

THE RELATIONSHIP BETWEEN THE USE OF BLACKBERRY WITH THE STUDENTS' DEMAND FULFILLMENT AND PERSONALITY

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ABSTRACT

The communication technology mainly Blackberry enables a medium to facilitate mediated interpersonal communication because of its interactive ability. This aspect creates some easiness. In the interpersonal communication keeping apart with a distance, the interactivity of the convergent media has been over the potential ability of a feedback since a person accessing a convergent medium directly gives a feedback of the message conveyed. Blackberry as a result of an advanced technology development has been growing so fast in this life.

Based on the background and phenomenon mentioned, this research studied about "The Relationship between The Use of Blackberry with The Demand Fulfillment and Personality of The Junior High Students in Bandung." The research was aimed at finding out: (1) the correlation between ten intensity of blackberry use with the cognitive and affective fulfillment of The Junior High School Students, (2) the correlation between the intensity of blackberry use with the Tense Release of The Junior High School Students, (3) the correlation between the intensity of blackberry use with the Personal Integrative of The Junior High School Students; (4) the correlation between the intensity of blackberry use with the Socially Integrative of The Junior High School Students; (5) the correlation between the intensity of blackberry use with the Confidence of The Junior High School Students; (6) the correlation between the intensity of blackberry use with the Tolerance of The Junior High School Students; (7) the correlation between the intensity of blackberry use with the Whole Fulfillment of The Junior High School Students; (8) the correlation between the intensity of blackberry use with the Personality as a whole of The Junior High School Students

The research used a quantitative approach with the explanatory survey method. The Theories used were: Cognitive Psychology, Technology Determinism, and Uses and Gratification . The population of the research was The Junior High School students. By using random sampling technique, it was taken 5 schools and 200 students as the sample. The data were taken through questionnaires. The data obtained were analyzes by using the statistical test of correlation. The results of the research were shown in the forms of Bar Chart.

KEYWORDS

Blackberry use, demand fulfillment, personality

1. BACKGROUND

The development of information technology and communication technology spur a new way of life known as e-life, meaning that life has been influenced by a variety of electronic needs. Advances in information technology and telecommunications are so rapid allowing the implementation of new ways for more efficient production, distribution and consumption of goods and services.

With the increasing number of sites such as face book, twitter, and my space made communication and exchange information more easily as well as a place to make a free blog on the internet like word press, blog spot and so forth. Technology was speeding so fast, deliver public in a process of social change and had penetrated into the smallest unit of society is the family.

New communication technologies allow a medium facilitates mediated interpersonal communication. When the internet came along at the end of the 21st century, the Internet users and the wider community is still identified it as a "tool" only. Unlike the case now, the internet is becoming the "media" which even has its own interactive capabilities. Giving birth to all of these aspects have been easy. A personal communication is inseparable even in the distance, its inter-activeness as the nature of convergent media usage has exceeded the ability of potential feedback (feedback), as a public convergent media assessor directly provide feedback on the messages being conveyed.

In the broader context, the real media convergence not only shows the more rapid development of technology. Convergence changed the relationship between technology, industry, market, lifestyle and audiences. In short, convergence change relationship patterns of production and consumption, the use of which seriously impact on various fields such as economics, politics, education, and culture. Changes affect social relations in the family are micro and macro communities. These changes are characterized by an increased use of convergent media is incredible. In addition, thanks to advances in information technology as well, and the cost of the necessary infrastructure to be able to process and transmit information also becoming low from year to year.

The development of the digital information age, and cyberspace today has changed the city family portrait. Family harmony, as a source of information and early socialization has been shifted into the digital family, the children become digital native and a digital immigrant adults. They each have a dedicated space to continue to connect with the digital information that takes the time to meet and communicate among family members directly. Places and spaces where families gather are now being replaced by electronic or virtual space. Space close to being socially distant, distant space while being close to the social, as driven to form virtual: spatially distant, but close virtually.

