The world of young adults (20-34 years old) is increasingly ruled by the transformation of the digital domain. Mobile phones and to some extent internet usage has become a daily necessity. Having access to Facebook, blogs, Twitter, You Tube, and the use of Google to search for information has spread rapidly among young people. Some young Indonesians are constantly using electronic devices to keep in touch with their friends around the world, updating their status and private individual information, looking for education and job opportunities, buying and selling products online and marketing products for economic capital gain. Others turn to the internet for romance and or to find a future spouse. The digitally addicted never leave home without their mobile phone and invest a growing portion of their day texting friends.

This condition is mirrored in the experiences of counterparts in developed countries, especially those with higher levels of education and from a resource-rich background where social networking can enhance individual social capital (Hargittai and Hinnant, 2008). Popularity of accessing the internet via mobile phone has increased dramatically in Japan, where most people prefer to access internet from mobile phones rather than computers (Ishii, 2004).

The purpose of this policy brief is to evaluate how young people in Greater Jakarta use mobile phones, internet and other media. The aim is to evaluate the patterns and purposes of usage among young people for policy discussion.

Mobile Phones

The 2010 Greater Jakarta Transition to Adulthood Survey (N=3006) revealed that 85 percent of respondents own a mobile phone. Ownership is strongly related to education; 60 percent of those with primary school education or less own a mobile phone compared to over 97 percent of those with post-school qualifications. Among those who own a mobile phone, around 30
percent access the internet via their mobile on at least a weekly basis. Those with lower education are significantly less likely to access the internet via their phones.

**Internet**

Six out of ten respondents never access the internet. Among those who did access the internet, the majority (85%) use it very frequently, either daily or several times a week. Frequency of internet use was strongly related to sex, age and education (Figures 2, 3 and 4). In general men, people in their low to mid-twenties and highly educated individuals were more likely to use the internet. Over half of those with certificate level education and over two thirds of those with university degrees use the internet on a daily basis compared to less than five percent among those with primary school education or below. Mobile phones were the most common form of internet access. Among internet users, the three most common uses were for social network sites, email and searching for general information (Figure 5).

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**Figure 2. Frequency of internet use by sex**

Source: The 2010 Greater Jakarta Transition to Adulthood Survey.

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**Figure 3. Frequency of internet use by age**

Source: The 2010 Greater Jakarta Transition to Adulthood Survey.
Further analysis using logistic regression models investigated the reasons for using the internet. The analysis revealed only a small gender difference in the purpose of use, but a strong age difference was evident with young people (20-24) being more likely to be using the internet for capital enhancing purposes like job searching and study related reasons.

In terms of education, those with higher education were more likely to use the internet for every purpose though the strongest effect was for email usage. The odds of someone with a university degree using the internet for email and capital enhancing purposes were nearly 5 times the odds of someone with senior high school education or below for each of the above purposes.

As expected, people who were unemployed were significantly more likely to use the internet for job searching compared to those employed in
medium level occupations, and students were more likely to use the internet for study related as well as capital enhancing purposes.

We also investigated whether media and television exposure is related to internet usage. The results showed that newspaper reading was related to use of the internet for news and information, while television exposure was not related to the use of internet.

Access to Internet

Women were less likely to use the internet at home, at a friend’s house and at an internet cafe. There were also gender differences in use of internet on mobile phones (among mobile phone users) but no significant gender differences in use of internet at work among employed persons. Those aged 20-24 stand out as having the highest internet usage from all access points, except from work.

Education differences in internet access were consistent for all locations but were particularly strong for workplace access, use of internet at home and use of internet on mobiles (Table 1). Internet access and usage from respondent’s mobile phones or those frequently accessing the internet from home were significantly associated with social networking, seeking news and information, capital enhancing purposes as well as for seeking religious related information.

Exposure to Print Media

It seems that the newspaper is not a very popular medium for young people as only 18 percent of men and 8 percent of women read newspapers daily. The expected gendered patterns are found in the consumption of sports/automotive magazine which are more read by men as compared to women’s magazine, mostly read by women (See Figure 6).

Exposure to TV shows

The patterns of TV consumption are statistically different between men and women. Overall, there are higher proportions of women than men who watch Indonesian soap operas (Sinetron), Infotainment (Celebrity gossip), and religious programmes on TV everyday. One exception is Western Programmes, where the proportion of men watching everyday outweighs that of

### Table 1. Percentage of respondents using internet from specified location, by sex, age, and the highest level of education.

