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스포츠매니지먼트석사학위논문

**The Effect of Social Media on Youth  
Sport Participation:  
Measuring the Impact of Social Media on the Youth of  
Jakarta and West Java in Indonesia**

소셜미디어가 청소년 스포츠 참여에 미치는 영향:  
인도네시아의 자카르타와 서부 자바의 청소년에  
대한 소셜미디어 영향력 측정

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체육교육과

Rani Handayani



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## **Abstract**

# **The Effect of Social Media on Youth Sport Participation:**

**A Perspective of Jakarta and West Java in Indonesia**

Rani Handayani

Global Sport Management, Department of Physical Education

The Graduate School

Seoul National University

Indonesia, the biggest archipelago country in the world located in South East Asia. A quarter of Indonesia's population consists of youth. A blessing to be grateful, because youth is hope of nation. The youth who became the object of this study were youth with the age range of 16-30, in accordance with the Indonesian constitution no. 40, 2009 Article 1 Clause 1 concerning Youth. In addition, it is associated with Generation Y and Z, or commonly called Millennials or Internet Generation. This generation has a tendency to socialize online such as social media, perform online activities

such as downloading and uploading entertainment, finding information, and many more.

The development of generation and technology has also given a great impact on the development of sport media. Where the dissemination of sport information on digital platform nowadays plays an important role in the promotion of sport either commercially or not. Promotion of sport which are done by professional clubs, athletes, sport providers, sport communities, even individuals have become a thing to do to attract fans or people to engage in sport participation. These things gave the researcher the idea to examine the extent of social media that influence in sport participation.

This study examined the influence of social media on youth sport participation in Indonesia. This research is done by conducting online survey. The researcher obtained 372 samples targeting youth aged 16-31 years from five cities; Jakarta, Bandung, Bekasi, Bogor, and Depok.

The survey results were analyzed using Structural Equation Modeling (SEM) method with Partial Least Square-Path Modeling (PLS-PM) approach. From the results of the analysis, researcher found a significant influence between online sport participation (following sport through social media) to increase youth sport participation. Furthermore, there are four significant effects that influence youths participating in sport

through social media. The four effects are motivation, cohesive community, freedom in expressing sport, and sport information exchange. Among the four predictors, "motivation" has the greatest effect. In addition there is an insignificant predictor in the youth sport participation, there is social capital.

The influence of social media also plays an important role in describing the trend of developing on youth sport in Indonesia today. This pattern of youth sport trends can be a reference for government and private sector who are engaged in sport to formulate the right strategy how sport participation can be improved. Finally, the increase in sport participation is expected to create a healthy and strong generation.

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**Keyword:** Effect, Social Media, Youth Sport, Sport Participation

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# Chapter 1. Introduction

## 1.1. Background

Indonesia is a large country with a great nation. Not only because of the amount of its population or wide area, but also how much the prosperity of natural resources, cultures, traditions, tribes, languages, and many others diversities that it has. However, if we take a look to the age of its independence, 73 years is still young compared to some countries such as United State, United Kingdom, and etc, where the country is still developing in many sectors. History had been written, the ancestors like *Sriwijaya* and *Majapahit* Kingdom had been very successful building the country and even had controlled countries in Southeast Asia region. Then came the name of *Nusantara* (archipelago) which describes the territory of Indonesia from Sabang at the west end to Papua at the east end. On the other hand, the history has also been recorded, how afterwards some countries came and colonized the triumph of this country for hundred years. Million tears and blood had been spilled over the colonization. Indonesian people suffered in their own land. Seeing the distress for years, Indonesian youth made the movement to liberate the state from the colonialism. The movement started when some well – educated youth established the first movement

organization named “*Boedi Oetomo*” on May 1908. This movement prompted other youth to seize the independence from the colonialist. One of the historical moment was when some youth kidnapped two famous figure in the country, who will become a prominent leader of Indonesia's nationalist movement, Ir. Soekarno and Mohammad Hatta. They insisted Ir. Soekarno and Mohammad Hatta to declare the Independence Day immediately. At the end, Ir. Soekarno had been appointed as the first President and Mohammad Hatta as the first Vice President of Indonesia.

In many orations, Ir. Soekarno was able to burn the soul and spirit of the people especially youth to seize Indonesia's independence from the colonialist, as He believed that youth can create the future glory of Indonesian nation to become a great nation that can stand upright equally among developed countries in the world. How importance youth are in developing our generation. In his speech, Mr. President Ir. Soekarno exclaimed oftentimes, "Give me a thousand oldster, and with them, I will move Semeru Mount. Give me ten youth who head over heels in love with their Homeland, and with them, I will shake the world".

To realize the aims of the predecessors, it is necessary to create the youth with virtuous character, strong body and soul. One of the ways is promoting sport among youth. In line with the popular sport quoted by

Roman poet, Decimus Iunius Juvenalis, in Satire X, "Mens Sana in Corpore Sano", which means a healthy mind in a healthy body. If our body is strong and health, then our soul is also healthy (Juvenalis, 1918). When the mind is healthy, then we can think clearly and vice versa. In other words, a strong physic and mental, healthy body and soul, would generate resilient individuals. Then it will ultimately bring forth a strong generation to bring forward the nation.

Sport can be a bridge to achieve the honor of the nation. It can be seen from the Olympism values (Coubertine, 2000), which are excellence, friendship, and respect. There are only two ways for national flag to be hoisted and country's national anthem can be played in another country. First, when a state leader like a president or prime minister visits another country and the second is when the athlete achieves the highest podium in international sport event.

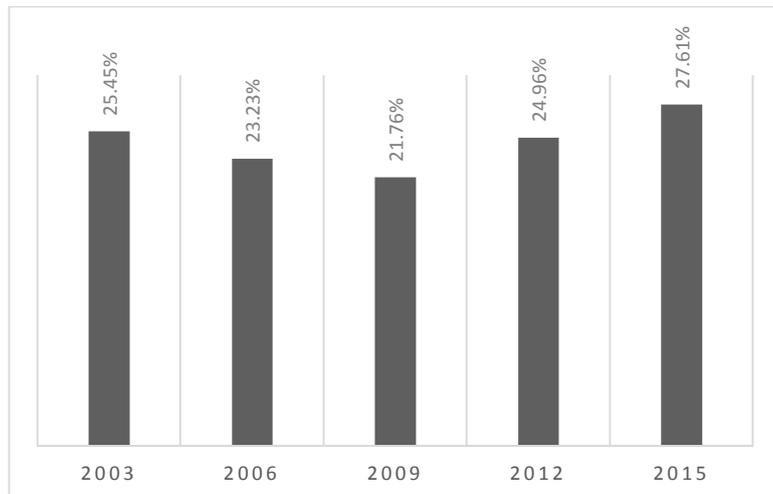


Figure 1 Percentage of Sport Participation in Indonesia 2003-2015

According to the data from Central Agency on Statistics of Indonesia (Figure 1), in 2012 only 24.96% of populations are actively participating in sport (Kementerian Pemuda dan Olahraga, 2014). These percentages are quite better if we take a look to the last two surveys since 2003, where the numbers of sport participation were decreased. Compared to the number of sport participation in Singapore (Singapore Sports Council, 2011) which has more than 40% and specifically for youth in Malaysia where about 50% (Lim Khong Chiu, 2015) of their population are involved in sport, the number of sport participation in Indonesia is low. But if we compared to the number of sport participation in Thailand, those percentage is slightly better. In Thailand, the percentage of children and youth sport participation is about

23.4% (Areekul Amornsriwatanakul, 2017). Thus also higher than the estimated average at ASEAN 19.6% (Peltzer K, 2016) and global levels 19.7% (Dr Pedro C Hallal, 2012).

Therefore, sport activities need to be re-activated throughout the country. Not just to pursue the achievement, but also for society welfare. Health is a basic human right that must be fulfilled. Based on that, where sport can be the property of all people to pursue society welfare, the government should guarantee the accessibility of people to do sport as written in National Sport System, Indonesian Act No. 3 year 2005 about Sport Organizing in Indonesia. President Soeharto, the second President of Indonesia, had introduced a motto "Socializing Sport and Sporting Society". This motto had been introduced among people to increase their self-awareness about how important doing sport is to live a healthy life. Through that campaign, government is trying to attract people to doing sport as part of their daily activities.

Nowadays, number of sport participation is growing from time to time, in line with the growing trends of sport itself. Thereby, 2012 was the starting point and then followed by 2015 survey which the percentage was increasing until 27.61% of sport participation in Indonesia. Out of that percentage, it was mostly dominated by children and youth especially the

age range 10-19 years old. It can be happened may cause in that age is school age. Which is in school age, physical education is involved in the curriculum. Besides, the increasing of sport interest in Indonesia can be seen from the huge number of participation in every mass sport events and the increasing number of sport communities. To facilitate the increasing of sport participation, government is trying to provide better public facilities whether renovate/open new public sport facilities or using public amenities like city parks, public road and many more for particular activities. One of the breakthroughs launched by local governments is "Car Free Day" program, which was pioneered in Jakarta starting from 2002, and then followed by several other major cities in Indonesia. First of all, the program was originally intended to improve the air quality in Jakarta by freeing several main roads at the specified time (KPBB, 2017). But as time goes by, the program tends to be used for mass sport activity. This is a good opportunity where many people can use it to do sport activities, especially recreational sport and sport community activities.

Besides doing sport activity in real life, sport participation through online internet is also growing rapidly, as well as through social media. This trend cannot be separated from the development of internet in Indonesia. Based on the results of research by *Asosiasi Penyelenggara Jasa Internet*

*Indonesia* (APJII) or Indonesian Internet Service Provider Association (IISPA) appointed by Kompas newspaper, in 2016 the number of internet user in Indonesia has penetrated to 132.7 million citizens where Indonesian population by 2016 was 261.1 million. It means more than 50% of the population in Indonesia are using internet, as much as 74% of the total is a social network user.

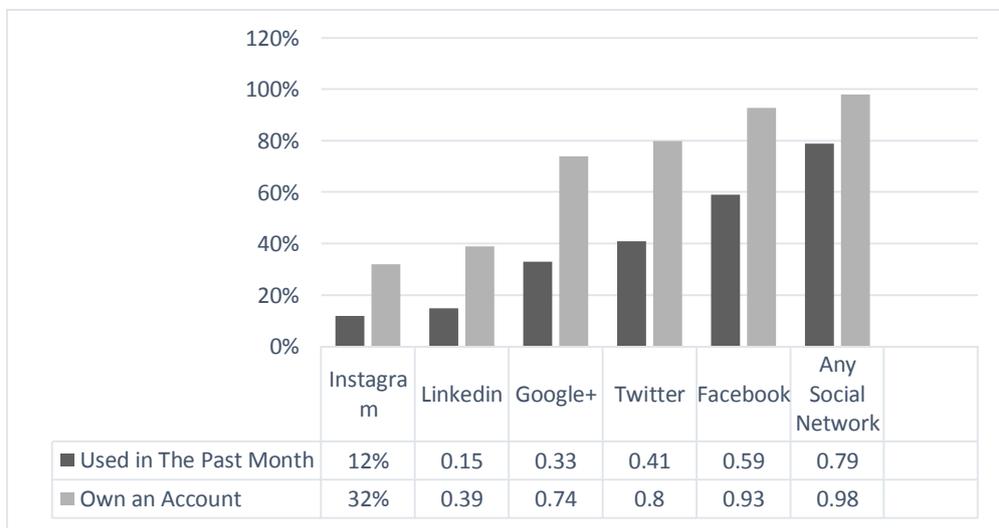


Figure 2 Social Media Use in Indonesia 2016

Source: Global Web Index: We Are Social

According to research conducted by IISPA in 2012, most users of social media in Indonesia are dominated by youth generation from the age range 12-34 years. The number of youth users reached 58.4% of the total user.

Looking deeply into sport in Indonesia In 2013, based on a survey of "Sport Media Consumption Behaviors", Indonesia has 33 million sport fans. Where television is the first media used by fans to follow sport and internet become the second choices to follow sport. For internet user itself, it has as much as 57% of sport fans that follow sport through social media. Seeing how high the interest of social media users is not surprising if Indonesia has become one of the world target market of sport.

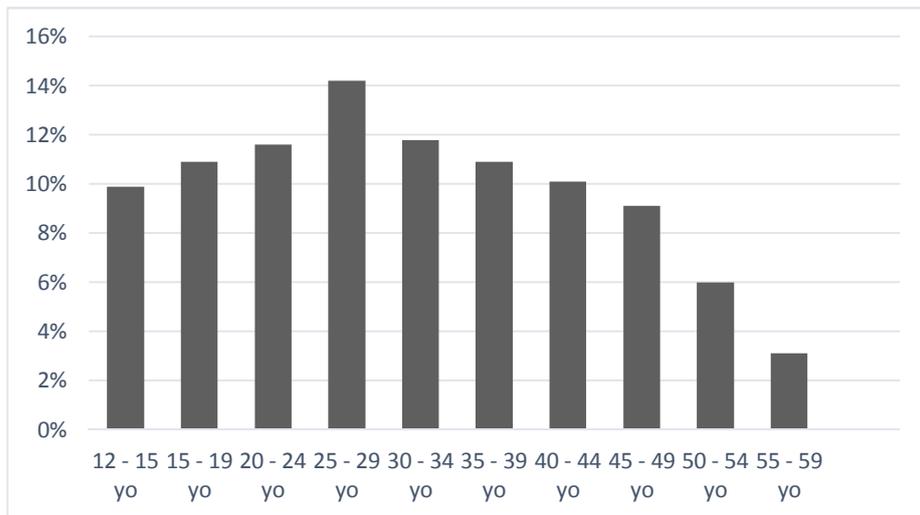


Figure 3 Demographic by Age Social Media User in Indonesia

Source: Indonesian Internet Service Provider Association (IISPA) 2012

Herring stated, children born in 1980s and 1990s referred as Internet Generation. Some people call them Net Generation, Net Gen, Gen I, Digital Generation, or the Millennials. This generation became the pioneer of the

first generation that grew and born when the era of the Internet already exists. This generation tends to use the internet as an online socialization tool, download entertainment content, or other activities via Internet more actively than the previous or following generation (Herring, 2008).