Changes in the information technology have created a solitary man. Model of life based on the principles of individualism and economic has created a model of a lonely life in a crowd. The development of information technology and global telecommunications today have swallowed various dimensions of family harmony. According to Yasraf (2004:476) through the development of various forms of information and communication technology that is instantaneous, fast, and virtual, then the interaction (face to face) is now taken over by interactive relationships mediated by social media. Any recollection or memory of a place, and time with family is now taken over by the memory of a computer, phone, i- Pad and others. that can store, recall, and display back everything. Memory inherent nature of mind in which the so-called sense and feeling, and other natural properties, now has been taken over by the computer artificial memory, reminders

machines, electronic records, or digital agenda. Blackberry as a result of the development of cutting-edge technology has also grown very rapidly in this life.

2. RESEARCH STATEMENT

Based on the background and a phenomenon that has been described, the formulation of the problem is as follows: "How is the relationship between the use of BlackBerry with the demand Fulfillment and Personality of Junior High School students in Bandung?".

3. IDENTIFICATION OF PROBLEMS

1. Is there a relationship between intensity of use Blackberry with cognitive Fulfillment of Junior High School Students?
2. Is there a relationship between intensity of use Blackberry with affective Fulfillment of Junior High School Students?
3. Is there a relationship between the intensity of the use of Blackberry with the students' tension release?
4. Is there a relationship between the intensity of the use of Blackberry with the Students' Integrative Personal?
5. Is there a relationship between the intensity of the use of Blackberry with Students' Integrative social?
6. Is there a relationship between intensity of use Blackberry with the students' Confidence?
7. Is there a relationship between the intensity of the use of Blackberry with Students' Tolerance?
8. Is there a relationship between the intensity of the use of Blackberry Fulfillment overall demand fulfillment of the Junior High School Students?
9. Is there a relationship between the intensity of the use of the Blackberry with the overall personality of Junior High School Students?

4. URGENCY OF THE RESEARCH

Humans will find information in many different ways they like. Curiosity arose because he wanted someone who always tries to increase their knowledge, thus unwittingly someone needs information to satisfy the curiosity. If the curiosity is something very urgent, it is something that will continue to be sought until he found the information that really suit his desires and needs. Urgency of this study is to examine the extent of the relationship between the use of blackberry to meet the needs of junior high school students as well as their personality. So that the implications can be anticipated among junior high school students.

5. FRAMEWORK

Grand Theory used was the theory of Cognitive Psychology. Cognitive psychology is the study of the scientific study of mental processes or thoughts. How the information is obtained, presented and transformed as knowledge. Cognitive psychology is also called information processing psychology. Basic principles of cognitive psychology focuses on: (1) active learning, (2) learning through social interaction, and (3) Learning through experience alone

Cognitive psychology theory developed marked the birth of Gestalt theory (Mex Weitheimer) which stated that the experience was structured in the form of a whole. There are 2 mandatory laws in Gestalt theory, namely: (a) clarity, and (b) closure (totality). Important concept in the

theory of INSIGHT, namely: observation or sudden understanding of the relationship between the parts in a problem situation.

A. Learning Cognitive-Field Theory of Lewin

Departing on Gestalt theory, Lewin developed a theory of learning based on Life Space (psychological world of the individual's life). Each - each individual is in the field of psychological strength, it's called Life Space field consisting of two elements of the personality and social psychology. Lewin stated that the learned behavior is an attempt to hold a reorganization / restructuring (of the contents of the soul). Behavior is the result of the interaction between the forces of good from the inside (goals, needs, inner pressure, etc.) and external (challenges, problems).

B. Cognitive Development (Jean Piaget)

In his theory, Piaget's view that the gradual process of thinking as the activity of the intellectual function of the concrete to the abstract. He uses the term scheme: the pattern of behavior that can be repeated, which is associated with:

- * Reflex traits (breathing, eating, drinking)
- * Scheme mental (behavioral patterns are difficult to be observed, and which can be observed)

According to Piaget that individual cognitive development includes four levels, namely:

1. sensory motors;
2. pre-operational;
3. concrete operational and
4. formal operational

Individual cognitive development includes four stages according to Piaget, namely:

- a. Maturity
- b. Experience physical / environmental
- c. Social transmission
- d. Equilibrium / self regulation

Piaget also saw intelligence from three aspects, namely:

- Structure (scheme): patterns of behavior that can be repeated
- Content (content): which specific behavior patterns (in the face of problems)
- Function (function): connected one way to achieve intellectual advancement.

