Search Engine Mapping on Media Usage

(Among Korean and Indonesian Users)

Yuni Tresnawati[1], Nor Fauziana BT. Ibrahim[2]

[1]Faculy of Communication Science, Universitas Mercu Buana, Indonesia
[2]Faculty of Business, Multimedia University, Malaysia

Abstract— This research designed to identify the development of information technology that has emerged as the development of ICT (Information and Communication Technology) in South Korea and Indonesia. This research identifies problems such as each country's search engine as the identity of the country and also the number of users who rely on the search engine mentioned before.This research is included in the ranks of qualitative research. The theoretical foundation is used as a guide so that the focus of research is in accordance with the facts in the field. The paradigm used in this study is the paradigm of constructivism.

Keyword— Communication Technology, Search Engine, Users.

I. INTRODUCTION

In life today technological progress advances have increasingly become inseparable. Coupled with the emergence of the internet which became a new path for human convenience in the present. The internet is one of the results of the development of information technology that emerged as the development of ICT (*Information and Communication Technology)* as now the internet is more widely used as an important source of information to be developed in the future. According to Sisson and Pontau in Novianto (2013: 8), this is because the internet is able to offer convenience that cannot be found in other information channels.

The tendency of today's society to rely on the internet as a key ingredient of information and as one of the media in communicating, makes people make the internet as one of the keys in their lives. On average they access the internet to use social networks, search for information, and some even just to keep up with the times.

With the advent of this new technology, many countries in the world are competing separately to have this internet technology. One of them is Indonesia and South Korea. Indonesia is also listed as the 4th place in most internet users in Asia. According to APJII, which is an Association of Indonesian Internet Network Organizers, this country has access to more than 160 million or 50% of internet users from all people in Indonesia.

Not inferior to the situation in Indonesia, South Korea ranks 5th in the country of most internet users in Asia. With a population of 51.47 million, more than 60 percent are internet users and every day have 28 million active users.

In this case, the youth provided by the internet is no joke. So that people also rely heavily on the internet situation. From the intern itself, we can dig up lots of information, look for music, videos or even communicate. Based on research from Georgia Tech's GVU Center, the majority of internet users rely on search engine facilities as a tool in finding information (Nizar, 2009: 3). Search engines make it easy for internet users to find a variety of information needed just by using keywords in the search process.

Search engines provide search results that cover the entire contents (actual content) of various sites available on the World Wide Web (Nizar, 2009: 3). The internet provides various search engines that make it easy for users to find the information they need. According to Lubis in Novianto (2013: 23), there are several search engines that can be used as sources of information search for internet users, namely: Google, Yahoo !, Naver, Lycos, Altavista, Deja, Excite, Hotbot, MSN, and Netscape Search.

In each country, there are many search engines that become the country's identity. Indonesia always uses Google as their *search engine*in doing anything related to the internet, whether in searching information, searching for

music, videos, or conducting communications. It's different from South Korea. The country has its own *search engine* called NAVER which is an online platform developed by Naver Corporation. First discovered by former Samsung employees in 1999, which eventually became a mainstay of the South Korean people in searching for information or anything related to the internet network.

Based on the background of the problem, the researchers are interested to find out and analyseabout hoow*search engines* from each country are considered as the identity of the country and how many users rely on Search Engine *Google*and *NAVER* so that it can be considered as a representation of self-identity.

By knowing the differences of search engines each country mentioned uses, this research is expected to enrich and contribute in the development of communication science, especially in media usage and self-identity representation. It is also expected that this research provides more information to the public, especially media users and also cultural researchers.

II. LITERATURE REVIEW

Communication

In a large Indonesian Dictionary (KBBI) "communication is the sending and receiving of messages and news between two or more people so that the intended message can be understood. Meanwhile, according to Stoner, Freeman, and Gilbert (1995) defines communication as the process by which people attempt to share meaning via the transmission of symbolic messages. Communication is the process by which a person seeks to provide understanding or messages to others through symbolic messages.

