

UNDERSTANDING THE POWER OF DIGITAL LITERACY AND FAMOUS ONLINE TRANSPORTATION FOR STUDENTS' SOCIAL BEHAVIOR

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Abstract: Purpose – The purpose of this study was to determine the influence of digital literacy and famous online transportation for students' social behavior

Design/methodology/approach – It was a quantitative study which took 130 respondents taken by using purposive sampling as the samples. The data were collected by distributing the questionnaires and conducting the interviews. And then, the data were analyzed by descriptive analysis and multiple regression analysis with SPSS 21 application.

Finding - The result of multiple regression analysis shows that simultaneously, digital literacy (X_1) and online transportation (X_2) have contributed significantly to influence students' social behavior (Y) for 22.4%. Furthermore; partially; the influence of online transportation (X_2) on social behavior (Y) was 16.97% and the influence of digital literacy (X_1) on students' social behavior (Y) was only 1.14%. The model of this research was $Y = 23.261 + 0.139X_1 + 0.591X_2 + e$. It means that students' who used online transportation more intensively, they would be less social in their behavior. However; digital literacy was insignificant and gave little influence on social behavior because it was just the tool of communication used to socialize in everyday life. Therefore; educators should create more fun learning activities to make students easier to understand the materials from their gadgets and to be social people in the real world.

Originality/value – The study showed a finding that digital literacy did not influence students' social behavior. Whereas, the previous studies found that there was a relationship between those variables. Besides, there were a few researches on famous online transportation Indonesia.

Keywords: Digital Literacy, Online Transportation, Students' Social Behavior

Introduction

A person's social behavior was relative to respond to others in different ways. Walgito (2004: 15) said human behavior cannot be separated from the individual state itself and the environment where the individual was located. Social behavior was the physical and psychological activity of a person against another person or vice versa in order to satisfy himself or others in accordance with social demands (Hurlock, 2004: 262). Ahmadi (2009:152-153) argued that social behavior was the consciousness of the individual to determine the real action, the social object (the objects of many people in the group) and others.

George Ritzer (2014: 73) suggested that there were two theories of social behavior: (1) Behavior Theory Sociology was a theory to apply the principles of behavioral psychology into sociology. It focuses on the relationship between effects and behavior that occurs within the environment of the actor with the actor's behavior. The basic concept of behavioral sociology was reward. Then, (2) The Social Exchange Theory derived from the concepts and principles of behavioral psychology. It was also derived from the concept of basic economic concepts such as cost, and benefits. The foundation of economics states that humans are constantly

engaged among many behaviors, with the options to reflect the expected cost and rewards which are related to these alternative behavioral lines. Social Exchange Theory states that the higher the rewards earned the more likely the behavior will be repeated.

Social behavior was influenced by various factors which came from the environment. Nowadays, technological developments become one of the factors which change the human social behavior. Along with the development of information and communication technology, now the internet has become a popular source of information because it was able to offer access information easily, quickly and abundantly.. The acceleration of digital technology in social media platforms encourage the interaction among people (pustekkom.kemdikbud.go.id, 2017). On the other hand; the development of digital technology has also some negative impacts on its users. The influence of social networking also occurs in education. The worst impact in education from social networking sites was the emergence of deviant behavior. Nurhusni (2017) stated that deviant behavior was caused by the use of social networking sites such as: spending a lot of time in front of computer, having less time to study, ignoring the environment, doing little socialization, having little interaction with the outside world causing anti-social, personal, misuse of data, fraud, pornography, and many more.

Advances in information technology were increasingly accompanied by the competence of digital literacy. The idea of digital literacy began popularized by Gilster in 1997 as cited in Belshaw (2011) which stated that digital literacy was the ability to understand and to use information in multiple formats from a variety of sources when it was presented via computers. According to Gilster, digital literacy was the ability to understand and to use the information in various formats through a computer (Belshaw, 2011: 98). In further developments, Bawden (2008) put forward a new understanding of digital literacy developed based on the concept of computer literacy and information literacy. In the new concept, Bawden stated a conceptualization of digital literacy consisting of four main components: underpinning, background knowledge, central competencies, and behaviors and perspectives (Bawden, 2008: 29-30).