C. Learning According to JA Brunner (Discovery Learning)

Brunner theory states that children should actively participate in learning in the classroom. The purpose of the Discovery Learning is student organized method of presenting that in a way in which children can learn the material, according to the child's level of ability.

The act of discovery of Bruner:

1. The existence of a potential rise in intellectual
2. More intrinsic rewards than extrinsic emphasized

3. Pupils who learn how to find means that the student mastered the method of discovery learning
4. Pupils prefer to recall information

In addition to the three characters Ausubel also influential in cognitive psychology. He revealed expository teaching theory, which can be well organized or presented in order to generate understanding and good reviews too similar to discovery learning.

The Middle Range Theory used is Technological determinism of Marshall McLuhan. Marshall McLuhan put this theory forward first time in 1962 in his essay *The Gutenberg Galaxy: The Making of Typographic Man*. The basic idea of this theory is that the changes that occur in a variety of ways to communicate will shape human existence itself anyway. Technology shape how people think, behave in society. And the technology is finally directing people to move from one century to century technology to another technology.

Half a century ago, it was predicted by McLuhan who believed that the invention of the telegraph in the later stages, ushering people into the electronic era. Ability caused by the electronic era led to the expansion of a better, human thoughts and feelings. The Electronic Age. This era also marked the discovery of a variety of communication tools or technologies. Telegraph, telephone, radio, movies, television, VCR, fax, computer, and internet. With the electronic age the world became more and more narrow. This is what McLuhan called the global village . Human activity will not escape and other human activity, even the global village has formed a human individual beings. When we make use of electronic media such as computer equipment installed internet we can go "around the world" this alone. In the era of mass media, one is capable to come into contact with other human beings, anytime, anywhere, instantly.

McLuhan thinks that our culture is shaped by how we communicate. At the very least, there are several steps that worth listening to. First, the communication technology led to the discovery of cultural change. Second, changes in the types of communication eventually forming human life. Third, as McLuhan said that "We are forming equipment to communicate, and eventually the equipment that we use to communicate the eventual shape or influence our own lives".

We learn, feel and think about what we will do as the message is received through communication technologies providing for it. That is, providing messaging and communication technologies shape our own behavior. In particular, the convergence of information technology led to the shifting patterns of human behavior at work, learn, manage business institution or company, to run the government, as well as in trade.

In the context of interpersonal relationships ensued a dramatic change on the patterns of interpersonal communication and self actualization with the advent of web-blog, Mailing List, too many virtual communities (groups) like face book, twitter, description, and others. Convergent Media have entered the human feelings and affect our daily lives. Furthermore, we want to use it again and again. Even McLuhan came to the conclusion that the media is the message itself (the medium is the message).

Media is nothing but a tool to reinforce, strengthen and expand the functionality and human feelings. In other words, each new media discoveries extend human abilities and skills. For example, convergent media it will broaden horizons, skills and knowledge we include our ability. With convergent media, we will be able to "see the world", either personally, hyper personal, and social groups.

McLuhan is the core of the theory of technological determinism. The point is the discovery or development of communications technologies that change the fact that the human culture. If Karl Marx assumed that history is determined by power production, according to McLuhan human existence is determined by changes in the communication model.

If you want to take a look at this time there is not one aspect of human life that was not in contact with what is called convergent media. Starting from the living room, kitchen, school, office, friends, and even religion, are all associated with this medium. Hardly ever we can free ourselves from convergent media in our daily lives.