Communication process according to Komala (2009: 83) is"The communication process occurs when humans interact in communication activities, convey messages to realize communication".

The communication process is divided into two stages:

1. Primary Communication Process :The communication process is the process of conveying one's thoughts and or feelings to others by using the symbol as a medium. Symbols as primary media in the communication process are language, gesture, gesture, picture, color, etc. which are directly able to "translate" the thoughts and / or feelings of the communicator to the communicant.

2. Secondary Communication Process :The communication process is the process of delivering one's message to others using tools or means as a second medium after using the first media symbol.A communicator uses the media in launching the communication because the communicant is the target in a place that is relatively far or many in number. Letters, telephones, telexes, newspapers, magazines, radio, television, film, and many more are the second media that are often used in communication **(Effendy 2007: 11)**

Representation Theory

Stuart Hall shows that representation theory is a process where meaning (*meaning)* produced using language (*language)* and exchanged by group members in a culture (*culture).*

According to the explanation Judy Giles and Tim Middleton, has 3 definitions of the word '*to represent'*:

1. *To stand in for,* this can be exemplified through the flag case at an *event*, which indicates that a country participates in the *event* because there is a flag symbol.

2. *To speak or act on behalf of.* An example is when President Joko Widodo spoke on behalf of the Indonesian people.

3. *To re-present*, in the sense of writing history or biography that presents back events in the past.

In practice, the three meanings of these representations can overlap. The theory put forward by Hall is very helpful in further understanding of what the meaning of representation is and how it operates in cultural society. Hall in his book *Representation:Cultural Representation and Signifying Practices "Representation connects meaning and language to culture ... Representation is an essential part of the process by which meaning is produced and exchanged between members of the culture.*

So it can be said that representation is one way to produce meaning. Representation works through a representation system that consists of two important components, namely concepts in mind and language. These two components are correlated. The concept of something that is owned and exists in the mind, makes a person or person know the meaning of something.

Referring to the writings of Stuart Hall, mentioned three types of approaches in representation include:

1. Reflective Approach: language functions as a mirror, which reflects the true meaning of everything that exists in the world. In the reflective approach, meaning depends on an object, person, idea, or event in the real world, and language functions as a mirror, to reflect the true meaning as it already exists in the world.

2. Intensional Approach: we use language to communicate something according to our perspective on something. The second meaning approach in representation debates the opposite case. This approach says that the speaker, the author of anyone who expresses his unique understanding of the world through language. Again, there are a number of points for this argument since we all as individuals, also use language to communicate things that are special or unique to us, with our perspective on the world.

3. Constructivist Approach: we believe that we construct meaning through the language we use. This is the third approach to recognizing the public, social character of the language. This justifies that nothing in themselves including individual language users can ascertain meaning in language. This something is meaningless: we construct meaning, using representational systems of concepts and signs.

Self-Identity

Self-identity is the process of being a unique individual with an important role in life (Papalia, 2008), an awareness of personal unity and continuity, and relatively stable beliefs throughout the life span (Desmita, 2008), and is organizing encouragement- drives (drives), abilities (abilities), beliefs (beliefs), and experience into a consistent image of self which includes the ability to choose and make decisions, both regarding work, sexual orientation, and life philosophy (Woolfolk, in Yusuf, 2011).

According to Erikson, self-identity means that feelings can function as someone who stands alone but who is closely related to others.

Understanding Erikson's self-identity is summarized into several parts (Erickson, 1989), namely:

a. Self-identity as the essence of all personalities that remain the same in a person even though the environmental situation changes and the self becomes old

b. Self-identity as a harmony of social roles can in principle change and always experience a growth process.

c. Self-identity as "my own lifestyle" developed in the previous stages and determined the ways in which social roles were manifested.

d. Self-identity as a special acquisition at the adolescent stage and will be renewed and refined after adolescence.

e. Self-identity as a subjective experience of its own inner similarity and continuity in space and time.

f. Self-identity as continuity with oneself in association with others

Based on the opinions of the experts above, it can be concluded that self-identity is the awareness of individuals to place themselves and give meaning to themselves as a unique person and have different characteristics from the group, have relatively stable belief, and has an important role in the context of community life. Self-identity can contain physical attributes, beliefs, goals, expectations, moral principles or social style.