Moreover, Sebastian expressed that millennials are people who were born in the era of 1980s-2000s. The statement is in line with social media survey of Indonesian user where the age range around 15-39 years has the most prominent group (Sebastian, 2016). This phenomenon can be used to measure the level of social media influence on youth sport participation in Indonesia. Social media also can be a sport media agent to reach youth. Social media can become an effective tool to introduce and attract youth in sport. As Talitha disclosed, media can bring sport trends information, youth in Indonesia now can seek global trend of sport worldwide through Internet such as YouTube and Google (Talitha, 2016).

Youth is considered as a future generation that has a good potential to be the subject of this research. Combination between youth and social media can be an interesting formula to make research. If we look to the current trend, both of them seem cannot be separated each other. Furthermore, if we relate that phenomenon in sport field. How social media are able to be a tool for sport to attract more youth to participate. The result

of this study will give a significant impact for the development of sport media and youth sport participation in Indonesia.

There are several studies or journals that explore the influence of social media associated with various phenomenon in particular activity. One of the journals discussed about the influence of social media for example as published by Journal of Computer-Mediated Communication about “*Social Media Use for News and Individuals' Social Capital, Civic Engagement and Political Participation*”. In the journal written and underlined by Homero Gil de Zuniga, Nakwon Jung, and Sebastian Valenzuela that social media can facilitate life in a community beyond strict participation of society. Social media becomes the right tool in the effort to invite the people to be involved in activities around the environment. This community activity can also apply to sport activities, where sport is an activity that can be done in the group as well as individual. It is mentioned the journal about how the pattern of social networks can involve the community to engage in an activity. By the existence of such social networks, it can help people to improve their relationship in the community.

By engaging with a community, it can also help people to increase social capital in their environment. It can be indicated by the strength of relationships among members of the community, they can build trust

between people. When the trust among members become stronger, the level of acceptance of each other increases as there is a feeling of interconnectedness between members (Harter, 1999). Through social media, information on community topics will be more developed. Fellow members can exchange and share information easily, as well as they can easily give opinions that will eventually make the bond in the community stronger (Park, 2009). So it can be said, this social media phenomenon provides an opportunity for the people to be involved in any activities that occur in the community environment.

Social media has become proper tools in the effort to invite people to take a part in activities in the surrounding environment. This community activity also may apply to sport activities, where the sport is a physical activity that can be done in the group or individually. From the journal, the researcher discovered the idea of the research topic to be studied. Where the social media phenomenon will be linked to the level of youth sport participation in Indonesia and may also be explored to what extent the effectiveness of the role of social media, and which social media is the most influential on youth sport participation. Through this research is also expected to find patterns or correlations are positive on these two variables.

## **1.2.Objective**

Examining the phenomenon of the different places at different ages, especially among youth must be done. In addition, we have to consider on how to participate in youth sport. Issuing the question of how the use of social media among youths towards sport interests. Several studies have revealed how and what the impact of social media phenomenon and youth are. But there has not been any in-depth research that reveals the influence of social media on youth sport participation.

Having a big curiosity in this study, the researcher wanted to uncover how the effect of social media usage on youth sport participation. This study will choose youth in Indonesia as a sample target. Youth that will be the targets of the research are in the age range of 16-30 years. While for the target location designated as the origin of the population would take five cities in Indonesia. There will be in Jakarta, Bogor, Depok, Bekasi, and Bandung. Jakarta and Bandung are chosen because those are a big city in Indonesia with high interest in youth sport participation. While the three other cities are sub urban with the potential growth of youth and sport participation.

This research will use quantitative methodology to uncover one research question. Online survey will be conducted to support the researcher

in discovering the study. Researcher will use the questionnaire as a research instrument and describe the results of research in the form of tables, charts, and graphics.

Although there have been a lot of researches with the theme of sport participation and influence of social media, specifically the study will reveal the extent of the effect of the use of social media to youth sport participation and will also reveal whether social media are more influential than others.

### **1.3. Significance**

For scholars and students of this study will be significant for further investigation through social and psychological approaches on how to use the media in youth sport participation, especially in Indonesia. For practitioners and sport administrators, a review of this research can be used as reference material in the future how the government made a strategic move to attract and increase public interest in the sport, especially youth sport participation in Indonesia.

## **Chapter 2 Literature Review**

In this theoretical framework, researcher will explain in further theories related to topic research which will be addressed to sport media. In the beginning of sport media and how it develops today. In this chapter also discuss how the relationship between sport and media generally and also social media as a major topic of research. In this chapter will briefly discuss the basic concept of social media and internet generation.

Furthermore, researcher will discuss youth that will have the predominant role in variable studies. Youth, is considered as generation successor, becomes the predominant point in material study. Thus, the result will be more significant. Especially, researcher will discuss Indonesian youth generation and its main subject is describing characteristic and properties Indonesian youth. Likewise, it will discuss development digital native today.

Digital native is born because of internet access which spread around the world and it will have impact to human life. Next, in this chapter will explain the relation between media and youth sport participation. How its happen and what the impacts of using media towards youth Indonesian sport interest are.

In addition, examined theoretical framework, researcher will present two research questions among variables related to appropriate research method which is used in this study.

## **2.1. Sport Media**

Sport media, two words which are familiar sport field. What comes to mind when hear these two words? TV, games, fans, football, athlete, internet, etc. But before any further talks about the sport media, all kinds of sport media, and how sport media play a role in the development in sport industry, knowing in further understanding in sport media.

Sport media consists of two words, namely sport and media. According to (Guttman, 1978), sport is an activity that consists of three core in physical dimensions, competition, and have a standard regulation or rules. It can be concluded that sport is a physical activity that is carried out regularly, has a multi-tiered competition to gain best results, and have a clear and definite rules governing in competition. Therefore, when a physical activity carried out repeatedly but do not have the level of competition and clear rules or regulation, it could not be put in the sport category. But it is said an exercise.

Silverstone, Hirsch, and Morley says that the media is a technology or means of providing information and mass communication significantly to

everyone (Silverstone, 1992). Become a bound between personal information, meeting the information needs occur in any part of the world easily. But the media can be defined as persons who work in the information technology field and mass communications such as journalists. Reaching such information can be accessed through media such as newspapers, television, radio, or the internet (Nicholson, 2007). Thus, it can be concluded that the sport media is technology or communication that provides information related to sport activities, whether it is the dissemination through print media such as newspapers, magazines, tabloids or electronic media and digital radio, television, or the internet.

Nowadays, media and sport could not be separated, relationship between them are strong and mutually beneficial. Media requires exercise as a commodity which is consumed by public with a variety of features and benefits. Because at this time, the sport is not just a physical activity and competition among athletes and spectators, but it has become a world player in the industry. Through the media, sport enthusiasts can watch the games live or delayed, sport discussion, build community sport, etc. (Billings, 2014). So, even with the sport media as a tool spreaders require extensive information that is helping the development of the sport itself.

Media as a medium of advertising and promotion, they are very effective to attract people. For example, a health club and a sport athlete makes media spread the network of fans not only domestic but also global, as an effective marketing tool to be a very promising market growth.

When examined from historical emergence of media known in sport, in the journal *Mass Media and Promotion of Sport (Historical Perspectives)* written by Marwat et al, sport media is believed to be the first time appeared in England in 1817. Starting as a newspaper named *Morning Herald* provides space for coverage sport with the title “Sport Section”. However there is a mention that the beginning of the sport magazine circulation in the United Kingdom occurred in the late seventeenth century, precisely in 1790 (Mohibullah Khan Marwat, 2014). In addition, there are two sport magazine that became the initial rise of sport media, also appeared in England *Sporting Magazine* in 1792 and *Sporting Life* in 1821.

Although both magazines focused only on the coverage surrounding the horse riding, but this should be a good start for sport media, especially in Europe. The appearance sport magazine in United Kingdom has become predominant point which influence from sport media in united stated in 1820. Around 1820 to 1835, appearing seven sport magazine in the United States but from all the magazine only two that can stand more than three

years (Wenner, 1989). Unlike the case in the UK that covers only about the sport of horse racing, newspapers and magazines in the United States began to cover other sport that demand by the public such as boxing and target markets e.g. lower class newspaper readers. Presented by Bryant and Holt (2006), there are three stage sport media development in America which has occurred and has continued till today, they are agricultural stage, industrial stage and digital age (J Bryant, 2006).

According Laucella (2014) in the late eighteenth and nineteenth centuries are not many sport which became the journalist's object report, only a few branches are considered to be written as horse racing, baseball, boxing and rowing. Sport media in this era known as the Agricultural Age. Along with development and public sport interest, sport coverage become more widespread.

Profit sport rubric in newspaper take big advantages. Not only decorate a small corner of the newspaper reports but also began to decorate the headlines of newspapers and magazines. The sport has become a new attraction in media printed filed. It was coupled with a factor decreasing the cost of printing, so the price of newspapers and sport magazines have become more affordable for people. The growth and technology develop a

range of sport media. Not only newspapers and magazines, but it started to spread to the world of electronic journalism is the radio.

With the onset of a sport radio as a medium, it also marked the second era of sport media development known as The Industrial Age (Laucella, 2014). The era was developed in the late eighteenth century where technology is highly developed, not only the print media is more advanced but also as technology develops electronics such as telegram, radio, and television even easier access to sport news coverage.

Consumption of any sport is not just a word about the game or sport in particular, but has expanded like in film, advertising, etc. So at this time the sport is not just a contest of muscle or sweat on the field and the pursuit of victory, but venturing into the real world of industry. Often, we hear the term referred to the sport industry.

The radio began to develop after printed media release and it becomes the new attraction for the fans. Radio is considered to be an appropriate tool to reach more fans, not only sport lovers who are in urban areas but it reaches all corners in small area. In addition, through the radio can access news for free and faster. Radio appearance can be marked in the United Kingdom where the plains radio one of the leading British Broadcasting Corporation (BBC) covering a wide range of sport contested

such as cricket, tennis Wimbledon, the Football Association Cup Final broadcast.

It happened began during the era around the beginning of the 1920s (Nicholson, 2007). Seeing the public interest is very high, sport start broadcasted by radio broadcast briefly, but then increased widely. For instance, broadcasting big matches sport team in full and immediately, during broadcasting is accompanied by a commentator for the game which was broadcasted by radio listeners become more attractive. In the public interest, sport media widely spread into industry commodity and investors invest their fund in sport broadcasting for the matches in domestic radio.

After television invented by John Logie Baird in the early 1920s the sport news media is becoming more widespread. In the time, the television is still displaying a mono color, but the sport media influence into television news broadcasting becomes very significant. Television became the biggest technology or can be most influential in the sport media Industrial Age (Laucella, 2014). Supporter can see their favorite sport player not only in printed media but also can see them directly through television and they can freely enjoy the game as the moving picture.

Seeing as how a team or favorite player directly through the television although if could not come directly to the field. This is certainly a

big exploited by those who seek profit. Where the owner of a television transmission vying to be able to broadcast the matches are highly anticipated to be able to profit as much as possible. In addition, through television broadcasting officials also used the sport to be able to introduce events for the sport is becoming more popular. One of them is the first television broadcast an event of Olympics in 1936. With the growth sport media, not only has an impact on the climate or sport industry but also has an impact on journalist development where the increasing number of sport broadcasting are covered, as well as open up new job opportunities especially sport journalists.

By increasing competition in the sport media, the direction becomes more passionate sport reporting and coverage change is not just a game but entry into the industry. Media companies' owners compete for special broadcasting every match event. Offering money offered to the regulation authority's game in order to gain exclusive access into the game. In early cable television begin, Viewers who want to watch a particular championship game will no longer be able to enjoy the game for free but they must pay some payment for accessing it. Now days, sport has an important role in commercial industry and it has gain more profit.

Sport media still increase, beside, technology helps sport media for getting better than before. In the early agricultural stage where newspaper and magazine had helped in sport media growth but today it is not much more help. Then, the Industrial stage felt the most dangerous impact from technologies appearance in which radio, is a part of technology, take over and dominate sport news in every shape. Sport is not only as entertainment which can be tasted by supporter but also it become major topic and well paid market commodity. During the period of the 1920s, thanks to advances in the development of the sport media, in the United States known as “Golden Age of Sport”. At that time the rubric-sport writers to be excellent which decorate the national newspapers and the “medium of place and community” (Donald L. Shaw, 2000). The third phase of the sport media known as the Information/Digital stage. This period occurred in the early 1990s in which digital technologies are born and evolve.

Every news access, media, and all sport information grow very fast. Free broadcasting this information was certainly impact on sport field where sport news, has become a commodity industry, is expected to be disseminated with sufficient blink of an eye. Sport reporting has been transformed from the 19<sup>th</sup> century in which only amateurs who are interested to follow the sport until the end of the 19<sup>th</sup> century became the center of the

spectacle of technology and business where television became central to media development, and then pop up a digital media technology known as the Internet.

Through the internet, the dissemination of news is not only easy but extremely fast. Being a very effective tool which is in a matter of minutes even seconds, simply by pressing the “enter” the news created directly spread. Not only the local news but also the news can be accessed from everywhere around the world. Internet power as a massive media is enormous today. Internet speed in tune with the information needed today is a fast, sharp and accurate. All reporting activities can be summarized simply by using the Internet. Access online newspaper, broadcasting live match, sport information, and all other things. Many lines of the masses are the preaching platform shift to the online world.

According to Nicholson (2007), there are six reasons why the internet is becoming the primary choice of mass media today is the access to a very fast, providing information that is diverse, global, personal, providing direct interaction space either for a sport organization, advertising as well as sponsorship of the consumer, and can accommodate or even coverage of all the news from traditional media such as newspapers, magazines, radio, and television. Sport media today, is not only accessible in a narrow or local

environment, but has become a global tool that can connect and present all information from producers to consumers around the world.