The presence of the so-called convergent media social media into a media time suck someone either in the room or in the domestic public. Communication within a family also became involved change with the development of the social media. Before social media was found, at a meeting at dinner or watching television together in the living room became a weekly and even daily routines. Having no social media, these habits began to erode. It was due to become a place of social media in informing any, including the activities and position of Polaris, as well as the role of a person in a social group. Moreover, supported by the development of communication technology that is now very popular smart phone by the world community, especially people who live in the city.

The development of communication technology now makes it easier for family members, especially children can access anything, anytime. There's a wide range of facilities for all. The spread of Cellular phone equipped with internet connection features of subscriptions, such as Blackberry, allowing children especially teens to be able to search for information relating to anything that can satisfy their curiosity very explosive. Urban children spent more time in the room. Activities they do in the room can vary, but they often make social media as a source for information to help resolve the tasks school / college in addition to hack social relationship with his peer group. The dining room and family room are the common rooms where the whole family gathered. With the variety of rules that restrict the movement of them, then they assume room is the best place to express themselves.

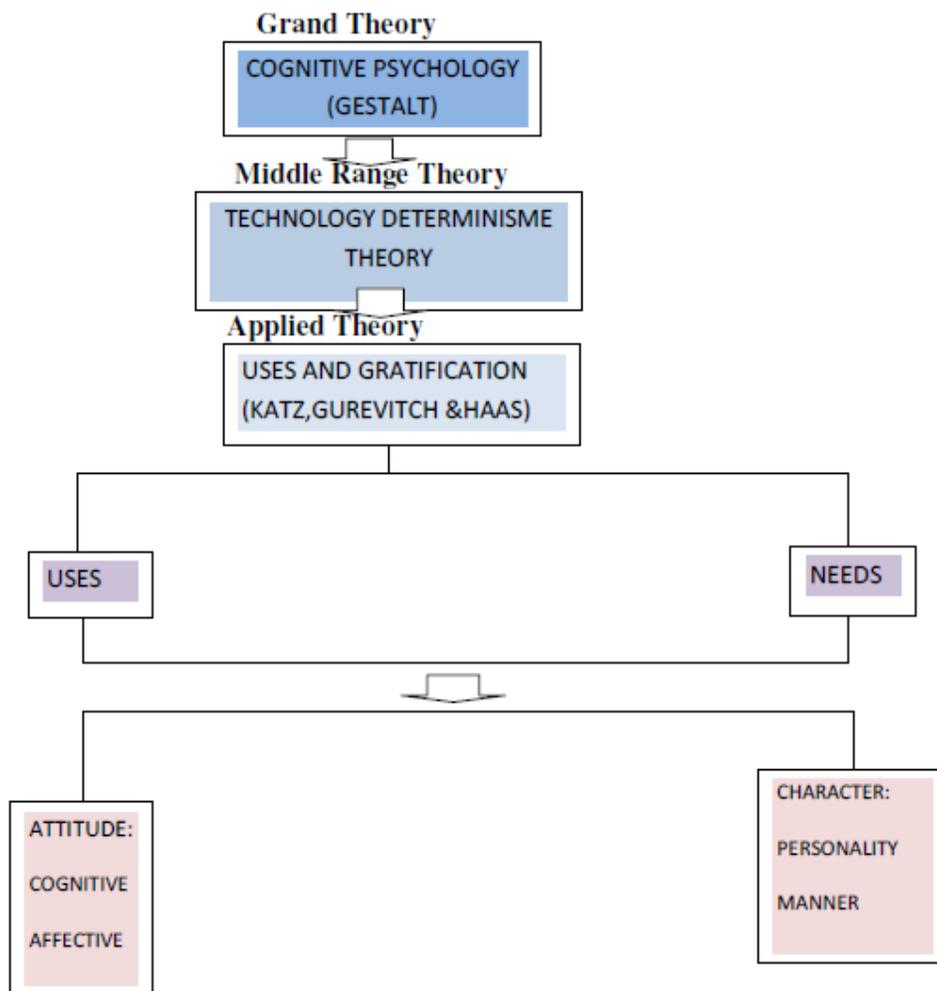
Blackberry with full facilities into a choice used by many, especially facilities free message through BBM (Blackberry Messenger). Almost all children and adolescents into the BB users. Behaviors that can be seen on the face of the children and young people is that they become very dependent on public BB, hardly a time that does not use BB, so when they do not learn to concentrate, they are absorbed in their own world, in other words no longer matter in socialite them, they have their own world. In addition, teens who do not have a BB as hard as possible will strive to have it in order to be aligned with other friends and can also use the facility.