New Media

The definition of new *media exclusively* refers to computer technology which emphasizes the shape and cultural context in which technology is used, such as in art, film, commerce, science and above all internet. While digital *media is* a tendency to technological freedom itself as a characteristic of a medium, or to reflect digital technology (Dewdney and Ride. 2006: 8 & 20).

New media is media that is formed from interactions between humans and computers and smartphones and the internet in particular. This includes the web, blogs, online social networks, online forums and others that use computers as the medium. New media is a medium that facilitates interaction between the sender and receiver (Danaher and Davis, 2003: 462). The main advantage of this *new media* is the message delivered is *realtime*, where people can access various kinds of information and services quickly, where and whenever they are connected and connected to a computerized network and the internet network.

McQuail in Ardianto (2011: 14) also outlines the main features that mark the difference between new and old media (conventional) based on the user's perspective, namely:

1. *Interactivity*; Indicated by the ratio of responses or initiatives from users to "offers" from the source/sender (message).

2. *Social presence (sociability)*; Experienced by users, a *sense of personal contact* with others can be created through the use of a medium. *Media richness*: (new) media can bridge differences in reference frames, reduce ambiguity, provide cues, be more sensitive and be more personal

3. *Autonomy*; A user feels able to control the content and use it and be independent of the source.

4. *Playfulness*; Used for entertainment and enjoyment of

5. *privacy*; Associated with the use of the chosen medium and / or content.

6. *Personalization*; The degree to which the content and use of media is personal and unique.

Google is increasingly widely known for having a web search service or *search engine*, which is one of the biggest factors of the company *Google*. Many applications provided by *Google*, namely *Google Search, Google Maps, Google Earth,* and *Google Books.*

By controlling 90% of the market *search engine* in the world, Google is a *search engine* the most dominating Indonesia compared to other search engines. Like Yahoo !, Bing, Ask.com, and so on. According to APJII, the percentage of internet users in Indonesia reached 132.7 million of Indonesia's total population which exceeds 256 million people. Then *Google* ranks first as a *search engine* used in Indonesia, reaching a presentation of 66.6% or more than 88 million internet users in Indonesia.

Similar to *Google, Naver*is one of *search engines* the most well-known in South Korea. Founded in June 1999, launched the first search engine system in South Korea that was developed and used internally.

In July 2000, Naver joined Hangame, South Korea's first online gaming portal and in 2001 changed its name to NHN or Next Human Network. The combination of the top search engine and game portal has enabled NHN to become the largest company in South Korea with top market capitalization among companies listed on KOSDAQ.

Over the years, Naver continued to expand its offering, adding blog services in 2005, local search information and book search services in 2004, desktop search in 2005 and webtoon services (Webcomic) in 2006. From 2005-2007, it had been expanding multimedia search services including video search, internet telephone services, and cellphone search. On January 1, 2009, Naver released a*new interface*.

Search Engine

Search engine is a program that is used as a tool for finding information on the internet. *Search engines* have an electronic database that contains millions to billions of site addresses and information that is widely available on this Internet space. The use of *search engines* is to type the keywords (*keywords)* that you want to search for and then various links will appear that lead to the site or relevant information and in accordance with the *keywords* that have been entered.

The development of search engines began with the creation of software called Archie by Alan Emtage, a student from McGill University, Montreal, Canada, in 1990. Archie's software was able to index files found on public FTP servers. This is the first application used to search for information on the internet, so Archie has been named the ancestor of search engines.