The competence of digital literacy was useful for dealing with information from a growing number of digital sources along with the development of information and communication technologies as the impact of the media convergence phenomenon. With the growing convergence of media, the boundaries between 'information' and other media have become increasingly blurred (Buckingham, 2010). The existence of the media also slightly changed the lifestyle of students, where students today were more passive in the process of direct communication and more focused on the information they access from new media (Kurniawati, 2016). People who were digital literate must be able to use digital technology efficiently and in accordance with individual needs (Tuamsuk, 2017). Outside schools, children were involved with the technology medium, not as a technology but as a cultural form: they do not see them primarily as technical tools, but rather as part of their popular culture, and their daily life experiences. If educators want to use the media at school, they cannot ignore this experience: instead, they need to give students the means to understand it. (Buckingham, 2010). Therefore; the first hypothesis is:

H₁ Digital literacy significantly influences students' social behavior

The rapid development of communication technology has provided a social change of society. Technological advancements have also significantly changed the lifestyle of the world community, one of which was an application-based service provider in the field of online-based mode of transportation. Online transportation was a form of technological development that was becoming increasingly popular.

Iskandar (2017) reported that the three major online transportation providers in Indonesia; they were Gojek, Grab, and Uber. But nowadays, Ngazwas (2018) reported that Uber was acquired by Grab, so there were only two online transportation providers; *GO-JEK Indonesia* and Grab. The visitors Grab and Gojek were not different; they were 8.6 million for Grab and 8.8 million per month for Gojek . Regarding the number of users by gender, *GO-JEK Indonesia* has 3,403,000 male users and 5,468,000 female users.

Then, Sholikhah, et.al (2017) found that internet users in Indonesia were interested to use Gojek since they provide many features or services. Nowadays, the services of *GO-JEK INDONESIA* were Transportation (GO-RIDE), Car Transport (GO-CAR), Messages food (GO-FOOD), Shopping (GO-MART), Instant messenger (GO-SEND), Inter-item lot/large (GO-BOX), Go ticket (GO-TIX), Go Med, Massage/reflection (GO-MASSAGE), Go Clean-up (GO-CLEAN), Beauty (GO-GLAM), Go Auto, Go Pay, Go Points, Go Pulsa, dan Go Bills ([www. GO-JEK Indonesia.com](http://www.GO-JEK Indonesia.com)) . While the services provided by Grab was Grab Taxi, Grab Car, Grab Share, Grab Bike, Grab Express, Grab Food, Grab Hitch Bike dan Grab Hitch Car (www.grab.com). It means that those online transportations offer the ease and various services to the consumers which can attract internet users to enjoy them.

The trend of motorcycle online increased in recent years with the increasing need for faster mode of transportation. Ease and speed of motorcycles message via applications and the speed of travel (travel time) were the key factors for the online users to use it. In addition, certainty and cheap tariffs could appeal and attract thousands of people switch to those mode of transportation.

Business in service provider-based applications in the field of online-based mode of transportation can provide solutions and address public concerns about public transport services (Yunus, 2017). However, some people said that online transport also gave the negative impact on students' social behavior because it creates lazy behavior in a person.

From the initial observation which we did on December 2017, it indicated that using online transportation makes people lazier. It happened to my friends who stayed on the boarding house when they needed food or sent the paper to the lecturers. It happened because they could rely on the drivers of *GO-JEK Indonesia* to handle those activities. It was not a good habit because education should create enthusiastic people who can change the world. Therefore, the laziness consequently influenced their social behavior because there were not any real interactions with other people. Thus, the second hypothesis is:

H₂ Online transportation significantly influences students' social behavior

This research had two independent variables; they were digital literacy and online transportation and 1 dependent variable; it was students' social behavior. The purpose of the research are: 1) to know the impact of digital literacy for students' social behavior, 3) to know the impact of digital literacy and online transportation for students' social behavior. And then, the third hypothesis is:

H₃ Digital Literacy and online transportation significantly influence students' social behavior

