

Analysis of Change in Lifestyle Behavior Among Protestant Maluku Youth Cadre

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Abstract

This development of technology has changed the way we interact and can even alter lifestyle behaviors. Digital media also plays a significant role in this. The purpose of this research is to analyze changes in the lifestyle behavior of teenage cadres who are members of the Protestant Church of Maluku. The method used in this research is a quantitative descriptive approach. The results of this study explain that the indicators for job, social relationships, and education are in the moderate category, while the indicator for fashion is in the high category. This research concludes that there are varied results leaning towards the moderate category, where the indicators for job, social relationships, and education are in the moderate category. This means that media is used regularly but not overly intensively to meet lifestyle needs in daily life. On the other hand, the fashion indicator shows that respondents have a high interest in following trends or fashion in the latest lifestyle through digital communication media. Respondents may often seek fashion inspiration, clothing styles, and hair models from influencers as references for their lifestyle.

Keywords: *Lifestyle, Young Cadre of The Maluku Protestant Church, Digital Media.*

INTRODUCTION

The development of technology has changed the way we communicate, and digital media also plays a crucial role in this context. Digital media has transformed human communication in the modern era. With rapid changes, digital media provides a platform for individuals or groups to interact. Digital media influences the formation of perspectives and behaviors of AMGPM youth cadres. The lifestyle of AMGPM youth cadres reflects how they actualize religious teachings in their lives, such as daily activities, social relationships, fashion, jobs, and concern for social issues. Therefore, studying lifestyle can provide insights into cultural and social changes occurring among AMGPM youth cadres. AMGPM youth cadres play a significant role in society, both in religious aspects and social development, as well as their contribution to society. However, AMGPM youth cadres have not been extensively researched, leaving room for new studies. The presence of digital media apparently affects the lifestyle behavior of people in Ambon City, including AMGPM youth cadres. Regarding changes in the aspect of work, previously, work was done face to face, but with the advent of digital media, work can be done offline or online anywhere and anytime as long as there is an internet connection. In terms of social relationships, the transformation of digital technology has significantly changed social relationships. Before the advent of digital media, social relationships were built through face-to-face interactions and social gatherings. With the influence of digital media, especially social media, social relationships among individuals have changed over time. The use of social media platforms such as Instagram, Facebook, Twitter, and WhatsApp allow individuals to communicate limitlessly virtually.

As for fashion, the use of digital media has significantly changed the fashion industry's perspective. Previously, fashion could be seen through reading materials like magazines or fashion shows, but with the influence of digital media, the perception of fashion has drastically changed. Social media, influencers, and online content have expanded the fashion cycle. In the case of AMGPM youth cadres, changes can be seen in their dressing style, where previously women worshipped in skirts, but now some women wear jeans or t-shirts for worship. Changes are also observed in hair appearance, with hair dyeing to follow current trends.

Significant changes have also occurred in education for AMGPM youth cadres. Before digital media, learning and material information were obtained from textbooks and direct interaction between teachers and students.

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However, with digital media, education has undergone significant changes. Material information can now be accessed from websites, e-books, and online journals. Learning can also be accessed online, leading some people to pursue higher education. Everything presented on digital media makes AMGPM youth cadres interested in seeking information, ideas, and entertainment on social media and websites.

LITERATURE REVIEW

Digital Media

Media is a communication tool used to convey information to the audience, and it plays a role in shaping perceptions and social interactions within society. Some forms of media include television, magazines, radio, and computers. According to Djamarah in Triana (2021), media is an instrument that can be used as a message channel to achieve goals. Another definition by Rohani (2018) states that media encompasses everything that can be perceived by human senses and functions as an intermediary, means, or tool for the communication process. According to Briggs (1977) in the book by Arsyad (2009) titled 'Model of Learning System Design.

“Media is a tool that is physically used to convey content. It can be in the form of books, video recorders, tape recorders, tapes, video cameras, pictures, graphics, television, or computers”.