World Wide Web Wanderer is theapplication*search engine*firstthat uses robotic technology to index web pages contained on a web server. This application was pioneered by Matthew Gray at MIT in 1993, but this application caused controversy because as a result of the performance of this robot spent *bandwidth* a very large.

Search engines function to find information by typing the keywords in question, so that it will be displayed on search results in the form of original websites that contain various forms of information such as text, images, videos, etc. Easily and quickly where the information is located.

Various types of *search engines* that are often used are *Google*, *NAVER, Bing, Yahoo !, Ask,* and so forth. But the most famous among the *search engines* above are *Google* and *NAVER*.

Google is increasingly widely known for having a web search service or *search engine*, which is one of the biggest factors of thiscompany*Google* . Many applications provided by *Google*, namely *Google Search, Google Maps, Google Earth,* and *Google Books.*

By controlling 90% of themarket*search engine* in the world, Google is *search engine* the most dominating Indonesia compared to other search engines. Like *Yahoo !, Bing, Ask.com*, and so on. According to APJII, the

percentage of internet users in Indonesia reached 143.26 million of the total population of Indonesia that exceeds 262 million people. Then *Google* ranks first as a *search engine* used in Indonesia, reaching a presentation of 66.6% or more than 88 million internet users in Indonesia.

Similar to *Google, Naver*is one of *search engines* the most well-knownin South Korea. Founded in June 1999, launched the first search engine system in South Korea that was developed and used internally.

In July 2000, Naver joined Hangame, South Korea's first online gaming portal and in 2001 changed its name to NHN or*Next Human Network*. The combination of the top search engine and game portal, has enabled NHN to become the largest company in South Korea with top market capitalization among companies listed on KOSDAQ.

Over the years, Naver continued to expand its offering, adding blog services in 2005, local search information and book search services in 2004, desktop search in 2005 and webtoon services (*Webcomic*) in 2006. From 2005-2007, it had been expanding multimedia search services including video search, internet telephone services, and cellphone search. On January 1, 2009, Naver released a*new interface*.

III. RESEARCH METHOD

The researcher uses the constructivist paradigm because the researcher wants to find out how the comparison between the use of *NAVER* and *Google* between the countries of South Korea and Indonesia can help the process of representation of their identity in the digital world.

The nature of this research is descriptive. Descriptive research does not only describe / analysis but also combine / synthesis. In descriptive research, a data obtained is not in numbers but in sentences, statements and concepts. Descriptive research is just describing the situation, not seeking or explaining relationships, and testing hypotheses. Descriptive research is chosen because the researchers try to describe the use of social media as a tool of public awareness in national election. Therefore, this research will outline various results and findings narratively and descriptively.

This research is included in the ranks of qualitative research. Qualitative research is research that is descriptive in nature and tends to use analysis with an inductive approach. The process and meaning (subject perspective) is

more highlighted in qualitative research. The theoretical foundation is used as a guide so that the focus of research is in accordance with the facts in the field. Besides the theoretical foundation is also useful to provide a general description of the background of the research and as a material discussion of research results

Basically, this type of case study research aims to find out about something in depth. So in this study, researchers will use the case study method to reveal how in the end the comparison between the use of *NAVER* and *Google* between the countries of South Korea and Indonesia can help the process of representation of their identity in the digital world. By understanding and interpreting the views and events on the subject of research in order to explore the identity of foreign students.

In this study, based on observations made by researchers in South Korea, especially *Sungkyunkwan Uuniversity*, with the majority of native South Korean students and foreign students who are conducting studies at *Sungkyunkwan University* who are active in using *NAVER* as their online media platform. Therefore, the researcher used the subject of the study as a *key informant,* namely a South Korean student studying at Sungkyunkwan University. The student was made a *key informant* because he looked very active in the world of *new media,* especially *NAVER*. The above research subject who is a student from *Sungkyunkwan University* gives the right relevance to this research, which discusses how to use themedia*NAVER search engine* in South Korea.