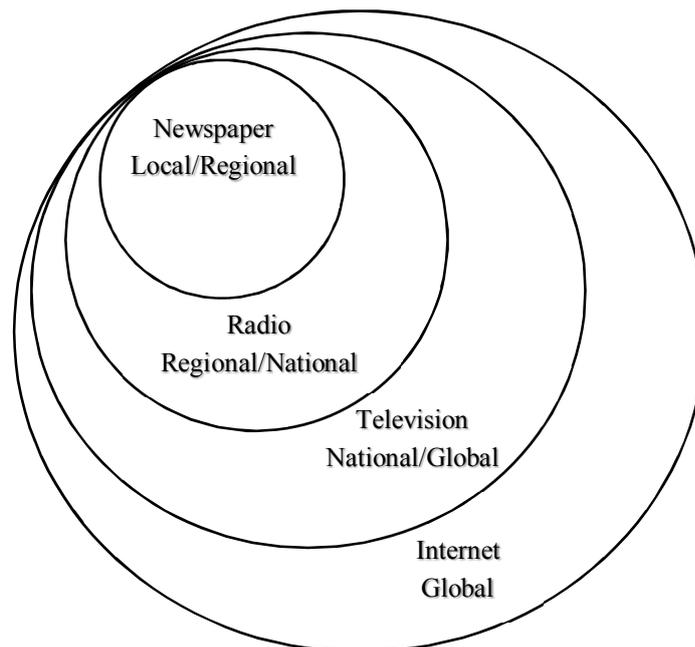


Figure 4 Local Media to Global Media  
(Sport and the Media: Managing the Nexus, Nicholson, 2007)

## 2.2. Basic Concept of Social Media

Internet media is very rapid growth of social media. Social media wave began in the mid-1990s and early 2000s. Such as Facebook, Twitter, Instagram, etc. Through social media, there are various direct interactions. Previous communication is separated by distance and time, through social media interaction of all these obstacles can be overcome. This direct social

interaction is needed in which the essence of human life as social beings. Over the years, the development of social media more diverse and more interesting features is offered. This is supported by easy access for users to obtain and distribute information. That information can be news, short broadcast, and even daily activities' social media users.

Social media develop where there is a changing in society value. Described by Gilroy (2015), social interaction takes place personally *me-to-you* between two parties that are directly related. As the use of instant message or telephone but with the birth of social media, social interaction also later developed into the relationship *me-to-all-of-you*. Where social media users eager to share what happened to others. This interaction may occur in the environment-oriented social media group, but still in its own environment. More in line with the growing social media, shifting social interactions became more widespread. Not just *me-to-you* or *me-to-all-of-you*, but now has become the relationship *me-to-all-of-you-all-about-me* world. The sophistication of social media allows users to share all the things that happened not only in its own environment but also split the news throughout the world. In other explanations, Gilroy describes social media as:

“...the social media paradox: the digital tools that were designed with the promise of bringing us closer together have instead led us to the path of greater fragmentation” (Gilroy, 2015).

From the above explanation, it can be concluded that social media is a digital tool that can connect a social interaction between users become closer. Scrape the limitations of distance and time, because social media can reach all levels people around the world.

### **2.3. Youth**

For layman when “youth” comes to their mind, they describe youth as the young people who are still in their productive age and have a strong desire in search of an identity, the desire to discover new things, explore all the things that exist around the neighborhood, and all the other things that challenge the adrenaline and creativity. That understanding is not wrong, but should be based on the theoretical basis that rests on the statement issued by the experts. So that these ideas can be the foundation of a strong and valid knowledge in the future. As told by Coleman and Roker (1998), where youth is a teenager who is still unstable where there is still a transition to the biological, social, emotional, and psychological (Coleman, 1998). But the transition is solely driven by a strong desire to become a successful personal and ready to enter the gates of the world in the future. This statement is

supported by Hall, where the teens were at the time for “storm and stress”. The characteristics that appear on this teen sesame where conflicts between generations, rapid mood change, and enthusiasm that drive the behaviors that are risky (Hall G. S., 1904).

In this adolescent period, is still faced with the instability on all side personal characteristics. James Marcia refer to this period as “identity crisis”. Young person is required to consider in the choice of life is also at the same time decide commitments or save the most difficult psychological decision. Identity as to what he wanted to appear as the chosen identity in life. Marcia also identifies four “identity statuses” money found in adolescents, where each phase represents the transition process is different. The first is “foreclosure”, which at this stage teenager already can control themselves by avoiding bad possibilities by following the expectations of other people. The second is the “diffusion”, is a teenager with a private quitter in periods of crisis to create and get a commitment that must be done. Third, the phase of “moratorium” in which this phase teenager continues its efforts to develop alternative seeking to get out of the identity crisis experienced in order to achieve the desired commitment. Lastly is the phase of “achievement”, where this phase experienced by teenagers who’ve actually

can through the crisis and clearly can choose what kind of life that will be undertaken and the target of achieving in the future (Marcia, 1980).

However, when viewed from a psychological side, it will be difficult to define the notion of youth in a clear and measurable. Therefore, when tracing in adolescence based on figures (Denise L. Durbin, 1993), categorize teenagers are in transition from childhood and adulthood, then split into three periods of adolescence, early 11-14 years, 15-18 years middle, and end of 19-21 years. In many countries, the age range of youth vary depending on the law in each country. But as the global benchmark, the United Nations (UN) in this case defines that youth is the personal aged in the range 15-24. In Indonesia, referring to the Indonesian Act No. 40 Year 2009 about Youth Clause 1 Verse 1 says that youth are Indonesian citizens who entered an important period of growth and development with a period of 16-30 years old.

With reference to the Indonesian Law and the average age of the most active users of social media, the researcher decided to opt for youth in the age range of 16-30 years.

#### **2.4. Youth in Indonesia**

Indonesia is an archipelago that located in South East Asian. Word "Indonesia" is come from ancient Greek are "*Indos*" means "*Hindia*" and

“*nesos*” means island. Indonesia is the largest archipelago and most varied archipelago on Earth with an area of 1,904,569 km<sup>2</sup>, Indonesia shares land borders with 3 countries: Malaysia, Timor-Leste and Papua New Guinea. Contains of more than 17,000 islands with five biggest islands are Java Island, Sumatera Island, Sulawesi Island, Borneo Island, and Papua Island. Positioned on the Equator, across a region of immense volcanic activity, Indonesia has some 400 volcanoes within its borders, with at least 90 still active in some way. Indonesia government system is Republic, with a President as head of the state as well as head of government. Bahasa Indonesia is the official language. The capital city of Indonesia is Jakarta.

Indonesian comes from many of ethnics. Indonesia has more than 1000 ethnics and more than 800 local languages. These diversity units many different culture, traditional food, art, etc. However, those diversity does not make Indonesia crumbled. This was reflected in one state motto which reads “*Bhinneka Tunggal Ika*” means unity in diversity. It is a quotation from an Old Javanese poem Kakawin Sutasoma, written by Mpu Tantular during the reign of the Majapahit Empire sometime in the 14<sup>th</sup> century, under the reign of King Rājasanagara, also known as Hayam Wuruk.

Table 1 Number and Percentage of Population by Age Group and Area Type, 2014

| Age Group    | Urban Area        |               | Rural Area        |               | Total             |               |
|--------------|-------------------|---------------|-------------------|---------------|-------------------|---------------|
|              | Number            | %             | Number            | %             | Number            | %             |
| <16          | 36,860.72         | 29.18         | 39,816.74         | 31.68         | 76,677.46         | 30.42         |
| 16 – 30      | 32,751.57         | 25.92         | 29,083.12         | 23.14         | 61,834.69         | 24.53         |
| > 30         | 56,720.89         | 44.90         | 56,802.61         | 45.19         | 113,523.50        | 45.04         |
| <b>Total</b> | <b>126,333.18</b> | <b>100.00</b> | <b>125,702.46</b> | <b>100.00</b> | <b>252,035.65</b> | <b>100.00</b> |

Source: BPS, Susenas Kor 2014, (Sub Direktorat Statistik, 2014)

Based on Indonesia National Socio-economic Survey Results, the number of youth in Indonesia is 61.83 million people or about 24.53 percent of the total population (Sub Direktorat Statistik, 2014). This large number of youth indicates that Indonesia has sufficient human resources as a driving force of national development.

Always significance when discussing about youth, because youth is considered as the next generation and that will continue milestones power of a nation. So that every matters relating to the development and changes that occur in youth, will also influence the direction of development of the nation. In his research Parker and Nilan (2013) mentions that the youth is “the hope of the nation”. Therefore, the need for action from all sides whether it’s family, the environment, and the government to protect the youth from deviant behavior tendencies (Nilan, 2013).

## **2.5. Drawing Theories on Internet Generation**

If a question arises about everything related to the Internet, it is a thing that comes to technology, web, blogs, social media, streaming online media, and much more. But, is there any answer that comes about Internet users? Perhaps there is, but probably not as much as the answer above in general. In fact, the Internet without the user will not grow rapidly as the current. Without the consumer, providers who provide internet-based platform would not innovate to provide the best internet service continuously. This applies as in the law of economy, where there is a demand there is an offer, and vice versa where there is an offer there is also a demand. Thus, who is the internet consumer? Since when and how are consumers familiar with the internet?

Answering the last question of the above questions, it is relevant to the history of the birth of the Internet. Internet emerged in the late 1990s in line with the development of computer technology, where the device was found. Referring to this, would be addressed that the pioneer of internet consumers is the generation that was born around the years, which was born around the 1980s and 1990s. This is consistent with the emergence of the era of Digital Age in the United States that occurred in the early 1990s put forward by Laucella (2014). Also strengthened by the statement Herring

(2008), in which children are born in the mid-late 1980s and 1990s is a generation growing embryo development of internet technology in the world. Further Herring named generations such as Internet Generation. Those that refer to the Net Generation, the Net Gen, Gen I, the Digital Generation, or the Millennials.

This generation has a tendency to socialize using internet such as social media, perform online activities such as downloading and uploading entertainment, finding information, and more. Disclosed Don Tapscott later confirmed by Buckingham (2008), this generation is “hungry for expression, discovery, and their own self-development: they are savvy, self-reliant, analytical, articulate, creative, inquisitive, accepting of diversity, and socially conscious “.

Addressing the term generation is not without any reason or just a trace in the history of the emergence of internet. It can be proved by the results of a survey conducted in various countries on the level of internet consumption by demographics of age, which is generally the age range 20-34 years topped the survey as the most prominent internet users than previous or after the generation. Thus, it could be said to be addressing the term Internet Generation the generation born in the mid-late 1980s and 1990s it is appropriate and reasonable (Buckingham, 2008).

## **2.6. Youth Sport Participation through Social Media in Indonesia**

The development of sport media certainly strongly influenced by technological development. Starting from the print media and electronic media, until finally born digital media is rapidly evolving. Internet now becomes one of the major players in the sport media. Internet presence gradually replace sport media platforms such as print media and other broadcasters (Rowe, 2012). How about sport information quickly reachable and disseminated? In addition, the internet technology is not only about mass communication and dissemination of information, but also can occur interaction between sport people both sport organizations, athletes and spectators. Through newspapers, radio, and television, the audience can only be a connoisseur of impressions, but through the internet, especially social media can occur two-way communication such as the relationship of action and reaction. That way, the audience would perceive more involved and more distant perceive to have the sport news is presented.

In the world of sport, social media is also used as part of a two-way communication as well as a health club athlete with the audience. They can share all information such as match results, events in the field of interest, activity updates, tour clubs, and more. Which makes social media becomes more interesting is that the audience can respond in the form of comments

or other actions. Such as the “like” feature on the Facebook. Through these features, it could be the number reflects the viewer or the like news page. Also the “share” features, where the presence of such features may spread information continuously. And the latest social media founded by Mark Zuckerberg adds features live broadcast. As a result, users can share moments experienced directly with fellow followers of the account.

Twitter became one of the favorite social media audience. Judging from his character, Twitter could be called as a digital telegram today. Although the number of characters allowed in a maximum limited tweet is 140 characters but does not reduce the popularity of social media. But by doing so, the message is delivered directly to the point and does not beat around the bush. As disclosed Levinson (1999):

“Twitter has retrieved the telegram. It’s good telegram: Short little sentences and things that are important for the next five minutes, but not so important after that (Levinson, 1999).”

Twitter became a pioneer for features of hashtag or “#”. By displaying these features are then combined with the desired keywords, Twitter users can be connected to each other by other users who have the same hashtag keyword. Through the same hashtag campaign, users can see and follow trending topic being hotly discussed other users.

Furthermore, social media picture sharing feature that is Instagram. Through this application user can share precious moments in the form of photo footage. Besides sharing pictures, user could be sharing the video on Instagram called 'Instastory'. Instagram user can record video and then share the moment with a maximum duration of one minute. On Instagram, as well as Twitter, hashtag in mainstay features. By using this hashtag, users can divide categories of images to fit the new hashtag or follow the existing hashtag. The advantage of this hashtag, allowing tweets, photos, or videos with similar themes can be accessed by all users of Twitter and Instagram in all parts of the world despite not follow each other in a social media friendship (Gleason, 2012). Of course, with the number of viewers who visit social media pages, add the possibility of other users to follow social media accounts owned. More followers, the greater opportunity to increasing the profit. That advantages can be of various sides such as the increasing level of popularity, confidence, recognition, etc.

Benefits provided through social media is in tune with the aspirations owned youth, especially the Internet Generation. Where youth has the characteristics and tendency to socialize using online media such as social media, perform online activities such as downloading music, finding information, and others to develop the abilities and skills possessed. That

factor is the one of encourages the rapid increase in the number of users in social media on various platforms from day to day.

If further review, youth interest in the use of social media can be used to attract youth participation in the sport. Either individual or sport community can take advantage of social media for campaigns or introduce a massive sport. By doing so, the expected level of sport participation among youth will continue to increase over time. In Indonesia for instance, there are many sport communities actively campaign sport activities through social media. Not only promote the healthy lifestyle campaigns, but also to promote the community itself. So that, it can attract new members to join. For example, there are several popular sport hashtags like #pertemanansehat #girltogo #indorunner, etc.

By using the hashtag in all tweets, photos, and videos shared, followers and viewers of the community can attract people to participate and join the activities they do. In addition for the viewers, use hashtag can facilitate viewers who want to find information about the community or the sport of interest.

Trace of the narrative above, we could conclude and measured between relevance and interest among youth and social media on the level of sport participation in Indonesia. Social media is designed to make users

perceive more closely involved in each moment shared able to drive increasing levels of youth sport participation.

## **2.7. Effect of Social Media Used in Sport Participation**

### **2.7.1. Motivation**

Many theories about motivation put forward by many experts. Among theories occurred, there are five major approaches that have led to our understanding of motivation are Maslow's need-hierarchy theory, Herzberg's two- factor theory, Vroom's expectancy theory, Adams' equity theory, and Skinner's reinforcement theory. Briefly, Webster's Dictionary defines motive as, something that causes a person to act. Thus, motivation can defined as the psychological process that gives behavior purpose and direction (Kreitner, 1995). Understanding motivation may can be differ based onto the area of knowledge field respectively. For this research, motivation might be operationally defined as the inner force that drives individuals to involve in sport participation. Motivation can be emerging by doing various activities, so that the desire to participate in sport activities increased. One of the activities or media that can bring the motivation to participate in sport is following sport through social media.