<table>
<thead>
<tr>
<th>Age group</th>
<th>Workplace</th>
<th>At home</th>
<th>Friend's house</th>
<th>Internet café</th>
<th>Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total N</td>
<td>% using</td>
<td>Total N</td>
<td>% using</td>
<td>Total N</td>
</tr>
<tr>
<td><strong>Sex</strong></td>
<td></td>
<td></td>
<td><strong>%</strong></td>
<td><strong>%</strong></td>
<td><strong>%</strong></td>
</tr>
<tr>
<td>Male</td>
<td>1,106</td>
<td>36</td>
<td>1,434</td>
<td>30</td>
<td>2,538</td>
</tr>
<tr>
<td>Female</td>
<td>1,434</td>
<td>30</td>
<td>1,434</td>
<td>30</td>
<td>2,538</td>
</tr>
<tr>
<td><strong>Age group</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20-24</td>
<td>994</td>
<td>25</td>
<td>994</td>
<td>17</td>
<td>997</td>
</tr>
<tr>
<td>25-29</td>
<td>958</td>
<td>25</td>
<td>960</td>
<td>7</td>
<td>961</td>
</tr>
<tr>
<td>30-34</td>
<td>1,036</td>
<td>32</td>
<td>1,037</td>
<td>3</td>
<td>1,037</td>
</tr>
<tr>
<td><strong>Highest education level</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Primary or less</td>
<td>209</td>
<td>1</td>
<td>403</td>
<td>0</td>
<td>407</td>
</tr>
<tr>
<td>Junior high school</td>
<td>271</td>
<td>3</td>
<td>507</td>
<td>1</td>
<td>507</td>
</tr>
<tr>
<td>Senior high school</td>
<td>838</td>
<td>23</td>
<td>1,463</td>
<td>16</td>
<td>1,463</td>
</tr>
<tr>
<td>Certificate</td>
<td>188</td>
<td>61</td>
<td>259</td>
<td>37</td>
<td>259</td>
</tr>
<tr>
<td>Bachelors+</td>
<td>286</td>
<td>73</td>
<td>354</td>
<td>56</td>
<td>353</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1,792</td>
<td>29</td>
<td>2,986</td>
<td>18</td>
<td>2,989</td>
</tr>
</tbody>
</table>

Source: The 2010 Greater Jakarta Transition to Adulthood Survey
Note: ** Differences significant at p<0.05 using a chi-square test
women. The patterns of documentary and reality show consumption between males and females are more similar than the consumption of other TV shows (See Figure 7).

**Exposure to News and Radio Broadcasts**

Figure 8 shows the percentage distribution of respondents by sex and exposure to certain types of radio programs. It seems that listening to national news is more popular to the young generation (46% males and 49% females) than listening to foreign news (5.6% male and 3.3% females).

**All Forms of Media**

Further investigation was conducted to see whether sex, age, education and employment were related to consuming news and current affairs, religious information, watching Western programs as well as celebrity gossip and popular music from various sources of media combined (reading newspapers and magazines, watching television, and listening to radio). The results showed that female respondents are less likely to read newspapers, 18 times more likely to read women’s magazines, six times more likely to watch celebrity gossip and four times more likely to watch Indonesian soap operas on television.

Respondents who are studying are twice as likely as others to listen to national news, watch documentaries and current affairs, read sport, automotive or IT magazines and listen to popular music. Those who are not working or studying are more likely to watch celebrity gossip and Indonesian soap operas on television.

![Figure 6. Exposure to reading materials by sex](image)

*Source: The 2010 Greater Jakarta Transition to Adulthood Survey.*
Figure 7. Exposure to television programs by sex

Source: The 2010 Greater Jakarta Transition to Adulthood Survey.

Figure 8. Exposure to radio programs by sex

Source: The 2010 Greater Jakarta Transition to Adulthood Survey.
**Policy discussion**

Accessing and using the internet was strongly related to respondent’s education, employment and study status, as well as whether the respondent owns an internet capable mobile phone or has internet access at home. Respondents with the above characteristics are more likely to use the internet for social networking, seeking general information and news and capital enhancing purposes. Currently public primary schools have more limited availability and use of internet compared to private elite primary schools. Provision of computers in public schools will help to reduce the discrepancy between children from rich backgrounds and those from poorer families. This will enhance human capital outcomes in a future where electronic forms of communication will be the norm. Print media, especially newspapers, are not as popular as watching television. Thus delivering educational information as well as current news is likely to be more effective through television.

Though soap operas and celebrity gossip programs can be very entertaining, they are unlikely to enhance the prospects of those who are neither employed nor studying.

**References**


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The 2010 Greater Jakarta Transition to Adulthood Survey Description:

This study on transition to adulthood is being conducted in Jakarta, Bekasi, and Tanggerang. This study is the first comprehensive survey on transition to adulthood conducted in Indonesia. The study is funded by the Australian Research Council, WHO, ADSRI-ANU and the ARI-NUS. The sampling involved a two-stage cluster sample using the probability proportional to size (PPS) method. In the first stage, 60 Kelurahan (District) were selected using PPS. In the second stage, five counties (Rukun Tetangga) were chosen within each selected Kelurahan by systematic random sampling. The 300 selected RT were then censused and mapped. The census collected information on the age, sex, marital status and relationship to head of household of all household members. From the census, a listing of all eligible respondents (aged 20-34) living in the Rukun Tetangga was compiled. Eleven eligible persons were then selected by simple random sampling from the eligible county population. This resulted in a sample of 3,006 young adults.

Two survey instruments were employed. The first questionnaire administered by a trained interviewer covered all demographic aspects of the respondents, including their parents and spouse (if the respondent is married): education, work and migration histories; income and economic status; working conditions; living arrangements, relationships and marriage; number of children, family planning practices and abortion; physical-mental health related issues and happiness; smoking and drinking; religiosity and affiliation to religious and or political organizations; gender norms, values of children and world views. The second self-administered questionnaire covered issues relating to sexual practices and behaviour, safe sex practices, STDs/HIV/AIDS knowledge, access to reproductive health services, and drug use. After completion, the respondent sealed this questionnaire in an envelope before returning it to the interviewer. The study also includes 100 in-depth interviews with randomly selected respondents from the survey.

This study will produce a series of policy briefs and if funding is made possible will be continued as a longitudinal panel study following the livelihood, demographic and career aspects of the respondents over 10 years. The same respondents will be interviewed once every three years.

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