In addition to using the research subject of students from South Korea as *key informants*, researchers also made foreign students who came from Indonesia, who were or were studying at *Sungkyunkwan University* as *key informants.* So researchers will also find out how they respond to changing habits from initially using *Google* to using *NAVER*.

The research method requires research to be carried out in a natural setting. Therefore, the research is carried out at the place where the informants usually work or will be agreed upon by the informants and researchers. The main factor of the research location is the convenience of the informant and easy access for the informant and researcher.

Prmarily, data in this study will be obtained through an *in-depth interview process*of students*Sungkyunkwan University* who are active in using *NAVER* and *Google* in

South Korea so that a new identity representation is formed. observation of the victim's behavior and statements both verbal and not verbal. Of course this primary data will be obtained from questions made by researchers so as to provide direction to students*Sungkyunkwan University* providing information that the comparison between *NAVER* and *Google* forms a representation of their self-identity. In-depth interviews are flexible, open, unstructured, and not standard. This interview technique was carried out by researchers to explore how their lives as astudent*Sungkyunkwan University* who were active in using *NAVER,* studied events and activities, which could not be directly observed, and also to produce a broad picture of a number of situations that occurred on the subject.

Secondarily, data in this study will use the archives and literacies that are relevant in connection with this research. In addition to using archives and literacy, researchers also make observations on research subjects. So that the data obtained can be more accurate and support the results of this study.

The qualitative data analysisiscarriedouttogetherwiththe data collectionprocess. Data analysistechniquesaccordingto Miles andHubermanincludethreeactivities: data reduction, data display, andconclusion (verification). Thenthe data analysistechniqueschosen in this study are as follows:

a. Data reduction. Field data obtained through the results of observations and interviews in the form of field notes and recordings are certainly quite large in number and difficult for researchers to understand, so data reduction is carried out.

b. Data display. To make it easier to read the data obtained, the data that has been reduced is then presented (displayed) in the form of a thorough description of each aspect under study by being equipped with tables / charts, relationships between categories and the like.

c. Take conclusions and verification. Verification is interpreting or interpreting the data that has been compiled. Based on these interpretations, the researcher can arrange into a conclusion, where this conclusion is the result of research that can answer the research questions that have been formulated previously.

To determine the data validity, the researcher will conduct triangulation techniques. Triangulation is a technique for checking data that utilizes other research data for comparison purposes. Denzin distinguishes four types of triangulation as examination techniques that utilize the use of resources, methods, investigators and theory.

The triangulation technique used in this study is source triangulation. Through source triangulation, researchers compare and recheck the degree of trust in information obtained by: (1) comparing observational data with interview data (2) comparing the consistency of the answers of the sources by comparing what the informant says with what is said personally (3) comparing someone's perspective, with other people in the work team.

In this study, researchers used data triangulation in the search for data sources that came from the public, and the data that was already available. So that it can support the validity of data on research on comparisons between the use of *NAVER* and *Google* between the countries of South Korea and Indonesia that can help the process of representation of their identity in the digital world.

IV. DISCUSSION

From the results of research that has been done, researchers found an explanation of the representation of the identity of each country in using search engines in their lives. Naver and Google were created and used by two different countries namely South Korea and Indonesia.

The use of the internet in 2020 is considered to be a very significant progress. Even the emergence of the internet is considered as a very important thing for people in any part of the world. The use of the internet is considered one of the windows of the world by providing a lot of information, and can be used as a more effective and efficient communication tool.

One thing that becomes the advantage of the internet is the presence of search engines as a means of providing information. In the world too, has a variety of search engines available, one of which is Naver and Google. Naver and Google can be considered as self-identity because their use in a country is a representation of an individual.

Regarding a representation of self-identity, Stuart Hall shows that representation theory is a process in which meanings are produced using language and are exchanged by group members in a culture. Erikson also said that self-identity is an individual's awareness to place himself and give meaning to himself as a person who is unique and has

different characteristics from his group, has a relatively stable belief, and has an important role in the context of community life. Self-identity can contain physical attributes, beliefs, goals, expectations, moral principles or social style.