According to research conducted on 217 graduated students at Northeastern University in Philadelphia who examine the effect of social

media in increasing physical activity. One of the test conducted in the study, they made the "buddies" program. This "buddies" program utilizes a network of peers to be participate in physical activities (Centola, 2015).

“Buddies” showed that friendship have a big influence in motivating someone to involve in sport participation. People such as contracting exercise habits from friends. This is discussed by Sinan Aral in "Exercise Contagion in a Global Social Network." Sinan Aral states that in particular, men are influenced by their male and female friends in sport activities. In contrast to women who are only affected by other women's sporting activities (Sinan Aral, 2017). Social networking networks also giving the effect of infecting "social outbreaks". From those exposure, the results showed that the program effectively motivated students to participate in physical activities.

### **2.7.2. Cohesive Community**

Refer to the explanation in motivation section, stated that friendship have a big influence in motivating someone to involve in sport participation. Connected feeling among member within a community can strengthen the solidity of the community itself. Stronger relationships rooted among members, can generate a sense of trust and peer-acceptance. It encourages member to keep up in the community. Moreover, a strong connection within

a community can be a force for outsiders to join. A solidarity, will be the main foundation of inter-member linkages (Namsu Park, 2009).

In an effort to build the solidarity of the community must be supported by good communication between members. One means to establish communication at this time is through social media. This social media phenomenon is becoming a sport trend in community in Indonesia especially in big cities. Where the sport develops not just to meet the needs of health, but the sport also become part of the lifestyle. A lot of sport communities are created social media accounts specifically to enlarge and promote their activity. Not a few of these accounts have a very large follower in social media. So that social media is a good media to communicate and link the relationship of members in the community among the crowd of people's lives today (Zuniga, 2012).

Jenkins further pointed out that the strength of connections within a community can be measured in terms of its emotional impact, sharing the experience should not only be contained in a single media platform, but should reach as many media as possible today. The existence of communities is built on the interests of people in certain contexts to bring them into the available media that are continuously bound. The media can be either offline or online platform (Jenkins, 2008)

To stay connected, member does not has to be face-to-face, coming and gathering in one place. One clicking on the mobile screen, could be enough for member to stay connected and follow every activity undertaken by the sport community followed. As Chayko affirmed:

"Portable communities generally have low 'entry and exit costs'; compared to face-to-face communities, they are relatively easy to become part of and to leave" (Chayko, 2008).

### **2.7.3. Social Capital**

In short, social capital is the value of social networks (Hoye, 2008). Furthermore, social capital can be understood as the social interaction value contained in the society. If the social relations of society are well established, it will have an impact on national development. Social capital can be realized through various ways, for example by doing social activities in the community, gathering, joining the community, etc. Whatever the type of activity, can be a bridge for the establishment of social capital in society.

When associated with social capital, sport might be a way to achieve social capital. Sport is an activity that can be done individually or massively, either for recreation or competitive. Participating in sport, especially recreational and sport mass participation can improve social relationships in

the society. It can bring happiness to participant, one of which is obtained through social interaction in exercising (Downward, 2011).

Social capital is closely related to social interaction, in this period of social relationship is strongly influenced by technological advances. Social media becomes one of the important instrument that bridging social interaction with different dimension. Interaction through social media does not require people to always face to face in one place. This makes it easy for everyone to keep in touch with each other. Ease of interaction through social media also now impact on sport participation either directly or indirectly. Where today many sport participant either professional or amateur using social media as a means to promote sport. Whether it is for commercial purposes or not, but through social media can be a trigger for people to know and participate in sport.

#### **2.7.4. Exchange Sport Information**

In the present era, the speed of information exchange is very important. If in ancient times, when people is using the letter, it takes days to wait. Then shortened with the presence of the phone, until finally now the digital era with the internet as the main actor. Various internet platforms become the mainstay of the netizen, social media became one of the favorite options used. Social media becomes one of the vital and strategic tools as a

communication liaison, cutting distance not only between cities but between continents in any part of the world.

Easily people can exchange and get update information, within seconds the actual news is obtained. Not just the need for personal communication, through social media everyone has the opportunity to become an instant reporter by sharing every news that happened around him. In his speech, Zuniga (2012) mentions the phenomenon as "citizen journalism". In its development, the phenomenon of the use of social media is also an impact on sport. Where sport organizations, sport actors, clubs, communities, fans, sport industry, government, and the wider community are now utilizing social media as a strategic medium to exchange information on sport news.

As said Filo et al (2015) on the understanding of social media:

“New media technologies facilitating interactivity and co-creation that allow for the development and sharing of user-generated content among and between organizations (e.g. teams, governing bodies, agencies, media groups) and individuals (e.g. consumers, athletes and journalists).” (Filo, 2015)

### **2.7.5. Freedom of Expression in Sport**

In the journal *Challenges to Freedom of Expression in the Digital World: Lessons from WikiLeaks and the Arab Spring*, Arne Hintz describes how social media can influence democratic processes in several rallies in

countries such as Spain, Iran, the Philippines, Moldova and elsewhere, where Twitter and Facebook were become a tool for protesting (Hinzt, 2012). Social media has potential as an information and communication technology (ICT). Everyone can easily express their opinions, ideas, and everything in their minds freely and easily. Not just as a medium to express themselves, social media can also be a tool to involve the masses to participate in a mass activity. And not just the use of individuals, both groups, communities, and even governments can take advantage of this social media (Diamond, 2010). It certainly can also be used to attract people to engage in sport participation. Social media is used to attract and increase sport participation in various circles of society.

## **2.8. Research Question**

Based on analysis of Social media and Youth Sport Participation, researcher formulate this one research question as follows:

RQ. What is the effect of social media in influencing youth sport participation in Indonesia?

## Chapter 3. Method

In this section, the researcher will discuss the methodology to be used in research. To analyze the relationship between Social media and youth sport participation, researcher will use quantitative methods. This method is considered as a more appropriate approaching research methods to analyze the research question.

Allocation of time available to conduct this research approximately 10 months. The time table setting will describe in the figure below.



Figure 5 Research Timeline

The first phase is the making of a research proposal consists of three chapters, namely introduction, literature review, and research methodology. Preparation of research proposal started in January until June 2017. The second phase is the preparation of research proposals and questionnaire finalization in July 2017. The third phase is the approval of the research proposal by the committee in August 2017. The fourth phase is collecting data from respondents start from September up to October 2017. And in the

last phase the researcher will process the data analysis and do dissemination finding.

### **3.1. Survey**

Researcher will use an online questionnaire survey to answer all the research questions posed.

### **3.2. Sample**

Probability sampling technique is a technique that gives the opportunity or equality of opportunity for every element of the population to be elected as member of the sample. Besides that, probability sampling selection was not subjectively done, in other words, the selected sample was not based solely on the desire of the researcher so that every member of the population has the same chance (randomly) to be selected as a sample. The selected sample is expected to be able to be used to estimate population characteristics objectively. Probability technique aims to get the data as accurate as possible in order to know for sure the distance from the ideal (Hermawan, 2005). The researcher targets the number of expected respondents to be at least 300 samples ( $n = 300$ ) of youth categories aged 15-30 years in five cities in Indonesia. There are Jakarta, Bandung, Bogor, Depok, and Bekasi. The desired target sample in this study is an individual

or community of active social media users who have an interest in sport participation.

### **3.3. Procedures and Measures**

The technique of data analysis used is Simple Equation Model (SEM) with Partial Least Square (PLS) approach. The new approach introduced by Herman Wold is often called soft modeling. Partial Least Square is analysis of structural equations (SEM) based on variants that can simultaneously test the measurement model as well as the structural model. The measurement model is used for validity and reliability test, while the structural model is used for causality test (hypothesis testing with prediction model) (Jogiyanto Hartono, 2009).

By using PLS, it is possible to modelize the structural equation with relatively small sample sizes and not to cultivate normal multivariate assumptions. PLS is a powerful method of analysis because it is not based on many assumptions. The PLS method has its own advantages such as: the data does not have to be multivariate normal distribution (indicators with category scale, ordinal, interval until ratio can be used on the same model) and sample size should not be large (Wold, 1982).

Researcher will examine the effect of Social media on youth sport participation. The dependent variable of this research is a youth sport

participation, meanwhile the independent variable is the effect of Social media.

### **3.4. Data Analysis**

Researcher will collect data from hundreds of samples with a minimum of 300 youth of Indonesia spread across five cities. The collected data will be entered and processed using the SmartPLS-2 statistical program to find the results of Partial Least Square-Path Modelling (PLS-SM) equation.

Model evaluation through PLS-PM proceeds into two steps, outer model evaluation (measurement model) and inner model evaluation (structural model).

For the outer model measurement, the researcher will use  $\eta$  as dependent variable,  $\xi$  as the independent variable, and  $\zeta$  as residual variable.

$$\eta = \beta_0 + \beta_1\xi + \Gamma\xi + \zeta$$

When it is applied to this study, Youth Sport Participation (YSP) is the dependent variable and the effect of social media that influence youth to participate is the independent variable. Then, the outer model equation will become:

$$YSP = \beta_0 + \beta YSP + \Gamma SCM + \zeta$$

YSP = the number of youth sport participation

SME = effect of social media on youth sport participation

For the inner model measurement, the researcher will use X as indicator of independent variable, Y as the independent variable, and  $\varepsilon$  as stochastic error.

$$x = \Lambda_x \xi + \varepsilon_x$$

$$y = \Lambda_y \eta + \varepsilon_y$$

When it is applied to this study, the outer model equation will become:

$$\textit{Social Media Effect} = \Lambda_x \text{SME} + \varepsilon_x$$

$$\textit{Youth Sport Participation} = \Lambda_y \text{YSP} + \varepsilon_y$$

$\Lambda_x \text{SME}$  = matrix loading that describes simple regression coefficients and connects social media effects with their indicators

$\Lambda_y \text{YSP}$  = matrix loading that describes simple regression coefficients and connects youth sport participation with their indicators

### **3.5. Instrumentation**

The questionnaire was designed with the purpose of measuring the level of effect of Social media and understanding youth sport participation in Indonesia.

The first part is a demographical question on age, sex, profession, and residency as the control variables. The second part is the question on sport participation like type of sport, hours practiced. Then the third part is the question to measure the social media effect. This part will be divided into two steps, first is the question to answer online sport participation and the second step is to measure the social media effect in detail. Each variable consists of four indicators, total of 25 questions with Likert scale answers; 1 to 5 scale with 1 disagree to 5 totally agree (Norman, 2010).

A Likert scale is a psychometric scale that has multiple categories from which respondents choose to indicate their opinions, attitudes, or feelings about a particular issue. Likert-scale questionnaires have most frequently been used in investigations of individual difference variables (Tomoko Nemoto, 2014).

The survey questionnaire distributed to the targeted respondents is attached in the appendix A and briefly described in the table below:

Table 2 Distribution of the Survey Questionnaire

| No | Section                          | Question Breakdown  |
|----|----------------------------------|---|
| 1  | Demographic profile              | Age, sex, income, profession, and residency   |
| 2  | Involvement in sport             | Type of sport, hours practiced, interest in sport   |
| 3  | Variables on Social media effect | Likert scale: motivation, cohesive community, exchange sport information, freedom of expression in sport, and social capital. |

## Chapter 4. Findings

This chapter will show the result of survey. As mentioned in the previous chapter 3, researcher has the list of questionnaires and spread by online. The survey was conducted in five cities in Indonesia. There are Jakarta, Bandung, Bekasi, Bogor, and Depok for one month. The survey has been starting from October 1st – 31st 2017.

### 4. Survey

This method is used to answer the research question; “*What is the effect of Social media in influencing youth sport participation in Indonesia?*”

Based on literature review, researcher found social media effects for youth to participate in sport. There are motivation (Centola, 2015), cohesive community, exchange sport information, freedom of expression in sport, and social capital (Homero Gil de Zuniga, 2012). The finding shows that following sport through social media has influencing youth in Indonesia to be participate in sport.

#### 4.1. Respondent Profiling for Survey

For the sample, researcher collected the total of 502 respondents from different background. To get a good analysis result, researcher did screening to the whole collected data until researcher obtained 372 valid data. The description is presented in the table below;

Table 3 the Demographic of Respondents

| <b>Variable</b>   | Group               | N          | Percentage  |
|-------------------|---------------------|------------|-------------|
| <b>Gender</b>     | Male                | 240        | 64.5        |
|                   | Female              | 132        | 35.5        |
| <b>Age</b>        | 15-19               | 139        | 37.4        |
|                   | 20-24               | 136        | 36.6        |
|                   | 25-30               | 97         | 26.0        |
| <b>Profession</b> | High school student | 57         | 15.3        |
|                   | College student     | 168        | 45.2        |
|                   | Employee            | 71         | 19.1        |
|                   | Entrepreneur        | 14         | 3.8         |
|                   | Athlete             | 20         | 5.4         |
|                   | Teacher/Lecturer    | 28         | 7.5         |
|                   | Other               | 14         | 3.8         |
| <b>Residency</b>  | Jakarta             | 71         | 19.1        |
|                   | Bandung             | 141        | 37.9        |
|                   | Bekasi              | 49         | 13.2        |
|                   | Bogor               | 54         | 14.5        |
|                   | Depok               | 57         | 15.3        |
| <b>Total</b>      |                     | <b>372</b> | <b>100%</b> |

As it is seen in the table above, male has the most dominant respondent rather than female. Male are 64.5%, that percentage is almost twice bigger than female, 35.5%. It can indicate that male is more active in sport participation than female is.

For the age distribution, as targeted by the researcher in the methodology chapter, the researcher targeted youth with range age 15 – 30 years old in line with the definition of youth in Indonesian Act No. 40, 2009 about Youth Article 1 Clause 1. Among all the respondents, most of respondents are in between 15 – 24 years old is 64%, which is spread by age group 15 – 19 years old is 37.4% and 20 – 24 years old is 37.6%. The dominance is rational, because they are considered as school and college students in that age range, as sport is part of curriculum in the school and college. Especially in school, student has to take physical education as compulsory material.

Since the most age group is 15 – 24 years old, the most profession of the samples are senior high school with 57 respondents and college students with 168 respondents.