One theory that emerged in the study of mass communication is the theory of Uses and Gratification. This theory discusses the use of the mass media by the active audience. In other words, the use of media by the audience assumed as a behavior in which the audience actively and consciously choose to consume certain media. McLeod and Backer (in Baran and Davis, 2000) states that a person is based on their respective interests will choose which media will be consumed and get a reciprocal fulfillment of the requirements wanted.

There are several assumptions underlying this theory, both proposed by Katz, Gurevitch, and Hass (1974), Dominick (1996) or by McQuail (2005). The basic assumptions are among other things;

1. Audience is a group of active consumers who consciously use the media in connection with the fulfillment of the needs of both personal and social needs are converted into certain motives.
2. Selection of media and its contents is a reasoned action and has a purpose and a certain satisfaction in accordance with public initiatives.
3. All factors that exist in the formation of active audiences like motif, which is expected gratuities and gratuities are accepted in principle be measured because the audience has awareness of self sufficient regarding the use of media, interest and motivation that can be evidence for investigators.
4. Mass media compete with other sources in order to meet the needs of the audience.

According to its founder, Elihu Katz, Jay G. Blumler, and Michael Gurevitch (in Mercy, 2005), uses and gratifications researching the origins of the psychological and social motives, which raises certain expectations from the mass media or other sources, which lead to different patterns of media exposure (or engagement in activities others), and raises the fulfillment motif and other consequences.



Picture: Framework Research

6. RESEARCH METHOD

The study, entitled the relationship between the use of the Blackberry with the fulfillment of the needs and personality performed using a quantitative approach, in which the method is often called the traditional method, positivistic, scientific and discovery methods. This method as a scientific method or scientific because it has met the scientific principles that concrete or empirical, objective, measurable, rational, and systematic. Research data are described in the form of figures and statistical analyzes.

This study uses two variables are correlated so used correlation analysis. Correlation analysis which "discusses the degree of relationship between variables is known as correlation analysis. Measure used to determine the degree of relationship, especially for quantitative data, so-called correlation coefficient "(Sudjana, 2002:367). This method is intended to measure the relationship between two or more variables. In this study aims to quantify the relationship between the three variables, namely the use of the Blackberry as the first variable, the second variable needs, and personality as a third variable.

To predict the dependent variable from knowledge of the independent variables. Act means that as the independent variable (X) is the use of a Blackberry and the dependent variable was the fulfillment of needs (Y1) and personality (Y2).

7. DATA COLLECTION TECHNIQUES

The data collection techniques used were as follows:

1. Questionnaire

Questionnaire is a set list of questions or statements are arranged systematically, to be filled by the respondents. Questionnaire given to the person concerned and the shape of questionnaire structured or closed, in which respondents live or filler questionnaires provide certain signs. In this case the questionnaire will be distributed to be filled by the students of class II of the Junior High School (SMP) in Bandung, which consists of 5 school, spread in 5 areas in Bandung. List of questions in the questionnaire is based on the operationalization of the variables of the variable use of the Blackberry, the variable needs, and personality variables.

2. Library studies

Literature searches conducted through sources have been there in the book which deals with that have been retrieved from the object of research itself. This is done to obtain useful and related information to investigators.

3. Interview

Interview is a process to obtain information and research purposes by way of question and answer with face-to-face between the interviewer and respondent or the person being interviewed. Researchers interviewed people who have an involvement in this study, namely the Junior High School students.

4. Online Data Search

Collecting data with online data retrieval in question is in order to perform data retrieval via the Internet, especially with regard to the profile of the Blackberry as well as supporting data relating to the use of the Blackberry.