Naver and Google can be considered as a representation of the identity of the countries of South Korea and Indonesia because each of the search engines has characteristics and advantages that make it easy for its users in their daily lives.

In South Korea, naver has become a very important thing in social life. The various features provided by Naver can be considered as a representation of self-identity from South Korea. This is based on facts on the ground about how the work of Naver can produce a new identity for its users.

Based on the results of interviews conducted by researchers, informants assume that the work system presented by Naver has its own advantages compared to the features available on Google. Although, the work system and features available in Google are no less useful than Naver. Some of the same features provided by the two search engines include email, drive, search bar and so on.

In practice, Naver has a very easy working system. On the first page of the user's naver, a search column is provided which will be used to search for information or news. However, if the first page is moved to the second page, news and article services will appear on a domestic or international scale. Naver also provides ranking features about articles or news that are on the rise. In addition, Naver also provides a variety of features that provide many conveniences to its users. Examples are, pay naver to make payments, or there is a cafe café, shop webtoon, and shop shopping.

The features of the above can be stated as reasons for the emergence of a representation of self-identity for the citizens of South Korea. The reason is based on the fact that in the use of navers, they are served and directed and provided various kinds of news and features that can facilitate South Koreans in using navers. In addition, the naver itself was created and formed by South Koreans which makes them more confident in the naver's work system in the digital world such as information distribution, information searching and even doing things related to digital. So the search engine naver leads to the identity of South Korean citizens.

This is different from the statement made by the second speaker, about how Google's work system is considered to be much easier to use even though it is currently in South Korea. Google is still always used in everyday life because of the conveniences offered to international users, especially citizens of Indonesia. The main reason given by the speakers was that those who lived in Indonesia were accustomed to and grew up with Google in their lives. Google is considered to be very easy for users to operate in the digital world. Communication made through Google is also considered to be more universal because indeed almost all the world uses Google so that the Indonesian people are also active.

SOUTH KOREA	INDONESIA
In this case, the people of South Korea still try to access the naver and use the naver even though they are outside South Korea	Indonesian citizens will always use and rely on Google because it is considered as a universal search engine and is easy to use anywhere
In the digital world, naver has a feature as a Korean k-nets or netizens Selatam where this was formed because of their activities in the digital world in making a commentary on the article which eventually became a representation of South Korea's identity towards the outside world	With the harmonization of social roles, some Indonesian people who are in South Korea sometimes try to access the naver just because the majority and the South Korean system use naver. But it does not close the possibility that the Indonesian people did not even for a moment leave their google as their identity.
In its use, Naver can make the South Korean people form a new identity by providing all facilities and effective features so that the South Korean people rely heavily on the existence of navers everywhere.	The use of Google in the lifestyle patterns of the Indonesian people is that they are more likely to use it for something that is general in nature, as well as forming an identity to fulfill the social role that occurs in Indonesia.
Naver is considered as a search engine that can form a representation of self-identity based on one of the subjective experiences of the resource	The difference is with the citizens of Indonesia in the use of Google, with personal experience as the formation of a representation of the

persons, who are active in using naver to shop because of the naver pay and naver shopping features.	identity of the people of Indonesia, Google is more universal and formal so that Google is not too serious for use in personal needs.
At this point, Naver cannot really help a representation of his identity in association with others even though in practice Nazerstill has the message exchange feature, and so on. However, the people of South Korea do not use the feature much compared to personal interests	In contrast to Google, Google is universally prepared so that many people, including the Indonesian people, use Google as a suggestion for exchanging messages and communicating and forming relationships with others. With Google available throughout the world, Google can be a search engine that facilitates the role of communication between people.