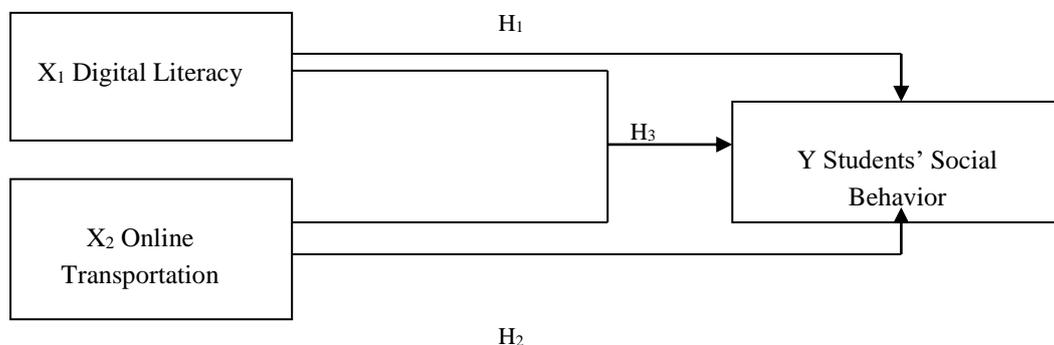


Figure 1. Theoretical Framework of the Study

Methods

This research used quantitative descriptive analysis with quantitative research approach. Purposive sampling was a sampling technique in which the researcher relies on his own judgment when selecting members of the population to participate in the study. (Black, 2010). Data were collected by distributing questionnaires through Google Forms distributed to Economics students and interviews. Then, data were analyzed by descriptive statistic, multiple linear regression test, classical assumption test, reliability and validity.

This research was conducted on the students of Faculty of Economics, State University of Semarang. The population of this study was economics of the students who enjoyed online transportation. There were 130 respondents taken by using purposive sampling as the samples. The data were collected by distributing the questionnaires and interviews. And then, the data were analyzed by descriptive analysis and multiple regression analysis with SPSS 21 application.

Result and Discussion

Reliability Testing

Reliability relates to the consistency of a measure (Heale & Twycross, 2015). A study was said to be reliable if it has Cronbachs' alpha > 0.70 (Ghozali, 2006).

Table 1 Reliability Analisis

Variable	No. of Items	No. Of the Delete Items	Cronbach's
Digital Literacy	14	0	0.801
Online Transportation	8	0	0.916
Social Behavior	18	0	0.796

Based on the above table, it shows that Digital Literacy (X1) has Cronbach for 0.801. Online Transportation (X2) has Cronbach for 0.916, and students' social behavior (Y) has Cronbach for 0.796. It means reliable because the scores were more than 0.70.

Construct Validity

Validity was defined as the extent to which a concept was accurately measured in a quantitative study (Heale & Twycross, 2015). Validity was also called the accuracy of the interpretation made of the results of measurement or evaluation (Gronlund and Lin, 1990). The research instrument was said to be valid if it has significance <0.05. And the results of validity test showed that all statements were valid since the significance of each statement was less than 0.05. They were 0.619, 0.608, 0.621, 0.677, 0.587, 0.364, 0.260, 0.577, 0.523, 0.722, 0.625, 0.530, 0.488, 0.363, 0.732, 0.773, 0.834, 0.860, 0.851, 0.773, 0.825, 0.766, 0.436, 0.608, 0.550, 0.549, 0.459, 0.592, 0.602, 0.506, 0.465, 0.570, 0.403, 0.311, 0.572, 0.478, 0.481, and 0.510.

Regression Analysis among Variables

Table 2 Simultaneous Test Result (F test)

ANOVA ^a						
Model		Sum of Squares	Df	Mean	F	Sig.
1	Regression	1009.941	2	504.971	19.578	.000 ^b
	Residual	3275.666	127	25.793		
	Total	4285.608	129			

- a. Dependent Variable: Social_Behavior
 b. Predictors (Constant), Online_Transportation, Digital_Literacy

Based on ANOVA table, it can be seen that $F = 19.578$ with significance $0.000 < 0.05$, it means significant F count. From the results of the analysis can be concluded simultaneously, the variable X (Digital Literacy), X_2 (Online Transportation), influence variable Y (Social Behavior).

Partial Test (t test)

Table 3 The Result Analysis of Multiple Linear Regression

Model		Unstandardized Coefficients		Standardised	T	Sig
		B	Std. Error	Beta		
1	(Constant)	23.261	5.051		4.605	.000
	Digital_Literacy	.139	.115	.103	1.216	.226
	Online_Transportation	.591	.116	.434	5.102	.000

According to the above table, multiple linear regression analysis was $Y = 23.261 + 0.139X_1 + 0.591X_2$. This means that the constant was 23.261 where digital literacy (X_1) did not give a significant influence to Y because the score was $0.226 > 0.005$. On the other hand, online transportation (X_2) gave positive positive influence on social behavior (Y) of $0.000 < 0.005$. And then, here it is the detailed explanation about the equation:

1. Constant = 23.261, if the constant independent variable was 0 then the average was 23.261.
2. The coefficient of X_1 (Digital Literacy) = 0.139, it means if the digital literacy variable increased by 1 point while the online transportation variable was 0, it led to an increase on social behavior for 0.139.
3. Coefficient X_2 (Online Transportation) = 0.591, it means if there was an increase on online transportation by 1 point while digital literacy was 0, it led to an increase on social behavior for 0.591.