8. INSTRUMENT VALIDITY AND RELIABILITY

1. Instrument validity

According Sugiyono (2009: 173) "Valid means that the instrument can be used to measure what should be measured". A study is valid if there are similarities between the data collected by the data actually happened on the object under study. While the validity of the test is the test / examination conducted by the researchers of the data obtained to get the valid data. Validity can be defined as a characteristic of the size associated with the level of measurement of a test tool (questionnaire) to measure correctly what the researcher wants to measure.

Testing the validity of a research instrument that has a level ordinal scores, validity coefficient formula used is Spearman Rank, namely:

Description:

r_s = coefficient Validity

$R(X_i)$ = Rank score for each item

$R(Y_i)$ = Ranking for total score item

n = number of respondents

2. Reliability

Reliability means steadiness or constancy. It shows a sense of "whether an instrument can measure something consistently measured over time. The key word is consistency, constancy, or do not change" (Nurgiyantoro, 2004:339). Reliability of the instrument in this study is done in a way to test the questionnaire for respondents. A measuring instrument is said to have reliability when used multiple times by the same investigator or researcher who else still gives the same result (Grace, 1996:17).

Reliability is an index that indicates the extent to which a measuring device can be trusted. The goal is to determine the consistency of gauges or instruments used, if the study measured two or more times and the same conclusion, then the measuring device called a reliable (Singarimbun and Effendi, 1986:140).

So "directly questioned the validity of the congruence between concepts with empirical reality, while reliability question the suitability of some of the results of measurements on the empirical level" (Aslichati, 2010: 6.7).

A set of questions to measure a variable is said to be reliable and succeeded in measuring our variable measuring if the reliability coefficients greater than or equal to 0.700. (Kaplan and Saccuzo, 1993:46). Reliability coefficients of the two parts can be obtained by using the Spearman-Brown formula, namely:

$$r_s = \frac{\sum R(X_i) - (Y_i) - n \left[\frac{n+1}{2} \right]}{\sqrt{[\sum R(X_i) - n \left(\frac{n+1}{2} \right)]^2} [\sum R(Y_i) - n \left(\frac{n+1}{2} \right)]^2}$$

3. Analysis

The data that have been obtained will be processed in a simple and presented in tabular form and analyzed qualitatively and quantitatively.

- Quantitative analysis of the analysis using the calculation tool statistics based on the identification of the problem, ie testing the relationship between variables with the variable read Rubric Belia fulfillment reader needs to facilitate the interpretation of the raw data obtainable
- Qualitative analysis of the analysis used to interpret the test result data link between the use of Blackberry with student needs and personality. The study authors used ordinal data to measure the indicators variables, because these data allow researchers to sort respondents on the basis of his opinion on certain objects, from the lowest level to the highest level. Respondents' answers were scored tiered Likert scale. The weight rating for each question on the questionnaire are as follows:

Strongly Agree (SS): 5

Agree (S): 4

Neutral (N): 3

Disagree (TS): 2

Strongly Disagree (STS): 1, except for the question of personality, the weight of his judgment is reversed.

After the scores obtained, then statistically analyzed by means of:

9. CORRELATION ANALYSIS

Correlation analysis used Spearman rank correlation analysis.

It is used to determine the degree of relationship between the independent variable (the use of Blackberry) with the dependent variable (the fulfillment of the needs and personality of the students).

Spearman rank correlation coefficient formula the symbol r_s .