In the end, the use of naver can be said as a representation of the identity of South Korean citizens on the grounds that it was created by South Korea itself, with a very full trust in the naver, making South Korean citizens rely heavily on naver as their search engine and assume that Naver is indeed a representation of their own identity. Plus, Naver can't be actively used outside of South Korea.

Different things with Google which was created for wider use. Google can also be mentioned as a representation of identity from Indonesia, although it is not too strong because it is still universal, even Google itself is not formed originally from Indonesia, so that Indonesian people use Google only if they have interests and periodicals.

V. CONCLUSION

Based on the results of research and discussion conducted by researchers in the previous chapter, it can be concluded that the analysis of the use of Naver and Google as a representation of self-identity through descriptive analysis includes several things:

1. Naver and Google are considered as a representation of the identity of the countries of South Korea and Indonesia because they are considered to meet all the needs of each community. Naver can meet the criteria as a representation of self-identity because of the very high confidence of South Koreans. Coupled with the features provided by Naver have easy accessibility, plus Naver which was indeed formed and created by South Korea so as to form a new identity representation for South Koreans. This is different from Google, which cannot be specifically regarded as a representation of the identity of the Indonesian state because of the still universal nature ofGoogle, so a sense of ownership has not yet emerged for the search engine.

2. The number of naver and google users in each country has its own intensity. Because of the many features and conveniences provided by Naver, all citizens in South Korea prefer Naver as their search engine so that a new identity representation is formed. Google is also the same as Naver, it has many users because it is universal, but because of that universal reason, Google still cannot be considered as a representation of the identity of the Indonesian state.

REFERENCES

[1] Chunningham, B. Stanley. 1992. *Intrapersonal Communication, A Review and Critique*.

[2] Danaher, PJ, Wilson, I and Davis, R. (2003). *A Comparison of Online and Offline Consumer Brand Loyalty, Marketing Science.*

[3] Dedy N. Hidayat, *Paradigma dan MetodologiPenelitianSosialEmpirikKlasik,* (Jakarta: Departemen Ilmu Komunikasi FISIP Universitas Indonesia, 2003), Hal. 3

[4] Denzin, NK, & Lincoln, YS (1994). *Handbook of qualitative research*. Thousand Oaks, CA: SAGE.

[5] Dewdney Andrew and Ride Peter. 2006. *The New Media Handbook.* New York: Routledge

[6] Erikson, Erick, H. 1989. *Identitas dan SiklusHidupManusia*. Bunga RampaiPenerjemah: AgusCremers. Jakarta: PT. Gramedia.

[7] Flew, T. 2005. *New media: an introduction (edisikedua).* Oxford University Press.

[8] Gudykunst, WB (2002). *Intercultural Communication Theories.* California: Sage Publication.

[9] Hall, Stuart. 2003.*"The Work of Representation" Representation: Cultural Representation and Signifying Practices*. London: Sage Publication.

[10] Horton, Paul B dan Chestern L Hunt. (1996). SosiologiJilid 2 (edisi 6) Diterjemahkan oleh: Amiruddin Ram dan TitaSobari). Jakarta: Erlangga.

[11] Judy Giles dan Tim Middleton. 1999. *Studying Culture: A Practical Introduction*. Oxford: Blackwell Publishers.

[12] Lubis, Muhammad Safri. 2004. *Bersama Google Mencari Sebuah Informasi di Internet.*

[13] McQuail. Denis. 2011. *TeoriKomunikasi Massa McQuail*, Edisi 6. Jakarta: Salemba Humanika.

[14] Moleong, Lexy. 2004. *MetodePenelitianKualitatif*. Bandung: PT. Remaja Rosda Karya.

[15] Papalia, ED dan Feldman, RT (2008). *Human Development*. Jakarta: Kencana.

[16] Rakhmat, Jalaluddin. 1985. *PsikologiKomunikasi*. Bandung: RemajaKarya CV

[17] Yusuf, Syamsu dan JuntikaNurihsan. 2011. *TeoriKepribadian*. Bandung: PT. RemajaRosdakarya Offset.