In the residency row are spread into five cities. As seen in the table above, 1.0 represent Jakarta, the capital city of Indonesia with 71 respondents. 2.0 – 5.0 represent West Java, Bandung as the capital city of

West Java Province with 141 respondents, Bekasi with 49 respondents, Bogor with 54 respondents and Bogor with 57 respondents. Actually, these last three cities are part of West Java Province, the others are sub-urban of Jakarta City. Interestingly, most of life activities in those last three cities are influenced by Jakarta, including sport activities. There are a lot of sport participants from those last three cities and involved in sport activities hosted in Jakarta, because, if we take a look to geographical location, those last three cities are located closer to Jakarta rather than Bandung as the capital of West Java. Furthermore, Jakarta has more sport facilitations, sport passion in mass participations, etc. Jakarta with its existence and all the urban lifestyle, which sport lifestyle is also growing rapidly and supported by better sport infrastructure and facilities is becoming one of the biggest point to attract people participated sport in there.

Table 4 Respondent Social Media Account Ownership

| Social Media Account(s) Ownership | N  | Percentage |
|-----------------------------------|----|------------|
| <b>0 social media account</b>     | 0  | 0.0        |
| <b>1 social media account</b>     | 38 | 10.2       |
| <b>2 social media account(s)</b>  | 51 | 13.8       |
| <b>3 social media account(s)</b>  | 67 | 18.1       |
| <b>4 social media account(s)</b>  | 64 | 17.2       |

|                                   |            |             |
|-----------------------------------|------------|-------------|
| <b>5 social media account(s)</b>  | 44         | 11.8        |
| <b>6 social media account(s)</b>  | 30         | 8.1         |
| <b>7 social media account(s)</b>  | 34         | 9.1         |
| <b>8 social media account(s)</b>  | 16         | 4.3         |
| <b>9 social media account(s)</b>  | 12         | 3.2         |
| <b>10 social media account(s)</b> | 11         | 3.0         |
| <b>11 social media account(s)</b> | 3          | 0.8         |
| <b>12 social media account(s)</b> | 1          | 0.2         |
| <b>13 social media account(s)</b> | 1          | 0.2         |
| <b>Total</b>                      | <b>372</b> | <b>100%</b> |

The result of the social media account ownership as seen in the table above is related to the finding of online sport participation effect to youth sport participation. The table above shows that most of the respondents have more than one social media account; 51 respondents have two social media accounts, 67 respondents have three social media accounts, 64 respondents have four social media accounts, and more than 30 respondents have six to seven social media accounts.

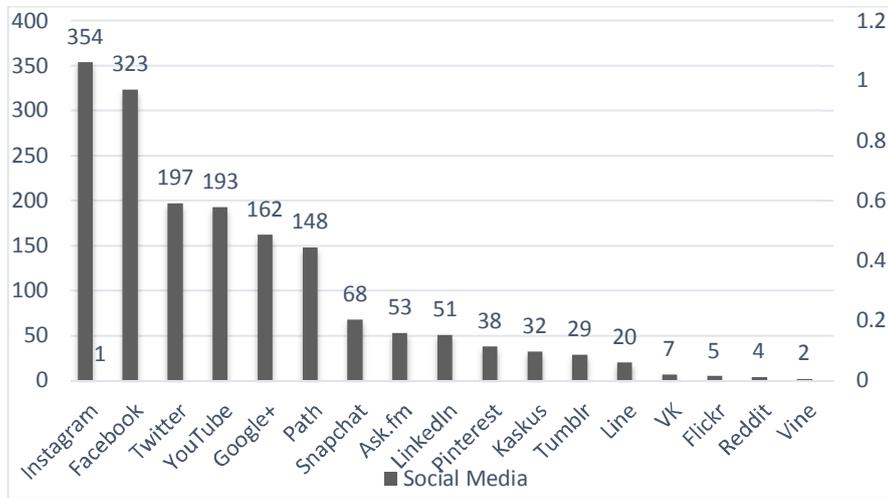


Figure 6. Ranks of Social Media Used by the Respondent

In addition to elaborate the previous data on social media account ownership, researcher maps the top ranks for the social media account used by the respondents. The figure below, Instagram is the most popular social media account followed by Facebook, Twitter and YouTube.

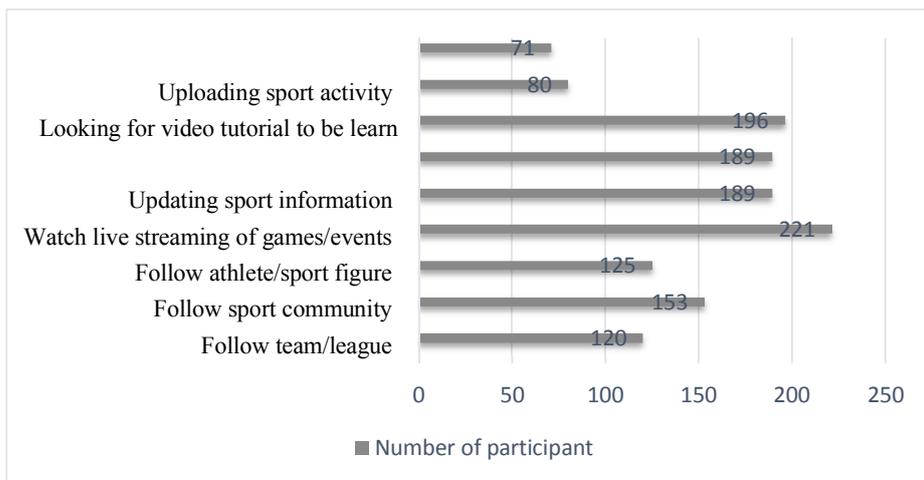


Figure 7 User Activity in following sport through Social Media

In the figure above (Figure 2) showed the trend of following sport in social media. From the figure we can see how user in Indonesia likely use social media for watching several of sport event/game and updating sport information are the most. This finding will be further elaborated in the discussion part.

#### **4.2. Online Sport Participation and Social Media Effect Toward Youth Sport Participation Analysis**

This analysis is done to predict the model and measure the effect of online sport participation, social media effect (motivation, cohesive community, exchange sport information, freedom of expression in sport, social capital) toward youth sport participation. To analysis this phenomenon, the researcher using Partial Least Square-Path Modelling (PLS-PM) analysis through SmartPLS-2 statistic program. PLS is used to find the different scale data of the online sport participation variable (using nominal and ordinal data) and the social media effect through Likert scale.

Model evaluation through PLS-PM proceed into two steps, outer model evaluation (measurement model) and inner model evaluation (structural model).

#### 4.2.1. Outer Model Evaluation

A research model cannot be tested in a prediction model of relational and causal relation if has not passed purifying test in a measurement model. Measurement model is used to construct validity and instrument reliability test. Validity test is used to find the caliber of instrument research in measuring what thing should be measured (Cooper, 2006). Reliability test is used to measure the consistency of instrument in measuring a concept or can be used to measuring the consistency of the respondent in answering the questionnaire item list in the research. Validity construct test will using two method, convergent validity and discriminant validity test (Abdillah, 2015). Whereas, for reliability test is used method such as Cronbach's Alpha, Composite Reliability, and Loading Factors. Cronbach's Alpha is measured lower limit reliability construct value, while compose reliability is measured the real reliability construct value. But, compose reliability is considered better in estimated an internal consistency of a construct. Actually, internal consistency test is not absolute to be done if construct validity has been fulfilled, because a valid construct is reliable construct. Otherwise, a reliable construct is not necessary valid (Cooper et al., 2006). Assessment of the validity and reliability of reflective manifest variables is determined as follows:

Table 5 Assessment Procedures for Reflective Outer Model

| <b>Instrument</b>                | <b>Parameter</b>                 | <b>Rule of Thumbs</b>  |
|----------------------------------|----------------------------------|--|
| <b>Validity Test</b>             |                                  |  |
| Convergent Validity              | Average Variance Extracted (AVE) | AVE value should be $\geq 0,5$ (Hair J. F., 2010)                          |
| Indicators Reliability           | Loading Factor                   | Loading Factor $\geq 0,5$ (Hulland, 1999)                                  |
| Discriminant Validity            | Cross Loading                    | Loading indicators > cross-loading (Hair J. F., 2012)                      |
| <b>Reliability Test</b>          |                                  |  |
| Internal Consistency Reliability | Composite Reliability            | CR value $\geq 0,7$ , or CR $\geq 0,6$ is still acceptable (Hulland, 1999) |
|                                  | Cronbach's Alpha                 | Cronbac's Alpha value $\geq 0,6$ (Bagozzi, 2012)                           |

If there are indicators is not eligible of indicator validity, is better to take out the indicator from the research and reanalysis the data before output discussion.

a. Item Reliability/Indicator

Item Reliability/Indicator or usually called indicator validity.

Indicator validity test can be seen from loading factor (standardized loading) value. The value of this loading factor is the amount of correlation between

each indicator and its construct. Value loading factor above 0.7 can be said ideal, it is meaning the indicator can be said as an indicator to measure the construct. However, a standardized loading factor value above 0.5 is acceptable. Meanwhile, the standardized loading factor below 0.5 can be excluded from the Chin model (Chin, 1998). Here are the values of reliability item that can be seen in the standardized loading column:

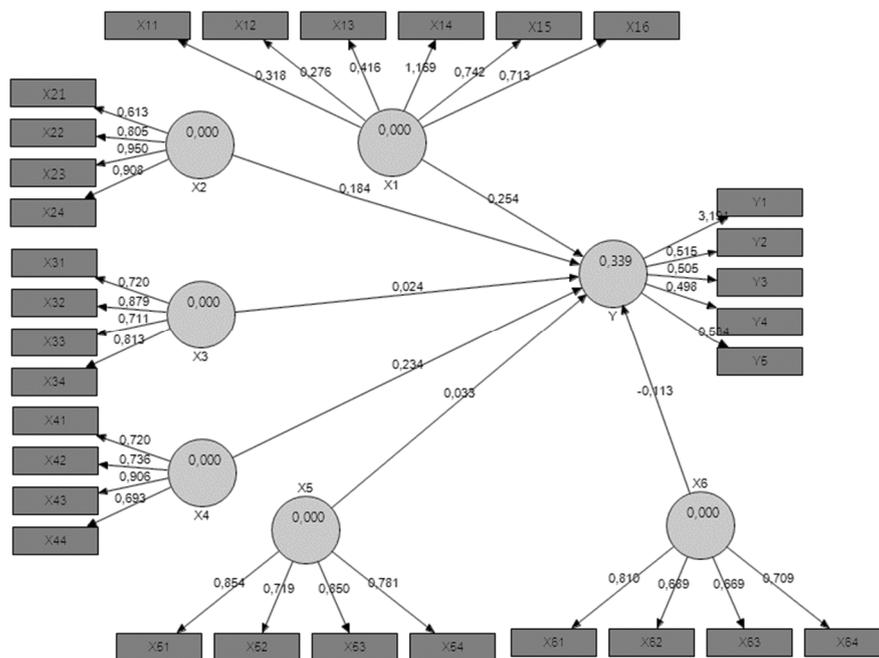


Figure 8 Standardized Loading Factor Inner and Outer Model

Note :

Youth sport participation: Y

- Online sport participation: X1

- Social Media Effect
  - a. Motivation: X2
  - b. Cohesive community: X3
  - c. Exchange sport information: X4
  - d. Freedom of expression in sport: X5
  - e. Social capital: X6

The calculation results can be seen that the loading for the indicator of online sport participation on the indicator category of sport participation (Y1) is 3.191; type of sport (Y2) is 0.515; frequency of sporting activity (Y3) is 0.505; the participation of sport in a week (Y4) is 0.498, and duration of exercise (Y5) is 0.534. From these five indicators, there are some indicators cannot be analyzed further, such as Y1 because it has a loading factor of more than 1.00, that is indicated the existence of Heywood case (the variance has a negative value), then there is an indicator value less than 0.5, that is Y4.

Loading for online sport participation variables describes by six indicators (X11-X16). For the X11 indicator obtained loading is 0.318; X12 is 0.276; X13 is 0.416; X14 is 1.169; X5 is 0.742 and X16 is 0.713. Of the six indicators on the online sport participation there are some loading value less than 0.5 that are X11, X12, X13, and X14, so need to be set aside. For

variables X2 through X6, the loading factor of each indicator has been more than 0.5.

Screening the indicator starts by setting aside the indicator with Heywood case loading or the smallest loading factor, which is 0.276 on the indicator X12. And so on until all dimensions obtained has a loading value of more than 0.5.

Diagram path after invalid indicator screening as follows:

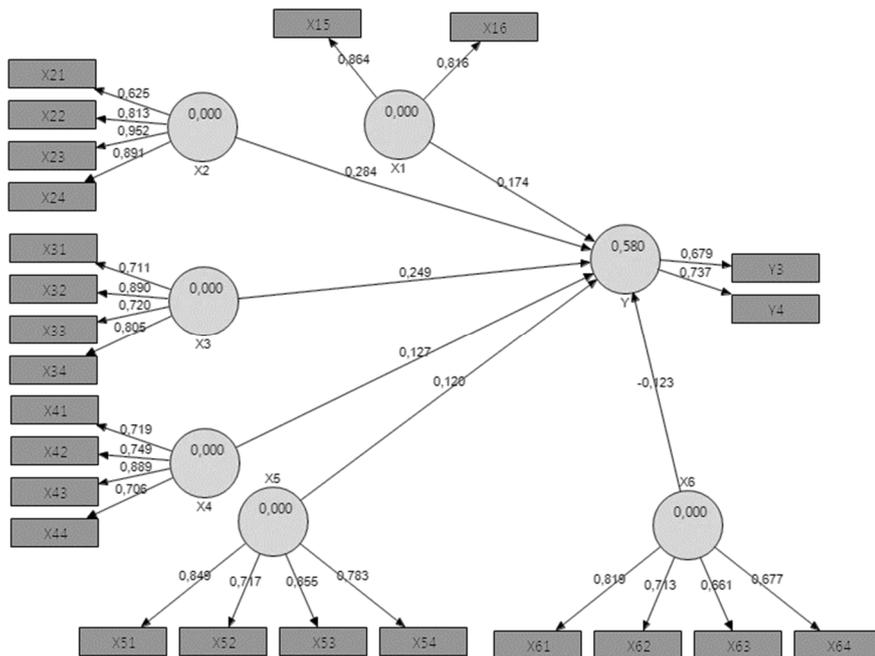


Figure 9 Loading Factor Inner and Outer Revision Model

The calculation results show that all loading on the participation of online sport variables, social media effects and youth sport participation has

been valid (more than 0.5). Youth sport participation can be interpreted from Y3 (frequency of exercise in a week) and Y4 (participation in overall exercise). Social media effects can be interpreted by all good indicators on motivation (X2), cohesive community (X3), exchange sport information (X4), freedom of expression in sport (X5) and social capital (X6). Online sport participation is only interpreted by X15 (duration following sport through social media) and X16 (percentage of social media use in sport).