Based on the definition above, the author conveys that media functions as a tool, means, or device physically used to transmit or deliver information to the audience in printed and audiovisual forms.

New media or digital media is a means or tool used to convey messages and information to the audience. Digital media relates to content that can be accessed and processed through electronic devices such as smartphones, computers, and tablets. Digital media includes websites, social media platforms, e-books, and various other types of digital content. Digital media can be accessed by people of all ages and can be accessed anywhere as long as they are connected to the internet.

In Cangara (2021), it is explained that new media or digital media is a terminology used to describe the convergence of computerized digital communication technology into internet networks.

Digital Communication

Digital communication refers to the process of communication digitally or online in the exchange of information and messages between individuals. Digital communication involves the use of electronic devices such as smartphones, tablets, and computers.

In Priyono's explanation (2022), digital communication means personal computer-based communication to send and receive messages or exchange facts through platforms. The concept of digital communication can evolve with technological advancements, enabling people to communicate without face-to-face interaction with each other.

Fleishman in Kurnia (2020) explains that digital communication refers to the exchange of information using digital technology and computer networks. Digital communication media are communication tools based on personal computers. Digital communication media encompass various platforms such as social media, websites, and email for interacting, exchanging information, and communicating among individuals, groups, and organizations through electronic media. Digital communication media also include text, video, images, and audio.

Similarly, Everett M. Rogers (1986) in the book by Febriantina et al. titled "Organizational Behavior (Theory and Research Mapping)" (2023) views digital communication as hardware within organizational structures that embody social values and enable individuals to gather, process, and share information with others.

Effects of Digital Communication Media

The influence of digital communication media stems from the growing use of digital technology. Digital communication media have transformed how humans interact, communicate, and obtain information. Here are some effects of digital communication media:

Changes in Communication, Digital communication media can change how individuals and groups communicate. This can be seen in the rapid exchange of messages through text, video calls, and social media platforms. Changes in communication enable individuals to stay connected anywhere without barriers of time and distance.

Social and Psychological Impact, The use of digital communication media can influence users psychologically. Positive impacts include the ability to connect with others and gain social support. However, excessive use or harmful content can affect mental and emotional health negatively.

Access to Information, Through the internet, users can search for information on various topics and access news from around the world. This provides greater opportunities for personal development.

Business and Marketing, Digital communication media can change how businesses market and interact with customers. Companies or business entities can use digital platforms for advertising and direct communication with consumers.

Changes in Education, The use of digital communication media in education has changed how teaching and learning occur. Lessons can be accessed online, and distance learning has become more common.

Lifestyle Behavior

Lifestyle is human desires or needs that can change over time. According to Salomon (1999):

“life style refers to pattern of consumption reflecting a person’s choices of he or she spend time and money” The definition above, explains that lifestyle behavior essentially involves someone using time and money for their needs or desires. Lifestyle can influence a person's behavior and ultimately determine their choices.

According to Mowen and Minor in Simbolon (2020), there are nine types of lifestyles, as follows:

Functionalist, The functionalist aspect focuses on how digital communication media meet specific needs or functions in an individual's life.

Nurturers, The use of digital communication media can influence the development and formation of lifestyle behaviors.

Aspirers, The use of digital communication media can affect individuals' hopes and aspirations related to their lifestyle.

Experientials, This aspect concerns the subjective experiences of individuals in using digital communication media, which in turn influence their lifestyle.

Succeeders, This aspect explains how the use of digital communication media helps individuals achieve success in their lifestyles.

Moral majority, The moral majority in this context includes how dominant social values and norms in a society affect that lifestyle.

The golden years, This aspect refers to the use of digital communication media among the elderly population.

Sustainers, This aspect relates to the extent to which the use of digital communication media supports adapted lifestyle behaviors.

Subsisters, This aspect includes how individuals use digital communication media to fulfill basic lifestyle needs.

