing. Second, the age of Literacy, having the era of writing, important changes occurred and human feelings and thoughts were increasingly expanded. McLuhan mentions that the change in the use of writing as a means of communication has driven the emergence of mathematics, philosophy and other sciences. Humans have discovered the alphabet or letters so that they do not longer rely on oral, but rely on writing. Third, The print age, there is still continuity with the alphabet, but its benefits are more widespread because the printing press has been invented. Fourth, the electronic age, Examples of communication technology are telephone, radio, telegram, film, television, computers, and the internet so that humans are like living in a global village (Nurudin:2007).

According to Sztomka, modernization has three meanings. The most general meaning is the same as all types of progressive social change when society moves forward based on a recognized scale of progress. The second meaning is "modernity", which means the social, political, economic, cultural, and mental transformations that have taken place in the West since the 16th century and reached their peak in the 19th and 20th centuries. The modernity includes the process of industrialization, urbanization, rationalization, bureaucratization, democratization, the influence of capitalism, the development of

individualism and motivation for achievement, the increasing influence of reason and science, and various other processes. Modernization means the transformation process that was experienced by traditional or pre-technological societies to become a society characterized by machine technology, rational and secular attitudes and highly differentiated social structures.

According to Eisenstadt in his book Sztompka explains Modernization is a process of change towards the types of social, economic, and political systems that developed in Western Europe and North America from the 17th to the 19th centuries and then spread to other European countries and from the 19th and 20th centuries to South America, Asia, and Africa. According to Wilbert Moore in his book Sztompka, Modernization is the total transformation of traditional or pre-modern society into a type of technological society and social organization that resembles the progress of the Western world, where the economy is prosperous and the political situation is stable. Tiryakian formulated that based on the perspective of the world's historical process, modernization is related to the superiority of innovation or breakthroughs in awareness, morals, ethics, technology and social order that are useful for improving human welfare.

The modernization mechanism is closely related to technological determinism, where the dominant technology imposes (generates) new forms of social organization, political life, cultural patterns, daily behavior, beliefs and attitudes. Technology is considered to have its own logic of development which is driven by a series of inventions and innovations, then sooner or later the impact of modern technology will lead to a syndrome of complete modernity. It will produce similarities or uniformities that affect various communities and eliminate local differences (Sztompka, 2011; Ratmanto, 2005).

2.6 The Previous Research

Previous research is to obtain preliminary evidence indicating that the problems investigated actually exist in the field, not just imagination without evidence. Previous research is also a reference and obtains an initial picture and facilitates the process of reviewing related themes, as well as a reference for researchers to research with the same theme. The study from previous research as follow:

First, thesis of Purnama Wijaya by title *"Interpretasi Khalayak Terhadap Gaya Hidup Digital Di Surabaya"/ "*Audience's Interpretation of the Digital Lifestyle in Surabaya". In this thesis, the researcher discusses the audience's interpretation of the digital lifestyle for GO-JEK application users. The findings in this research are that the people of Surabaya, especially the youth of Hamlet 06, Urban Village Pacar Keling, Surabaya, interpret e-lifestyle as a necessity of life and a consumptive lifestyle.

Second, Vicky Syawali Aditya's thesis entitled "The Influence of Price and Service Quality on GrabCar Customer Satisfaction in Students of the Faculty of Economics and Business, University of Medan Area". In this thesis the writer discusses the effect of price and quality level of Grab Car services on students. The findings in this previous researcher are that price and service simultaneously have a positive and significant effect on customer satisfaction of Grab Car users on students of the Faculty of Economics and Business, University of Medan Area with a correlation test result of 0.468 or (46.8%) customer satisfaction variable. The Faculty of Economics and Business, University of Medan Area itself is located at Setiabudi Street 79B Tj. Rejo Medan Sunggal.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Method

3.1.1 Types of Research

This research used descriptive qualitative research method. The phenomenon in this study involves individuals who have various characteristics, so the data obtained varies as well. Therefore, the researcher chose a descriptive qualitative research type that can understand and describe the behavior of the younger generation, especially in the neighborhood XIX Medan, Sunggal towards the digital lifestyle in using the Grab application.

Descriptive method "aims to systematically describe the characteristics of a population or certain fields in a factual and accurate manner without looking for or explaining a relationship" (Sugiyono, 2004:27).

3.1.2 The Location of Research

This research was carried out in Medan city area, because Medan is a large city for the distribution of Grab application services. Researchers focused on youth who are around the XIX area of Tanjung Rejo Village, Medan Sunggal District, who knew, downloaded and used the Grab application.

3.1.3 The Time of Research

This research was conducted from June 2020, up to July 2020.

3.2 The Sources of Data and Techniques of Collecting Data

3.2.1 The Sources of Data

According to Moleong (2001:112), recording data sources through interviews or observations is the combined result of seeing, listening, and asking questions. In qualitative research, these activities are carried out consciously, directed and always aim at obtaining the necessary information.