Loading on each indicator can indicate a large indicator in the descriptions of each latent. In youth sport participation indicator variable that has the biggest scale is Y4 (sport participation on whole). For the online sport participation, the indicator that has the greatest scale is X15 (duration of following sport through social media), for the motivation variable is X23 indicator (When I get negative review of my feed/post/sport activity, it have an impact to self-interesting on sport participation.), at cohesive community variable is X32 (I upload my sport activity in the community on my social media accounts) and sport information exchange variable is X43 indicator (I get latest sport information and knowledge through social media). And then, the freedom of expression in sport variable is X53 (I often give comment, critique, suggestion, or recommendation on feed/ post/ upload of peer sport activity and sport community on social media). While on the social capital

variable, the most dominant indicator is X61 (I often participate in sport activities that are disseminated through social media).

**b. Composite Reliability**

Statistic used in composite reliability or construct reliability are Cronbach's alpha and D.G rho (PCA). The values of Cronbach's alpha and D.G rho (PCA) above 7.0 indicate the construct has high reliability as an instrument. The limit value of composite reliability above 0.7 is acceptable and if the value are above 0.8 and 0.9 means very satisfied (Nunnally, 1994). Composite reliability  $\geq 0.6$  is still acceptable (Hulland, 1999).

**Table 6 Composite Reliability Result**

| <b>Variable</b> | <b>Composite Reliability</b> |
|-----------------|------------------------------|
| <b>X1</b>       | 0.827                        |
| <b>X2</b>       | 0.896                        |
| <b>X3</b>       | 0.864                        |
| <b>X4</b>       | 0.852                        |
| <b>X5</b>       | 0.878                        |
| <b>X6</b>       | 0.811                        |
| <b>Y</b>        | 0.668                        |

Source: Result of Data Processing 2017

According to the table, it shows that the composite reliability value for X1 variable is 0.827; X2 is 0.896; X3 gained a value of 0.864; X4 is

0.852; and X6 is 0.811. The Y variable has a composite reliability value of 0.668. All six latent composite reliability values are above 0.6, so it can be said that the variable has good reliability as an instrument.

c. Average Variance Extracted (AVE)

Average Variance Extracted (AVE) describes the magnitude of the variance that can be explained by item compared to variants caused by measurement error. The default is when the AVE value is above 0.5 it can be said that the construct has a good convergent validity. This means latent variables can explain an average of more than half the variance of the indicators.

Table 7 Average Variance Extracted (AVE) Result

| <b>Variable</b> | <b>Average Variance Extracted</b> |
|-----------------|-----------------------------------|
| <b>X1</b>       | 0.706                             |
| <b>X2</b>       | 0.688                             |
| <b>X3</b>       | 0.616                             |
| <b>X4</b>       | 0.592                             |
| <b>X5</b>       | 0.645                             |
| <b>X6</b>       | 0.519                             |
| <b>Y</b>        | 0.502                             |

Source: Result of Data Processing 2017

According to the table, it shows that the AVE value for all variables of youth sport participation, online sport participation and social media effects are above 0.5. So that, the construct have good convergent validity where latent variables can explain an average of more than half the variance of the indicators.

#### 4.2.2. Discriminant Validity

Discriminant validity examination of the reflective measurement model assessed by cross loading and comparing the AVE value with the correlation square of the construct. The criteria of cross loading is to compare the correlation of indicator with their construct and construct from other blocks. A good discriminant validity will be able to explain the indicator variable higher than by explaining the variant of another constraint indicator. Here are the discriminant validity values for each indicator.

Table 8 Discriminant Validity Value

|            | <b>X1</b>    | <b>X2</b>    | <b>X3</b>    | <b>X4</b> | <b>X5</b> | <b>X6</b> | <b>Y</b> |
|------------|--------------|--------------|--------------|-----------|-----------|-----------|----------|
| <b>X15</b> | <b>0.864</b> | 0.464        | 0.574        | 0.508     | 0.587     | 0.525     | 0.516    |
| <b>X16</b> | <b>0.816</b> | 0.553        | 0.624        | 0.562     | 0.588     | 0.539     | 0.509    |
| <b>X21</b> | 0.500        | <b>0.625</b> | 0.606        | 0.544     | 0.537     | 0.538     | 0.472    |
| <b>X22</b> | 0.385        | <b>0.813</b> | 0.644        | 0.645     | 0.491     | 0.487     | 0.538    |
| <b>X23</b> | 0.472        | <b>0.952</b> | 0.794        | 0.744     | 0.652     | 0.581     | 0.663    |
| <b>X24</b> | 0.645        | <b>0.891</b> | 0.813        | 0.692     | 0.747     | 0.666     | 0.659    |
| <b>X31</b> | 0.570        | 0.666        | <b>0.711</b> | 0.646     | 0.648     | 0.609     | 0.479    |
| <b>X32</b> | 0.652        | 0.753        | <b>0.890</b> | 0.667     | 0.746     | 0.710     | 0.599    |

|            |       |       |              |              |              |              |              |
|------------|-------|-------|--------------|--------------|--------------|--------------|--------------|
| <b>X33</b> | 0.568 | 0.637 | <b>0.720</b> | 0.611        | 0.683        | 0.650        | 0.443        |
| <b>X34</b> | 0.479 | 0.675 | <b>0.805</b> | 0.567        | 0.499        | 0.410        | 0.697        |
| <b>X41</b> | 0.461 | 0.548 | 0.557        | <b>0.719</b> | 0.567        | 0.604        | 0.437        |
| <b>X42</b> | 0.568 | 0.556 | 0.634        | <b>0.749</b> | 0.722        | 0.728        | 0.504        |
| <b>X43</b> | 0.434 | 0.768 | 0.663        | <b>0.889</b> | 0.547        | 0.553        | 0.626        |
| <b>X44</b> | 0.536 | 0.544 | 0.555        | <b>0.706</b> | 0.628        | 0.677        | 0.408        |
| <b>X51</b> | 0.626 | 0.655 | 0.701        | 0.676        | <b>0.849</b> | 0.673        | 0.572        |
| <b>X52</b> | 0.477 | 0.555 | 0.566        | 0.593        | <b>0.717</b> | 0.597        | 0.443        |
| <b>X53</b> | 0.614 | 0.596 | 0.658        | 0.652        | <b>0.855</b> | 0.673        | 0.593        |
| <b>X54</b> | 0.511 | 0.567 | 0.650        | 0.610        | <b>0.783</b> | 0.633        | 0.467        |
| <b>X61</b> | 0.514 | 0.534 | 0.581        | 0.656        | <b>0.657</b> | 0.819        | 0.473        |
| <b>X62</b> | 0.467 | 0.553 | 0.564        | 0.612        | 0.596        | <b>0.713</b> | 0.452        |
| <b>X63</b> | 0.385 | 0.451 | 0.485        | 0.540        | 0.513        | <b>0.661</b> | 0.357        |
| <b>X64</b> | 0.451 | 0.423 | 0.478        | 0.526        | 0.529        | <b>0.677</b> | 0.316        |
| <b>Y3</b>  | 0.421 | 0.463 | 0.464        | 0.454        | 0.441        | 0.378        | <b>0.679</b> |
| <b>Y4</b>  | 0.443 | 0.540 | 0.558        | 0.471        | 0.482        | 0.422        | <b>0.737</b> |

Source: Result of Data Processing 2017

According to the table, it shows that the value of discriminant validity or loading factor for X15 (duration of following sport through social media) is 0.864. The correlation of X15 indicator is higher in X1 variable (Online sport participation) than correlation on X2 (0,464); on X3 (0,215,749), on X4 (0,508), and on X5 variable (0,587); on X6 (0,525) and on Y (0,516). All the loading factor values for each indicator have a higher correlation with the variable than the other variables. Similarly, the indicator of each variable are able to explain each variable correctly.

### 4.2.3. Structural Model Evaluation

There are several stages in evaluating the structural model. The first stage is to analyze the significance of the influence between construct. This can be seen from the path coefficient which describes the strength of the relationship between construct.

#### 4.2.3.1. Path Coefficient

Analyzing the significance of the influence between construct can be seen from the path coefficient. The sign in the path coefficient must be in accordance with the hypothesized theory. To assess the significance of the path coefficient can be seen from the t-test (critical ratio) which obtained from the bootstrapping process (resampling method).

Table 9 Path Coefficient Result

|                   | <b>Original Sample<br/>(O)</b> | <b>Standard<br/>Error<br/>(STERR)</b> | <b>T-Statistics<br/>( O/STERR)</b> | <b>t-table<br/>(0,05)</b> |
|-------------------|--------------------------------|---------------------------------------|------------------------------------|---------------------------|
| <b>X1 -&gt; Y</b> | 0.174                          | 0.054                                 | 3.237                              | 1.649                     |
| <b>X2 -&gt; Y</b> | 0.284                          | 0.084                                 | 3.368                              | 1.649                     |
| <b>X3 -&gt; Y</b> | 0.249                          | 0.082                                 | 3.036                              | 1.649                     |
| <b>X4 -&gt; Y</b> | 0.127                          | 0.076                                 | 1.661                              | 1.649                     |
| <b>X5 -&gt; Y</b> | 0.120                          | 0.063                                 | 1.911                              | 1.649                     |
| <b>X6 -&gt; Y</b> | -0.123                         | 0.072                                 | -1.699                             | 1.649                     |

Source: Result of Data Processing 2017

The criteria of the test,  $H_0$  will be rejected if  $t\text{-arithmetic} > t\text{-table}$ .

From the table,  $t$  is obtained table value for  $\alpha = 0.05$  and  $df = n-2 = 374-2 = 372$ , so  $t\text{-table}$  obtained is equal to 1,649.

- a. The statistic  $t$  value for the online sport participation variable is 3.237. If compared with the  $t\text{-table}$  value, then  $t\text{-arithmetic} (3.237) > t\text{-table} (1.649)$ ,  $H_0$  is rejected. Thus, it can be concluded there is a significant influence of online sport participation towards youth sport participation. The influence of online sport participation towards youth sport participation is 0.174. The positive value of path coefficient shows if the online sport participation number is higher, then the number of youth sport participation will also higher.
- b. The statistic  $t$  value for the motivation variable is 3.368. If compared with the  $t\text{-table}$  value, then  $t\text{-arithmetic} (3.368) > t\text{-table} (1.649)$ , so that  $H_0$  is rejected. Thus, it can be concluded there is a significant influence of motivation towards youth sport participation. The magnitude of the influence of motivation on youth sport participation is 0.284. The positive value of path coefficient indicates if the number of motivation is higher, then the number of youth sport participation will be also higher.

- c. The t statistic value for the cohesive community variable is 3.036. When compared to the value of t table, then  $t$ - arithmetic (3.036) >  $t$ -table (1.649) so that  $H_0$  is rejected. Thus it can be concluded that there is a significant influence of the cohesive community on youth sport participation. The magnitude of the cohesive community's influence on youth sport participation is 0.249. The positive value of path coefficient indicates if the number of cohesive community is higher, then the number of youth sport participation will be also higher.
- d. The statistic  $t$  value for the sport information exchange variable is 1.661. When compared with the value of  $t$  table, then  $t$  arithmetic (1.661) >  $t$  table (1.649), so that  $H_0$  is rejected. Thus it can be concluded there is a significant influence of exchange sport information towards youth sport participation. The magnitude of the effect of exchange sport information on youth sport participation is 0.127. The positive value of path coefficient indicates if the number of exchange sport information is higher, then the number of youth sport participation will be also higher.
- e. The statistic  $t$  value for the freedom of expression in sport variables is 1.911. When compared with the value of  $t$  table, then  $t$  arithmetic

(1,911) > t table (1.649) so that  $H_0$  is rejected. Thus it can be concluded there is a significant influence of freedom of expression in sport against youth sport participation. The magnitude of the influence of freedom of expression in sport towards youth sport participation is 0.120. The positive value of path coefficient indicates if the number of freedom of expression in sport is higher, then the number of youth sport participation will be also higher.

- f. The statistic t value for the social capital variable is -1,699. When compared with the value of t table, then t arithmetic (-1,699) < t table (1.649) so  $H_0$  accepted. Thus it can be concluded there is no significant influence of social capital on youth sport participation.

Of the six variables, the variable that have greatest influence is motivation (X2) with the path coefficient of 0.284, then cohesive community (X3) of 0.249; online participation (X1) of 0.170; exchange sport information (X4) of 0.127 and freedom of expression in sport (X5) of 0.120. Although some variables has significant influence and one is insignificant.

#### 4.2.3.2. Evaluation of R<sup>2</sup>

According to the value of R<sup>2</sup>, it is known that the variables of online sport participation and social media effects are able to explain youth sport participation 0,580 (58%), while the rest 42% from other construct. The contribution to this R<sup>2</sup> value of the construct/variable can be seen from the following table.

Table 10 R<sup>2</sup> Result

|   | <b>Original Sample (O)</b> |
|---|----------------------------|
| <b>Online sport participation and social media effect towards youth sport participation</b> | 0,580                      |

Source: Result of Data Processing 2017

#### 4.2.3.3. Goodness Of Fit

To validating the model as a whole, the research is using the goodness of fit (GoF). The goodness of fit (GoF) was introduced by Tenenhaus, et al (2004) in Yamin and Heri Kurniawan (2011: 21). The GoF index is a single measurement used to validate the combined performance between the measurement model and the structural model. This GoF value is obtained from the average communal index multiplied by the value of R<sup>2</sup> model. Here is the result of the calculation of goodness of fit model:

Table 11 Average Communalities Index Result

|             | <b>AVE</b>   | <b>R square</b> |
|-------------|--------------|-----------------|
| <b>X1</b>   | 0.706        |                 |
| <b>X2</b>   | 0.688        |                 |
| <b>X3</b>   | 0.616        |                 |
| <b>X4</b>   | 0.592        |                 |
| <b>X5</b>   | 0.645        |                 |
| <b>X6</b>   | 0.519        |                 |
| <b>Y</b>    | 0.502        | 0.580           |
| <b>Mean</b> | <b>0.609</b> | <b>0.580</b>    |
| <b>GoF</b>  | <b>0.594</b> |                 |

According to the table, the average result of communalities value is 0.609. Hereinafter, this value is multiplied by  $R^2$  and rooted the last result. The calculation results show that the GoF value of 0,594 is more than 0.36. So the calculation results are categorized as a big GoF, it means that the model is very good (has a high ability) in explaining the empirical data.