Uses and Gratification Theory

The Uses and Gratification Theory is one of the most popular theories in mass communication studies. This theory proposes the idea that individual differences cause audiences to seek, use, and respond to media content differently, influenced by various social and psychological factors unique to each audience member.

The Uses and Gratifications Theory explains when and how individuals, as media consumers, become more or less active and the consequences of their media usage. From the perspective of this theory, audiences are viewed as active participants in the communication process, but the level of activity varies among individuals. Media

use is driven by needs and goals determined by the audience themselves. The theory of Uses and Gratifications explains when and how audiences become more or less active in using media and the consequences of that media usage, according to Morissan in Muskanan (2019).

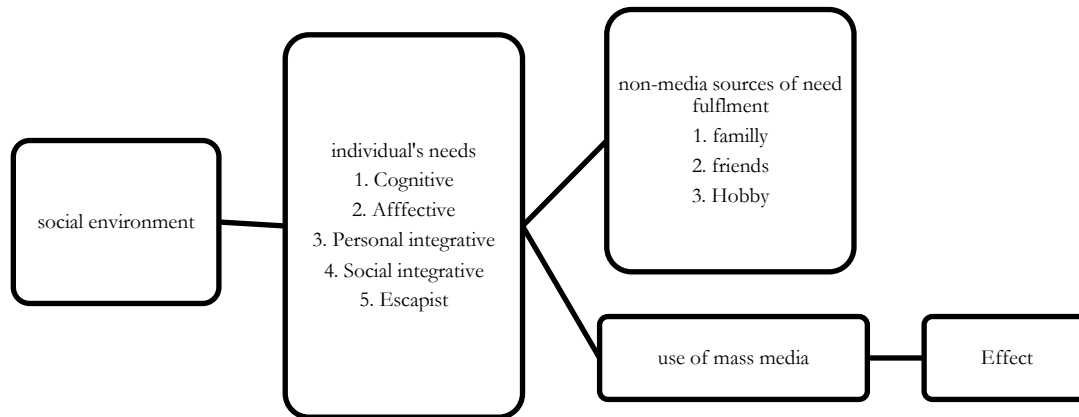


Figure 1. Uses and gratification theory model

Source: Kriyanto (2010)

Assumptions of the Uses and Gratification Theory

There are five basic assumptions of the uses and gratification theory in West (2017), namely:

Audiences are considered active and media usage is goal-oriented, The first assumption is that audience members vary in their levels of activity in media usage. Audience members are also driven to achieve goals through media. They are not merely passive recipients of information but actively seek out and interact with selected content.

Initiative in linking gratification needs to specific media choices depends on audience members, The second assumption is that this theory links the fulfillment of needs with specific choices that depend on audience members. Because people are active agents, they take initiative in choosing media that suit their individual needs for satisfaction.

Media competes with other sources for gratification needs, The third assumption is that media and audiences do not exist in a vacuum. Both are part of the larger society, and the relationship between media and audiences is influenced by society. Media compete with various other sources in meeting or satisfying audience needs and interests.

People have sufficient self-awareness of media use, interests, and motives to provide researchers with an accurate picture of its utility, The fourth assumption relates to methodological issues concerning researchers' ability to gather reliable and accurate information from media consumers. It refers to individuals' conscious understanding of how they use media, their interests, and the motives behind media use.

Assessment of media content can only be done by audiences, The fifth assumption is that researchers must refrain from setting judgments related to audiences' needs for specific material. This means that determining whether media content is considered good or bad, useful or not, or whether the content successfully achieves its goals, is entirely determined by the responses of the consuming audience.

With new media, there is media exposure, which refers to the exposure of information and messages disseminated to the audience through various types of mass media or digital media. According to Ardianto

(2014), exposure can be defined as the activity of hearing, seeing, and reading media messages or having experiences and paying attention to these messages, which can occur to individuals or groups.

Media Exposure Can Be Measured Through the Following Dimensions

Frequency, Collecting data on how often someone uses digital communication media and consumes content from digital communication media.