When faced shaped item ordinal scale (attitude scale), then

Spearman rank correlation for the value of the i -th item is:

$$r_s = \frac{\sum x^2 + \sum y^2 - d^2}{2 \sqrt{\sum x^2 \sum y^2}}$$

where: $R(X)$ = Ranking value X

$R(Y)$ = Y values Ranking

Spearman Rank correlation coefficient formula:

$$rs = 1 - \frac{6 \sum d^2}{n(n^2 - 1)}$$

$$rs = 1 - \frac{6 \sum d^2}{n(n^2 - 1)}$$

Where (1). If there is no value of X and Y are the same.

$$rs = \frac{\sum x^2 + \sum y^2 - d^2}{2 \sqrt{\sum x^2 \sum y^2}} \dots (2). \text{ If there are the same number in the variable X or Y.}$$

with :

$$\sum x^2 = \frac{N^3 - N}{12} - \sum T_x \quad \text{dan} \quad \sum T_x = \sum \frac{t^3 - t}{12}$$

$$\sum y^2 = \frac{N^3 - N}{12} - \sum T_y \quad \text{dan} \quad \sum T_y = \sum \frac{t^3 - t}{12}$$

Description:

rs: Spearman Rank correlation coefficient.

n: number of samples.

ΣTx: correlation factor X.

ΣTy: correlation factor Y.

in: Difference in rank X and Y.

t: Number of data which has rank twins.

The magnitude of the correlation coefficient is $-1 \leq r \leq 1$, which shows:

- a. If $rs = 1$ or close to 1, then the relationship between two variables very strong and has a direct relationship (if the variable X rises, the variable Y rises).
- b. If $rs = 0$ or close to 0, then the relationship between two variables very weak or no effect at all.
- c. If $rs = -1$ or close to -1, then the relationship between the two variable has a very strong and inverse properties (if the variable X rises, the variable Y down or vice versa).
- d. To find out how much the relationship variables X and Y, Guilford used criteria (Grace, 2005:29), as follows:

Against Interpretation Guidelines for Giving Correlation Coefficient The value of rs Level Relations

Coefficient	The Relationship Level
< 0,20	Very low relationship
0,20 – 0,40	Low but definite relationship
> 0,40 – 0,70	Significant relationship
> 0,70 – 0,90	High relationship, strong
>0,90	Relationships are very strong, reliable

(Rakhmat, 2007:29)

10. ANALYSIS DETERMINATION COEFFICIENT

To determine the relationship between the use of Blackberry on the Fulfillment and personality of students then use the following formula:

$$Kd = r_s^2 \times 100\%$$

Where: Kd = coefficient of determination

r_s = coefficient of correlation

11. HYPOTHESIS TESTING

Once the correlation coefficient (r_s) is obtained, it can be tested between the use of Blackberry with fulfilling the needs and personality of the students, whether significant or not that was expressed in terms of the formulation of the hypothesis H_0 and H_1 with the following conditions:

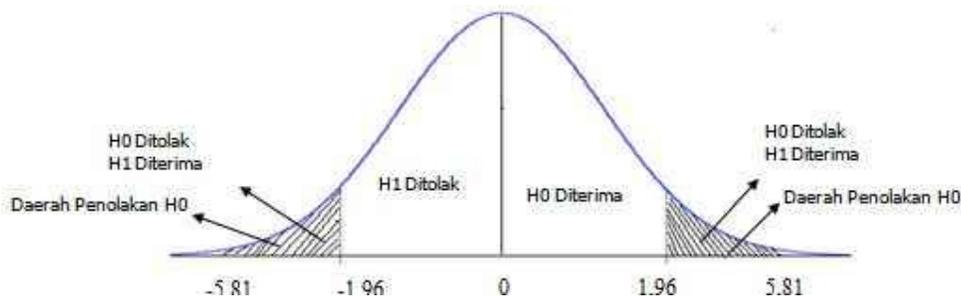
$H_0: \rho = 0$, means that there is no relationship between the use of the Blackberry with the fulfillment of the needs and personality of students

$H_1: \rho \neq 0$, means that there is a relationship between the use of the Blackberry with the fulfillment of the needs and personality of students

Criteria to determine whether H_0 is rejected or accepted is:

1. Accept H_0 if $-t_{table} \leq t \leq t_{table}$
2. Reject H_0 if $t < -t_{table}$ or $t_{count} > t_{table}$

Below is a picture of the rejection H_0 and H_1 reception area:



Picture 1.1
Acceptance Rejection region H_0 and H_1

To know the significance or relevance of correlation coefficients calculated above and to prove the hypothesis that has been made.