### 4.3. Pattern of Trend in Youth Sport Participation

The pattern of trends in youth on online participation has a significant relevance to contemporary sport participation. Trend that occurred among youth is in line with the explanation of classification of generation in various theories. Howe and Strauss group these generations into several categories, including Generation X, Y, and Z. Generation Y is often also called millennials (Strauss, 1991). This generation was born in the

mid-late 1980s and 1990s where Internet was born. Hence in another theory, this generation is referred as Internet Generation. This generation has a tendency to socialize online such as social media, perform online activities such as downloading and uploading entertainment, finding information, and many more. With just one touch on the mobile screen or clicking on the mouse, all information can be easily obtained. Born in the era of the Internet that has already been exists, the openness and the ease of accessing various information content have the impact on the characteristics of this generation. But sometimes these generations are labeled unfavorable, often also labeled as lazy, mimic able generation, tends to modified information accessed on the Internet. Millennials Generation greatly upholds the freedom of expression and is very dynamic, so that often portrayed as the generation of "dreamers".

Generation Z (Gen Z) are children born in 1993 to 2000. Unlike the millennials, this generation is often described as "realists". Both of generations were born in an era where the internet has already been exists, but there are significant differences between these two generations. Millennials were born when the internet just emerged and the new technology began to flourish, but Gen Z was born when technology is already very developed, the gadget is much more advanced. Therefore Gen

Z is considered as digital natives when compared to the technologically inclined millennials. This is because millennials grow along with technological development, whereas Gen Z grows when technological times have advanced. In case millennials use and learn technology to adapt to the advancement of the times, millennials may meet difficulties when technological advances develop faster than what they learn. While Gen Z since they were familiar to the technological advances that exist, they already know all the consequences by studying millennials experience.

Associated with the current study, the age range of youth who become the focus of this research can be represented by millennials and Gen Z generations, where these two generations are regarded as tech-savvy and digital native of the generation. Activities via Internet platform cannot be separated from these two generations. Skills in activities in social media become one of the interesting focus to be observed. One activity that can be done through social media is to follow the sport. Through social media platforms, users can also participate in sport.

In general, people only recognize sport participation as a physical activity or directly activity in the field to join sport-related activities. The reasons behind the involvement of a people participating in the sport are varied, where in general sport participation has only the purpose of pursuing

physical well-being or just for health. But over time, along with the development of sport in the community, people's motivation to exercise is also growing. In a study conducted by Miran Kondric et al in three Slovenian, Croatian and German countries, out of 390 students found six factors that motivated students to participate in sport activities. The six factors are sport action with friend, popularity, fitness & health, social status, sport events, relaxation through sport (Miran Kondric, 2013). From the research, they also found significant difference in sport activities for all sport students from the three different countries.

In the past people only knew the type of sport is only recreation and competitive sport, now in line with the development of sport trends, there is now a grouping of the type of sport that is based on current social development. In her research journal, Wheaton classifies the type of sport that is now known as lifestyle sport and action sport. There are seven dimensions that underlie the difference between the two, but the most obvious is the location of the challenge or the suspense feelings of the sport (Wheaton, 2004). Then next there is research conducted in Indonesia that explores the factors that motivate youth to participate in the lifestyle sport. Talitha found there are four factors that motivate youth in Indonesia in the participation of sport lifestyle. In this study also examined how the

emergence of sport lifestyle in Indonesia and its sport development trend (Talitha, 2016).

In addition to the shift of sport type, the shift in the meaning of sport participation is also growing. It was triggered by the growing technology that impact on the development of sport media. As discussed in the previous section, there are three stages of the development of the media sport era according Laucella starting with Agricultural Age where newspapers and magazines as the initial movement of sport media. Then the Industrial Age to the phase in which the emergence of electronic technologies such as radio and start to take over the development of the sport media. Lastly Information/Digital Age, where in this period occurred in the early 1990s in which digital technologies are born and evolve. If in previous sport participation focused on contemporary activities such as physical sport activities in the field, starting at the time of Digital Age sport participation experienced a shift in meaning. Especially when the internet is growing rapidly, one of the media is social media. Sport participation is currently growing with the familiarity of online sport participation. Activities to follow sport through social media can be categorized as sport participation.

Besides enjoying the features and get the latest information, through social media users can interact each other. There can be two-way

communication, it can be between user and sport provider or between users such as giving opinion comments on the article columns. Sport activity in cyberspace is increasing through internet platform. Social media gives fans unprecedented ability fans to interact, give opinions and thoughts about unlimited sport via the internet. In addition, the advantages of online participation make users feel more connected to the outside world without having to come to the field. For a fan or consumer, "using portable technologies tends to be enjoyable; we often expect to have a good time when we engage with these technologies." (Chayko, 2008).

#### **4.4. Summary of Finding**

According to the result of the data analysis, can be drawn some findings about research on the influence of the use of social media to the youth sport participation in Indonesia. This finding is to answer the scientific question "What are the effects of social media influencing youth sport participation in Indonesia?"

Before explaining the result of the influence of social media on the level of youth sport participation explicitly, researcher conducted a thorough examination of how the influence of following sport activity through social media. Because currently, participation is not always associated with involving or direct participation in an activity. It is caused by internet

phenomena among the society has become the daily consumption that cannot be separated. Not just for reading, browsing, or updating news or information over the internet, but user can also giving comment or opinion on the article columns written by blogger. Furthermore, user can also be citizen journalists where as they share each moment or information around to other user. It has become a prevalent phenomenon today known as online participation. Usually, online activity can only happened one way, where the user only as a customer or connoisseur of information provided by the internet. But then these day, the activity has change into a two-way interaction, either between user and information provider or interaction between Internet users. The hypothesis results of the social media use as a whole to follow sport activity on youth sport participation rate showed a significant influence. This significant result can be seen from the calculation result where  $t_{\text{arithmetic}} > t_{\text{table}}$  and positive path coefficient.

After analyzing the online sport participation (in this case social media into media or tools used by users in participating in online sport), further examined about the influence of social media on the level of youth sport participation in Indonesia. According to the literature in previous chapter, there are five social media effects on sport participation among youth in Indonesia. The effect analyzed has been validated using Partial

Least Square-Path Modelling method. Of the five influences that have been described in the previous chapter, there are four influences of social media that have a positive significance to the level of youth sport participation.

While one other influence, has no positive impact on the level of youth sport participation.

The four influences that have such positive significance are motivation, cohesive community, freedom of sport expression in sport, and exchange sport information. Among the four predictors, “motivation” has the greatest effect. According to research conducted on 217 graduated students at Northeastern University in Philadelphia who examine the effect of social media in increasing physical activity. One of the test conducted in the study, they made the "buddies" program. This "buddies" program utilizes a network of peers to be participate in physical activities (Centola, 2015). The results showed that the program effectively motivated students to participate in physical activities. Henceforth, the effect that giving significant influence in increasing the number of youth sport participation are cohesive community, sport information exchange, and last freedom of sport expression in sport. It can be concluded that the four predictors has a significant influence on the increase of youth sport participation in Indonesia.

The social capital predictor has a negative result which indicates that social capital has no significance in increasing on youth sport participation. It is interesting to examine further why these predictor has no significant impact on the level of sport participation. Researcher tried to relate the test result associated with the best description of respondents involvement in sport, hour of sport participation and activities that are dominant when following the sport through social media. In the previous chapter describe that the core of social capital is social interaction. This interaction must be a two-way relationship. First, when looking at the demographic results of the description of respondents' sport participation, where competitive sport participator / athletes are the most dominant with 39.1% of all respondents. Can be assumed for the respondent of that category, their goal of participating sport is to chasing the achievement not just to pursue health or the goal of acquiring extensive social network through sport.

Second, looking to the frequency of sport participation, 63.6% participated only 1-3 times a week with a participation duration of 1-2 hours as much as 44.6% and 2-3 hours as much as 37.1%. Activities to follow sport through social media is more dominated by visualization activities only, such as watching a game, looking for training video tutorials, and updates the latest information. Activities that refer to such social interaction,

like sharing information and exercising are the lowest activities. If viewed from the purpose of the respondent is more on competitive sport with a frequency that can be spelled out rarely, then the interaction relationship between sport participants will not be formed properly. Due to the short participation duration, the respondent may only focus on the core of the exercise, not on the interaction of fellow sport participant. There is no enthusiasm or concern of the participant to build more social interaction in it.

Social activity that occur in social media more on social attention. Where social attention is often called social surveillance (Marwick, 2012) and virtual people watching (Joinson, 2008). Where social media user do not always react and interact with each content uploaded on social media, but they follow a social media account for the purpose of obtaining information. In addition there is unfocused interaction in social media, it is because anyone can freely express, giving comment, opinion, etc. (Goffman, 1963). For example, when you get a lot of comments on a content uploaded, the owner of that account cannot/will not answer or provide feedback appropriately, so the next thing could happen if the interaction stop or seems biased.

Hall has found, the use of social media and interaction can occur simultaneously, but only 2% of social interaction actually occurs in social

media. The interaction arises where the user has a close relationship with the commenters or they resides in the same environment. Interaction is almost uncommon when users do not know each other (Hall J. A., 2016). Look up into from the findings that predictor motivation is the greatest influence on youth sport participation and the correlation between, it can be concluded that social media can motivate social media users to participate in sport either individually or in group, but not influence enough to drive them in reaching out the social capital. Interaction activities in social media is not effected enough in creating social capital.

## **Chapter 5. Conclusions**

In the last chapter, researcher will present the implications of this research. Researcher also experienced the limitations of research in some cases. Finally, this chapter will conclude with the researcher's recommendation for future research. This will become one of the essential foundations to become the foothold of researcher in further research.

### **5.1. Implications for Theory and Practice**

Doing a research in measuring the influence of social media on youth sport participation level is very important. Not only contributing to the academy's scope, but to a practical approach as well. The phenomenon of social media, digital, and technology in social life is growing rapidly. This phenomenon should be used by practitioners to increase sport participation for both recreational and competitive purposes.

Youth participation in sport also has an important role to the development of country. Where youth are considered as the mover of national developmen. As Nilan describes, that youth are "the hope of the nation". By actively participating in sport, it is expected that Indonesian youth will grow into a healthy generation.

As we know Roman poet, Decimus Iunius Juvenalis, in Satire X stataed, "Mens Sana in Corpore Sano" which has the meaning "a healthy mind in a healthy body". If the body are strong and health, then our soul is also healthy (Juvenalis, 1918). When the mind is healthy, then we can think clearly. And vice versa. In other words, a strong physical and mental, healthy body and soul, would generate resilient individuals.

Nowadays, Indonesia is having demographic bonuses of the population. Where the youth population are dominant compared to the early age and the elderly one. With these benefits, we have a great hope that we are able to create strong and healthy youth to bring forward and build the nation.

## **5.2. Limitations of the Research**

There might be some researches in examining the effects of social media on people participation. But the research in particular study, such as examining the influence of social media on sport participation among youth has not been found. The researcher used a journal written by Homero Gil de Zuniga, Nakwon Jung, and Sebastian Valenzuela as the main source of this research. As they wrote in the journal, they conducted research in examining the influence of social media in the political and people participation in

United States. According to the research model, researcher applied research on the phenomenon of sport participation in Indonesia.

Online sport participation, in this research refers to the activity of following the sport through social media, is a fairly new term introduced among the sport. So that, not many literature reviews, theories, and research publications were found to explore information about further research.

Other limitations are the age range and coverage of the research area. Age ranges are used as the object of research only on youth in five cities in Indonesia. With the limited time in the research, the actual number of samples obtained as many as 502 samples, but the researcher only obtained 372 samples for valid data. The cause of invalid data are due to the incomplete answers, the scope of residence and age range outside the research area, so it was not possible for the sample to be analyzed further. A large number of invalid samples assumed the survey was conducted online where it was not possible for the researcher to control and check the survey directly in the field.

### **5.3. Recommendation for Future Research**

For future research, there are several opportunities to develop research that examines the influence of social media in sport participation, whether it develops the target age range of research, specific social media as

research instrument, research destination countries, or research methods used. In this case, the researcher suggests to compare with qualitative research result for other case research in certain country. There is one insignificant predictor in this research, where one of the assumptions of insignificant effect is social capital predictor. It is probably because Indonesia is still a developing country, so that social capital in the society has not been achieved perfectly. Reference research conducted in developed countries, United State. So it can be understood the state of its social capital has been fine.

Another suggestion to conduct research qualitatively, some researches are found in similar cases, researchers generally use quantitative research. By using qualitative method in the future research, it is expected to appear new findings that have not been contained in the previous variables. Some possibilities for further research on social media in the participation of youth sport are essential. As the trend of sport participation is gradually growing along with the development of technology. It is hoped that the development of this technology can help in increasing the participation of sport globally.

Social media will lead the trend today. There are a lot of social media which are deliberately created with different characteristics and keep

growing every moment. In this research, there are 17 of social media mentioned by respondent, such as Instagram, Facebook, Twitter, YouTube, and Google+ were top five surveys. Narrowing the scope of social media can be very interesting to be analyzed. The researcher can explore how social media can be a tool to increase sport participation deeper.