Duration, Calculating how long someone uses digital communication media and consumes content from digital communication media.

Consistency, The level of consistency in how someone absorbs information from digital communication media. This includes watching while multitasking, watching without multitasking, and watching while engaging in discussions.

Dependency Theory

Media System Dependency Theory is a communication theory developed by Sandra Ball-Rokeach and Melvin DeFleur (1976) in "A Dependency Model of Mass-Media Effects".

“how where the nature of the tripartite relationship between audience-media-society is assumed to most directly determine the impact of the media on society and audience.”

Media Dependency Theory posits that audiences depend on the information provided by media to fulfill their needs and desires. The theory explains that media plays a crucial role in influencing knowledge, emotions, and perceptions.

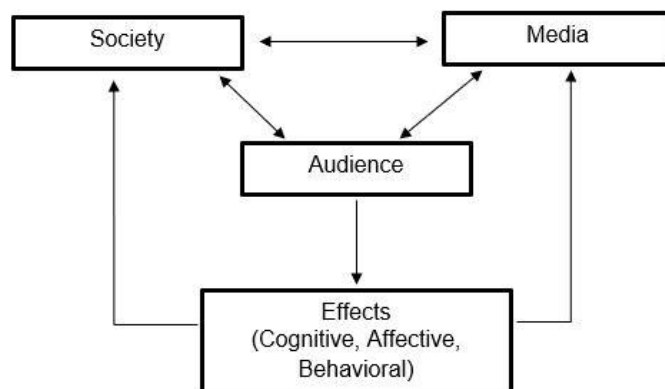


Figure 1. Dependency theory model

Source: Rokeach & DeFleur (1976)

This model shows that the environment and media interact with the audience. Technological advancements have transformed the media environment with digital platforms such as social media, websites, and streaming apps. With the continuous development of technology, this affects how audiences access information.

The relationship among the three main variables (environment, media, audience) determines the types of effects as the output of their interaction. In Rokeach and DeFleur (1976), the study of effects is as follows:

Cognitive dependency, Individuals become more dependent on media that can fulfill their various needs simultaneously. This factor relates to the information and knowledge audiences acquire from the media. The presence of media encourages audiences to seek information and knowledge to fulfill their needs.

Affective dependency, Social changes and conflicts can lead to changes in media. This factor pertains to the emotional aspects and entertainment provided by the media to the audience. Affective dependency occurs when individuals seek entertainment through media to cope with pressure or emotional satisfaction.

Behavioral dependency, A broader concept involving changes in individual or group behavior as a result of interaction with media and the environment.

Method

This research was conducted in Ambon City, Maluku. The research used a quantitative descriptive approach with lifestyle behavior variables. Data were obtained from questionnaires and indirect observations, as well as secondary data from literature studies. The population consisted of 389 individuals with a sample size of 194 individuals using Krejcie and Morgan's table. This research uses the uses and gratification theory.

The questionnaire was presented using a Likert scale to measure respondents' answers to statements from strongly agree to strongly disagree. Validity testing, normality testing, and reliability testing were conducted using SPSS software.

FINDINGS AND DISCUSSION

Validity Test

The validity test aims to determine the contribution coefficient of the independent variable to the dependent variable.

Table 1. Validity Test Results

Variable	Question Items	r Count	r Table	Result
X	X1	0,158	0,1409	Valid
	X2	0,188	0,1409	Valid
	X3	0,441	0,1409	Valid
Y	Y1	0,749	0,1409	Valid
	Y2	0,692	0,1409	Valid
	Y3	0,634	0,1409	Valid
	Y4	0,407	0,1409	Valid
	Y5	0,662	0,1409	Valid
	Y6	0,573	0,1409	Valid
	Y7	0,631	0,1409	Valid
	Y8	0,588	0,1409	Valid
	Y9	0,008	0,1409	Invalid
	Y10	0,628	0,1409	Valid
	Y11	0,555	0,1409	Valid
	Y12	0,481	0,1409	Valid
	Y13	0,288	0,1409	Valid
	Y14	0,120	0,1409	Invalid
	Y15	0,273	0,1409	Valid
	Y16	0,778	0,1409	Valid
	Y17	0,785	0,1409	Valid
Y18	0,741	0,1409	Valid	
Y19	0,631	0,1409	Valid	
Y20	0,727	0,1409	Valid	