Conditions:

$$(\alpha) = 0.05$$

where the test statistic used is:

$$t = \frac{r \sqrt{n-2}}{\sqrt{1-r^2}}$$

degrees of freedom = $n - 2$

12. POPULATION AND SAMPLING TECHNIQUES

Population were: "generalization region consisting of objects or subjects that have certain qualities and characteristics are determined by investigators to be studied and then drawn

conclusions" (Sugiyono, 2004:90). Simply put all the elements of a population or a unit is to be observed. In this study, the characteristics of the population are Student Affairs Bandung Junior High School 8th grade, whether male or female.

The reason the researchers chose this population was because according to the target of research where most users of Blackberry in Indonesia are those who are in their teens. Grade 9 students are not used because the population according to the source of this research, they have focused on the activities of National exams. As a new grade 7 students did not do the registration and activities in the learning activities.

Sampling Techniques

Observed sample is part of a collection of objects. Given this sample, it is expected to demonstrate and describe the characteristics of the population ". (Grace, 1998:78). Due to the population to be studied too much, researchers drew most of the population to represent the entire population elements available. To the researchers conducted sampling technique, sampling techniques of the population.

Given that there is a very large population and spread in a wide area, so it is limited in compiling the sampling frame, the sampling technique used in this study using cluster sampling technique, by doing a lot of sampling stage (multistage cluster random sampling) (Aslichati et al, 2010: 5:27).

Home Affairs of Junior High School in Bandung is divided into 5 regions, namely West Bandung district, East London, Central London, North London, and South London. Of each region taken at random each one junior high school, in order to obtain five Home Affairs of First Middle School (SMP) with a total of 8 classes as many as 148 student respondents, namely:

- SMP 22 Bandung West represents the region, with the number of students 31
- SMP 28 represents the area of East London, with a number of students 33
- SMP 44 Bandung representing the Central Region, the number of students 35
- SMP 15 Bandung represent Northern Territory, with the number of students 27
- SMP 1 representing the South Bandung area, the number of students 22

13. VARIABLES OPERATIONALIZATION

Variable X: Intensity of Use Blackberry among Junior High School Students

Indicators: - Frequency of use of Blackberry

- Duration of use Blackberry

Variables Y1: Meeting Student Needs SMP

Indicators: Cognitive-Needs Students SMP

Affective Needs Students-SMP

-Needs Students SMP release tension?

- Integrative Personal Needs Students SMP?

- Needs Social Integrative Junior High School Students?

Variable Y2: Personality Junior High School Students

Indicators: - Confidence

: - Tolerance

14. CONCLUSION

1. There is a very low relationship between intensity of use BlackBerry with cognitive needs of students SMP .
2. There is a low but definite relationship between the intensity of use of the BlackBerry with the affective needs of students SMP .
3. There is a very low relationship between the intensity of use of the BlackBerry with the release of tension SMP students .
4. There is a very low relationship between intensity using a BlackBerry with a personal integrative needs of Junior High School Students
5. There is a very low relationship between intensity of use BlackBerry with social integrative needs of Junior High School Students .
6. There is a very low relationship between intensity of use BlackBerry with confidence Junior High School Students .
7. There was no relationship between the intensity of use BlackBerry with SMP Student tolerance .
8. There is a low but definite relationship between the intensity of use by meeting the needs of BlackBerry Junior High School Students as a whole
9. There was no relationship between the intensity of use BlackBerry with SMP students overall personality .

15. SUGGESTION

1. Phenomenon blackberry use among adolescents is an exciting reality of communication research. It is advisable to do some research about the content (content) that can affect users, especially with regard to the information that can be uploaded, so it can affect communication patterns for the wearer.
2. Studies on the use of Blackberry by teenagers can be enriched by using qualitative research methods, such as methods of symbolic interaction.
3. The school suggested more assertive in disciplining the students to turn off or set to silent ring-clicking a cell phone carries. For the expected cooperation with the parents, to be pro-active action in disciplining the use of mobile phones in schools.

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