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## Appendices

### Appendix A

#### Demographic Profiling

Date of Birth: \_\_\_\_\_

Sex:

- Male 1
- Female 2

Residency:

- Jakarta 1
- Bandung 2
- Bekasi 3
- Bogor 4
- Depok 5
- Other: \_\_\_\_\_

Profession

- Junior high school student 1
- Senior high school student 2
- College student 3
- Employee 4
- Entrepreneur 5
- Athlete 6
- Housewife 7

- Teacher/Lecturer 8
- Other: \_\_\_\_\_

Social media accounts

- |                                    |                                    |                                  |
|------------------------------------|------------------------------------|----------------------------------|
| <input type="checkbox"/> Facebook  | <input type="checkbox"/> Snapchat  | <input type="checkbox"/> Google+ |
| <input type="checkbox"/> YouTube   | <input type="checkbox"/> Path      | <input type="checkbox"/> Flickr  |
| <input type="checkbox"/> Twitter   | <input type="checkbox"/> Tumblr    | <input type="checkbox"/> Vine    |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Ask.fm    | <input type="checkbox"/> Kaskus  |
| <input type="checkbox"/> LinkedIn  | <input type="checkbox"/> Pinterest | <input type="checkbox"/> Other:  |
| <input type="checkbox"/> Reddit    | <input type="checkbox"/> VK        |                                  |

Questions 1-5 to identify the Dependent Variable

Please choose the most appropriate answer to the following questions:

1. Which category best describes your involvement in sport?

- |   |    |
|---|----|
| <input type="checkbox"/> Recreational participator                              | 1  |
| <input type="checkbox"/> Competitive participator/athlete                       | 2  |
| <input type="checkbox"/> PE teacher   | 3  |
| <input type="checkbox"/> Sport Lecturer/ Sport Lecturer Assistant in university | 4  |
| <input type="checkbox"/> Coach  | 5  |
| <input type="checkbox"/> Personal trainer                                       | 6  |
| <input type="checkbox"/> Sport administrator                                    | 7  |
| <input type="checkbox"/> Manager  | 8  |
| <input type="checkbox"/> Sport observer   | 9  |
| <input type="checkbox"/> Sport journalist                                       | 10 |
| <input type="checkbox"/> Referee/technical official                             | 11 |
| <input type="checkbox"/> Other: _____   |    |

2. Which sport do you participate in? / Please mark any sport(s) you have participated in:

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Archery       | <input type="checkbox"/> Ice Hockey        | <input type="checkbox"/> Ski              |
| <input type="checkbox"/> Athletics     | <input type="checkbox"/> Jogging           | <input type="checkbox"/> Soccer, Football |
|  | <input type="checkbox"/> Karate            | <input type="checkbox"/> Sprint           |
|  | <input type="checkbox"/> Kayak             | <input type="checkbox"/> Surfing          |
| <input type="checkbox"/> Billiards     | <input type="checkbox"/> Longboard         | <input type="checkbox"/> Swimming,        |
| <input type="checkbox"/> Bowling       | <input type="checkbox"/> long distance run | <input type="checkbox"/> Aquatics         |
| <input type="checkbox"/> Boxing        | <input type="checkbox"/> Pentathlon        | <input type="checkbox"/> Synchronized     |
| <input type="checkbox"/> BMX           | <input type="checkbox"/> Motorsport/       | <input type="checkbox"/> Swimming         |
| <input type="checkbox"/> Canoe         | <input type="checkbox"/> MotoGP            | <input type="checkbox"/> Table Tennis     |
| <input type="checkbox"/> Canoe Slalom  | <input type="checkbox"/> Mountaineering    | <input type="checkbox"/> Taekwondo        |
| <input type="checkbox"/> Chess         | <input type="checkbox"/> Netball           | <input type="checkbox"/> Tarung Drajat    |
| <input type="checkbox"/> Climbing      | <input type="checkbox"/> Parachuting       | <input type="checkbox"/> Track and Field  |
| <input type="checkbox"/> Cross Country | <input type="checkbox"/> Pencak Silat      |   |
| <input type="checkbox"/> Cycling       | <input type="checkbox"/> Rhythmic          |   |
| <input type="checkbox"/> Dancing       | <input type="checkbox"/> Gymnastics        | <input type="checkbox"/> Water Polo       |
| <input type="checkbox"/> Discus        | <input type="checkbox"/> Riding,           | <input type="checkbox"/> Waterski         |
| <input type="checkbox"/> Diving        | <input type="checkbox"/> Equestrian        | <input type="checkbox"/> Weight Lifting   |
| <input type="checkbox"/> Fencing       | <input type="checkbox"/> Rope              | <input type="checkbox"/> Windsurfing      |
| <input type="checkbox"/> Figure        | <input type="checkbox"/> Rowing            | <input type="checkbox"/> Wrestling        |
| <input type="checkbox"/> Skating       | <input type="checkbox"/> Running           | <input type="checkbox"/> Other            |
| <input type="checkbox"/> Formula 1     | <input type="checkbox"/> Sailing           |   |
| <input type="checkbox"/> Gymnastics    | <input type="checkbox"/> Shooting          |   |
| <input type="checkbox"/> Hurdle Race   | <input type="checkbox"/> Skateboarding     |   |
|  | <input type="checkbox"/> Skating           |   |

3. How often do you participate in sport?

- |  |   |
|--|---|
| <input type="checkbox"/> Everyday          | 1 |
| <input type="checkbox"/> 1-2 days per week | 2 |
| <input type="checkbox"/> 3-4 days per week | 3 |
| <input type="checkbox"/> 4-6 day per week  | 4 |

4. How many times do you participate in sport per week?

- 1-3 times                    1
- 4-6 times                    2
- 7-9 times                    3
- More than 10 times    4

5. How many hours a day, on average for each session, do you participate in sport?

- Less than one hour    1
- 1 - 2 hours                2
- 2 - 3 hours                3
- 3 - 4 hours                4
- More than 4 hours    5

Questions below to identify the Independent Variable/Predictors

Please choose the most appropriate answer to the following questions:

1. Do you think following sport through social media influencing your participation in sport?

- Yes                            1
- No                             2
- Unsure                        3

2. Do you think following sport through social media give positive impact your participation in sport?

- Yes                            1
- No                             2
- Unsure                        3

3. Are there any sport you have started/rediscovered after following sport through social media?

- Yes 1
- No 2
- Unsure 3

4. Please mark activities usually you do when you are following sport through social media:

- Follow team/league 1
- Follow sport community 2
- Follow athlete/sport figure 3
- Watch live streaming of games/events 4
- Updating sport information 5
- Watch short clips of key game/events moments 6
- Video of game/event highlight 7
- Looking for video tutorial to be learn 8
- Uploading sport activity 9
- Sharing sport experience and ideas among social media user10
- Other: \_\_\_\_\_

5. How many days a week, on average, do you following sport through social media?

- Everyday 1
- 1-2 days per week 2
- 3-4 days per week 3
- 4-6 days per week 4

6. How many hours a day, on average, do you following sport through social media?

- Less than one hour 1
- 1 - 2 hours 2
- 2 - 3 hours 3
- 3 - 4 hours 4
- More than 4 hours 5

7. In average, how is the percentage of using social media for following sport compared to another activity in total?

- 0 – 5% 1
- 6% - 25% 2
- 26% - 50% 3
- 51% - 75% 4
- 76% - 100% 5

Please MARK one of the numbers beside each item to show how effect it is to you when using Social media for sport participation. This is the numbers mean:

- 1 = this idea is not all effect to me
- 2 = this idea is slightly effect to me
- 3 = this idea is quite effect to me
- 4 = this idea is effect to me
- 5 = this idea is very effect to me

BEFORE YOU BEGIN please read through the list to find which idea most effect to you and which idea is least effect.

The following items are potential lists of reason for your social media used in your sport participation. Please indicate how effect each statement are:

### 1. Motivation

| No | Items   | Not effect at all | Slight effect | Quite effect | Effect | Strong effect |
|----|---|-------------------|---------------|--------------|--------|---------------|
| 1. | When I am viewing feed/posting/uploading sport activities from social media users especially friends and close relatives, it motivates me to participate in sport activities. | 1                 | 2             | 3            | 4      | 5             |
| 2. | * When I am not getting a response/direct feedback from favorite team/athlete on social media has an effect on my sport participation interest.                               | 1                 | 2             | 3            | 4      | 5             |
| 3. | * When I get negative reviews of my feeds/posts/sport activity, it have an impact to self-interested on sport participation.  | 1                 | 2             | 3            | 4      | 5             |
| 4. | When I am getting "likes" on any sport activity uploaded on social media, it increases my motivation in sport participation.  | 1                 | 2             | 3            | 4      | 5             |

### 2. Cohesive community

| No | Items  | Not effect at all | Slight effect | Quite effect | Effect | Strong effect |
|----|--|-------------------|---------------|--------------|--------|---------------|
| 1. | Social media as facilitator to keeping togetherness and solidity among sport community member. | 1                 | 2             | 3            | 4      | 5             |
| 2. | I upload my sport activity in the community on my social media accounts.                       | 1                 | 2             | 3            | 4      | 5             |
| 3. | Social media has a big influence to keep the existence of my sport community.                  | 1                 | 2             | 3            | 4      | 5             |
| 4. | * Without social media, my sport community will not thrive properly.                           | 1                 | 2             | 3            | 4      | 5             |

### 3. Exchange sport information

| No | Items  | Not effect at all | Slight effect | Quite effect | Effect | Strong effect |
|----|--|-------------------|---------------|--------------|--------|---------------|
| 1. | I get latest sport information and knowledge through social media.                                 | 1                 | 2             | 3            | 4      | 5             |
| 2. | I share actual sport skill and information that I got from social media with friends.              | 1                 | 2             | 3            | 4      | 5             |
| 3. | *When I am not updating sport information through social media, I feel "left behind"               | 1                 | 2             | 3            | 4      | 5             |
| 4. | Exchanging sport information among social media users influences my sport participation interests. | 1                 | 2             | 3            | 4      | 5             |

### 4. Freedom of expression in sport

| No | Items  | Not effect at all | Slight effect | Quite effect | Effect | Strong effect |
|----|--|-------------------|---------------|--------------|--------|---------------|
| 1. | I can express opinions, comments, and other aspirations about sport honestly and openly in social media.   | 1                 | 2             | 3            | 4      | 5             |
| 2. | Mutual respect in expressing opinion, criticism, suggestion, and ideas among social media users about sport affect my enthusiasm in sport participation. | 1                 | 2             | 3            | 4      | 5             |
| 3. | I often give comment, critique, suggestion, or recommendation on feed/ post/ upload of peer sport activity and sport community on social media           | 1                 | 2             | 3            | 4      | 5             |
| 4. | I feel free to upload/post any sport activities or ideas through social media.   | 1                 | 2             | 3            | 4      | 5             |

### 5. Social capital

| No | Items | Not effect | Slight effect | Quite effect | Effect | Strong effect |
|----|-------|------------|---------------|--------------|--------|---------------|
|----|-------|------------|---------------|--------------|--------|---------------|

|    |   | at all |   |   |   |   |
|----|---|--------|---|---|---|---|
| 1. | I often participate in sport activities that are disseminated through social media.   | 1      | 2 | 3 | 4 | 5 |
| 2. | I find new friend, community and circle that have an interest in sport participation through social media                                       | 1      | 2 | 3 | 4 | 5 |
| 3. | Social media interaction actively among community fellow affects the acceptance or self-recognition in sport community                          | 1      | 2 | 3 | 4 | 5 |
| 4. | Participating in mass sport activity, sport community, and/or sport activity with friend spread through social media affects my social capital. | 1      | 2 | 3 | 4 | 5 |

## 국문초록

소셜미디어가 청소년 스포츠 참여에 미치는 영향:  
인도네시아의 자카르타와 서부 자바의 청소년에  
대한 소셜미디어 영향력 측정

라니 한다야니

글로벌스포츠매니지먼트 전공

체육교육과

서울대학교 대학원

인도네시아는 동남아시아에 위치한 세계에서 가장 큰 군도 국가이다. 감사하게도 인도네시아 인구의 1/4 은 국가의 희망이라는 청소년으로 구성되어 있다. 이 연구의 대상 청소년은 인도네시아 법 40 조에 따른 16-30 세의 청소년이다. 또한 Y 세대와 Z 세대 또는 일반적으로 천년기 또는 인터넷 세대와 관련이 있는 청소년이다. 이 세대는 소셜 미디어와 같은 온라인 활동을 즐기고, 엔터테인먼트

다운로드 및 업로드, 정보 찾기 등과 같은 온라인 활동을 수행하는 경향이 있다.

세대와 기술의 발전 또한 스포츠 매체의 발전에 영향을 미친다. 이 시점에서 디지털 플랫폼에 대한 스포츠 정보의 보급은 상업적 여부에 관계없이 스포츠 홍보에 중요한 역할을 한다. 전문 클럽, 운동 선수, 스포츠 제공 업체, 스포츠 커뮤니티, 심지어 개인에 의한 스포츠 진흥은 팬이나 사람들이 스포츠 참여에 몰두하도록 하는 일이 되었다. 이러한 배경으로 본 연구자는 스포츠 참여에 있어서 소셜 미디어 영향의 정도를 조사하고자 한다..

본 연구는 소셜 미디어가 인도네시아의 청소년 스포츠 참여에 미치는 영향을 조사하였다. 이 조사는 온라인 설문 조사를 통해 수행되었으며 5 개 도시(자카르타, 반둥, 베카시, 보고르, 데톡)에서 16-31 세 청소년을 대상으로 받은 372 개의 샘플을 연구에 활용하였다.

설문 결과는 Partial Least Square-Path Modeling (PLS-PM) 접근법을 사용하여 Structural Equation Modeling (SEM) 방법을 사용하여 분석하였다. 분석 결과, 청소년 스포츠 참여를 늘리기 위해 온라인 스포츠 참여(소셜 미디어를 통한 스포츠

참여)와의 중요한 영향을 발견했다. 또한, 소셜 미디어를 통해 스포츠에 참여하는 청소년에게 영향을 미치는 4 가지 중요한 영향이 있음을 알 수 있었다. 관련 4 가지 효과는 동기 부여, 응집력 있는 공동체, 스포츠에서의 스포츠 표현의 자유 및 스포츠 정보 교환이며 그 중 "동기 부여"가 가장 큰 효과가 있었다. 또한 청소년 스포츠 참여에 사회적 자본은 큰 의미를 나타내지 않았다.

소셜 미디어의 영향력은 오늘날 인도네시아의 청소년 스포츠 발전 추세를 설명하는 데 중요한 역할을 한다. 이러한 청소년 스포츠 트렌드의 패턴은 스포츠 참여가 어떻게 개선 될 수 있는지 올바른 전략을 수립하기 위해 스포츠에 관여하는 정부 및 민간 부문을 위한 참고 자료로써 사용 될 수 있다. 결국, 스포츠 참여의 증가는 건강하고 강력한 세대를 창출 할 것이다.

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주요어: 효과, 소셜미디어, 청소년 스포츠, 스포츠 참여

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