Source: Primary Data processed 2024

Based on the results of primary data processing, the twenty-one questions used in this research were valid and the two others are not valid. where the calculated r-value was greater than the r-table value (0.1409).

Normality Test

Table 2. Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		194	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	9.04091107	
Most Extreme Differences	Absolute	.064	
	Positive	.061	
	Negative	-.064	
Test Statistic		.064	
Asymp. Sig. (2-tailed)		.054 ^c	
Monte Carlo Sig. (2-tailed)	Sig.	.400 ^d	
	99% Confidence Interval	Lower Bound	.387
		Upper Bound	.412

^aTest distribution is Normal.

^bCalculated from data.

^cLilliefors Significance Correction.

^dBased on 10000 sampled tables with starting seed 299883525.

Source: Primary Data processed 2024

Based on the results of primary data processing, it can be seen that the value of Asymp. Sig. so it can be concluded that the data is normally distributed.

Simple Linear Regression Analysis

Table 3. Results of Simple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	36.708	3.362		10.917	.000
	X	1.214	.337	.252	3.602	.000

Source: Primary Data processed 2024

Based on table 3, it is known that the Constant (a) value is 36.708, while the regression coefficient (b) Interpersonal Communication (X) value is 1.214, so the regression equation is as follows:

$$Y = 36.708 + 1.214X$$

The regression equation is interpreted as follows:

The constant value is 36.708 in the absence of independent variables.

The coefficient of variable X is 1.214, meaning that for every 1% increase in the value of variable X, the value of variable Y increases by 1.214. Since the regression coefficient is positive, it can be concluded that the influence of the variable is positive.

Based on the hypothesis, **H_a** is accepted. There is an influence of digital communication media usage on the lifestyle behavior of the Protestant Maluku Church Youth Movement cadres with a contribution of 6.3%.

Hypothesis Testing

Table 4. t Test Results

Variable	t	Sig.
(X)	10.917	0.000

Source: Primary Data processed 2024

Based on the table above, the testing of the influence of digital communication media usage yielded a t-value of $10.917 > t\text{-table} = 1.972$ with a significance level of $0.000 < 0.05$. Therefore, based on both conditions, it indicates that there is an influence of digital communication media usage (X) on the lifestyle behavior of the Protestant Maluku Church Youth Movement cadres (Y).

Based on the classification results of the Protestant Maluku Church Youth Movement cadres' lifestyle behaviors, This research is also supported by the uses and gratification theory, which emphasizes the role of users in using digital communication media. The relationship between the uses and gratification theory and changes in lifestyle behavior can be seen in how digital communication media influences users' habits in their lifestyles. Users seek relevant and beneficial content to make informed decisions about their own lifestyle. Furthermore, this research also illustrates a significant role in various aspects of life.

Through the uses and gratification theory with digital communication media, its widespread use in various contexts shows that media has become a crucial part of daily life, influencing behaviors such as work, interaction, and access to information. This is because users experience satisfaction and fulfill specific needs through their interactions with digital communication media.

CONCLUSION

The research results show it can be concluded that the use of digital communication media plays a significant role in influencing lifestyle behaviors, including aspects of social relationships, education, work, and meeting fashion needs according to evolving lifestyles. There is a small positive influence of digital communication media usage on the lifestyle behavior of the Protestant Maluku Church Youth Movement cadres, which is 6.3%. The remaining percentage ($100\% - 6.3\% = 93.7\%$) is influenced by other variables not tested in this study, such as family, social class, hobbies, business, and others.

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