If the interview is in collecting the data, the source of the data is called the informant, namely the person who responds or answers questions both in writing and orally. When using documentation, documents or records are the source of the data. The data used in this study are:

a. Primary data

According to Sugiyono (2014: 54) research informants who become primary data sources are determined by purposive sampling method, where data source collection is carried out with certain considerations where the informants are youths who have the criteria for determining the informants of this research later in the XIX Tanjung Rejo Medan environment using Grab App

b. Secondary Data

According to Sugiyono (2010: 193) secondary data sources are: "Sources that do not directly provide data to data collectors, for example through other people or documents". Secondary data can be obtained by reading, studying and understanding through media sourced from literature and library books or data from companies related to the problem under study.

3.2.2 Techniques of Collecting Data

Data collection techniques are strategic ways to be used by researchers with the main goal of getting results. In this study, researchers used a combined technique as follows:

a. Interview

Interviews are a data collection method used to obtain information directly from the source as well as a data collection method in qualitative research. This study uses in-depth interviews, where in-depth interviews are a way of collecting data or information by directly meeting with informants in order to obtain complete and in-depth data (Rakhmat, 2006:102).

Interviews were conducted as face-to-face questions and answers – a meeting of an interviewer with one informant. The main purpose of this interview is to examine, test, or complete the data obtained through other measuring tools. In-depth interviews are specifically conducted to assist the interpretation of the findings obtained through other audit tools.

b. Documentation

Documentation according to Sugiyono (2015: 329) is a method used to obtain data and information in the form of books, archives, documents, written numbers and pictures in the form of reports and information that can support research. Documentation is used to collect data and then reviewed. The documentation used in this study includes audio recordings and photographs with informants as evidence of activities in the field.

3.3 The Instruments of Research

The research instrument in qualitative research is the researcher himself. This means that it depends on the ability of the researcher to maintain the validity of the data (Rakhmat, 2006:152).

In this study, researchers conducted in-depth interviews with several informants in order to obtain information that could solve the problems in this study. In addition, the instrument used is to use a writing utensil to record important things. Researchers also used cellphones for documentation, as well as laptops to transfer the results of the research into soft copy form.

3.4 The Techniques of Analysing Data

Data analysis according to Bogdan & Biklen (in Lexy J. Moleong, 2012: 248) is an effort made by working with data is an effort made by working with data, organizing data, sorting it into manageable units, synthesizing it, seek and find patterns, discover what is important and what is learned, and decide what to tell others.

According to Miles & Huberman in (Sugiyono. 2016, p. 345) states that data analysis techniques in qualitative research include:

a. Data Collection (Processing and preparing data for analysis). This step involves transcribing interviews, scanning material, typing field data or sorting and organizing the data into different types depending on the source of information.

b. Data reduction. It is a form of analysis that categorizes, directs, discards unnecessary and organizes the data that has been reduced to provide a sharper picture of the observations into themes.

c. Presentation of Data (Data Display). Presentation of data is an analysis in the form of a matrix, network, cart, or graphic. In qualitative research, data presentation is done in the form of brief descriptions, tables, charts and relationships between categories. Through the presentation of the data, the data is organized and structured so that it will be easier to understand.

d. Conclusion Drawing/Verification. The conclusion is drawing conclusions and verification. The initial conclusions put forward are still temporary, and will

change if no strong evidence is found to support the next stage of collection. Conclusions in qualitative research can answer the problem formulation that was formulated from the start.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusions

Based on the results of research on the digital lifestyle of the younger generation in Medan City, it can be concluded as follows:

1. The behavior of Z Generation as a young generation who has a digital lifestyle in using the Grab application is a picture of an independent and responsible lifestyle. Z Generation, which is a global generation, uses technology in their daily activities. Utilization is growing with the *Grab* application which helps them to be more productive.

2. The factors that influence the digital lifestyle come from internal and external factors. The internal motive factor is the most influencing factor, because of the needs of each individual in using the *Grab* application. External factors such as reference groups, and social class also most influence individuals in the digital lifestyle of using the *Grab* application.

5.2 Suggestions

Based on the results obtained, there are several suggestions that can be put forward by researchers, namely:

1. To *Grab* app users

   Grab application users are expected to continue to use technology like this in positive activities, especially the younger generation who have digital lifestyle to use the Grab application in daily activities which is an alternative solution for activities.

2. To the *Grab* app

The *Grab* application is expected to continue to provide useful facilities that can help the younger generation in carrying out their daily activities. Continue to improve facilities to make the younger generation more comfortable with a digital lifestyle.

3. To further researchers

Future researchers are expected to be able to further explore the theory of determinism to correct the shortcomings of current research.