Coefficient Determinant Test (R2)

The Result of Simultaneous Determination Coefficient

Table 4 The Result of Simultaneous Determination Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.485 ^a	.224	.224	5.07865

It shows that Adjusted R Square value was $0.224 = 22.4\%$. It means that the dependent variable of Students' Social Behavior can be explained by two independent variables; they were Digital Learning and Online Transportation.

The Calculation Result Coefficient of Determination of Partial

Table 6 The Calculation Result Coefficient of Determination of Partial

Model	Correlations			Collinearity Statistic		
	Zero-order	Partial	Part	Tolerance	VIF	
1	(constant)					
	Digital_Literacy	.281	.107	.094	.832	1.201
	Online_Transportation	.476	.412	.396	.832	1.201

It means that the influence of online transportation (X_2) on social behavior (Y) was 16.97% and the influence of digital literacy (X_1) on students' social behavior (Y) was only 1.14%. then, from the hypotheses, it can be stated that:

H₁ Digital Literacy significantly influenced students' social behavior was rejected

H₂ Online transportation significantly influenced students' social behavior was accepted

H₃ Digital Literacy and online transportation significantly influenced students' social behavior was accepted.

The third variable is social behavior or attitude. Behavior according to Akyas Azhari (2004: 161) was a way to react to a particular incentive. Whereas social behaviors were expressed by similar and repetitive means of activity to social objects that lead to the occurrence of repeated behavioral ways toward one social object (W.A. Gerungan 1978: 151-152). Different forms and types of social behavior of a person was basically a character or personality trait that can be observed when a person interacts with others. As in group life, the tendency of one's social behavior to be a member of the group will be apparent among the other members of the group.

Social behavior was influenced by several factors. According to Baron and Byrne (2000) there were four categories that constitute one's social behavior, they were (1) the behavior and characteristics of others, in this aspect the teacher plays an important role as a figure that will be able to influence the formation of students' social behavior because it will give a considerable influence in directing students to do something deed. (2) The cognitive process of memory and thought that contains the ideas, beliefs and considerations that form the basis of his social consciousness. for example, a student because he always gets a challenge and successful experience in learning pemas then he has a positive behavior towards physical activity which was shown by social behavior that will support his friends to physical activity properly. (3) Environmental factors, ie the natural environment can sometimes affect a person's social behavior. (4) The cultural background was a place of behavior and social thought that happened. For example, a person who was of a particular ethnic culture may feel strange when he or she was in an environment of another ethnic or cultural society. In the context of physical education learning the most important thing was to respect each other's differences.

Based on research results Anindhita (2016) society today was greatly facilitated by the means of online transportation, especially for reservations. The presence of online transportation; such as Gojek and Grab provide a very significant contribution to the social life of the community. Some social changes and mindsets about online transportation such as the transition of technology use as a means of public transportation booking, increased image of traditional ojek as a means of transportation that was solutive, fast, free of traffic, safe and comfortable. Online transportation is now a solution that provides benefits to the community because the application is appropriate to the advancement of communication technology.

Conclusion

The result of multiple regression analysis showed that simultaneously, digital literacy (X_1) and online transportation (X_2) have contributed significantly to influence students' social behavior (Y) for 22.4%. Furthermore; partially; the influence of online transportation (X_2) on social behavior (Y) was 16.97% and the influence of digital literacy (X_1) on students' social behavior (Y) was only 1.14%. The model of this research was $Y = 23.261 + 0.139X_1 + 0.591X_2 + e$. It means that students who used online transportation more intensively, they would be less social on their behavior. However; digital literacy was insignificant and gave little influence on social behavior because it was just the tool of communication used to socialize in everyday life. Therefore; educators should create more fun learning activities to make students easier to understand the materials from their gadgets and they can be social people in the real world.

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