

**THE POPULARITY AND IMPACTS OF THE BLACKBERRY
AS A CULTURAL PRODUCT IN THE FACULTY OF
LETTERS' 2008 STUDENTS OF SOEGIJAPRANATA**

CATHOLIC UNIVERSITY



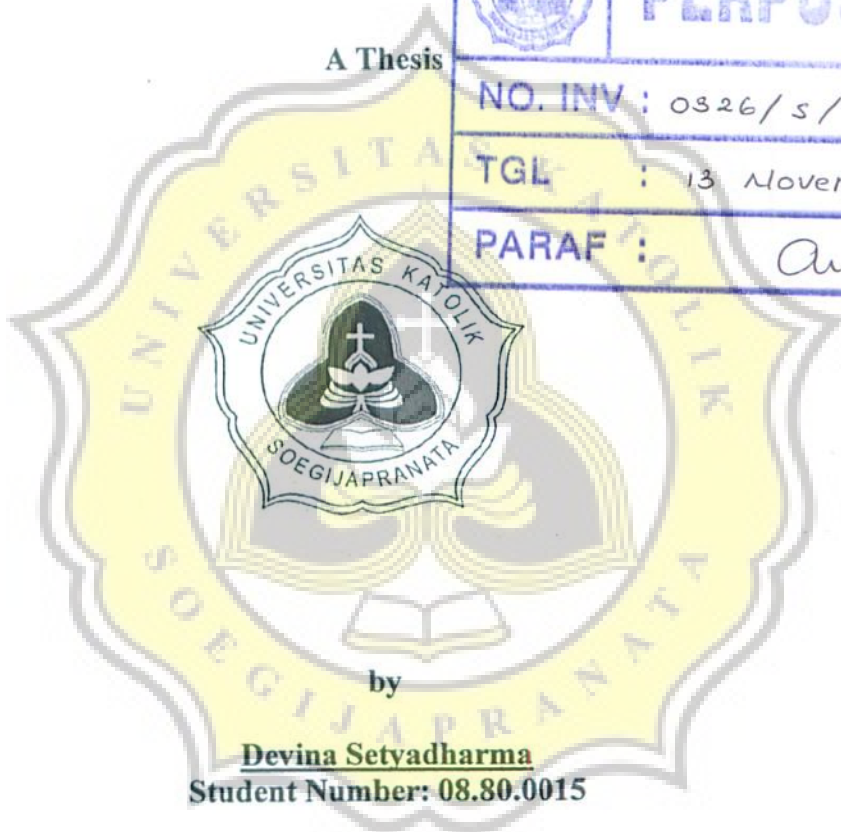
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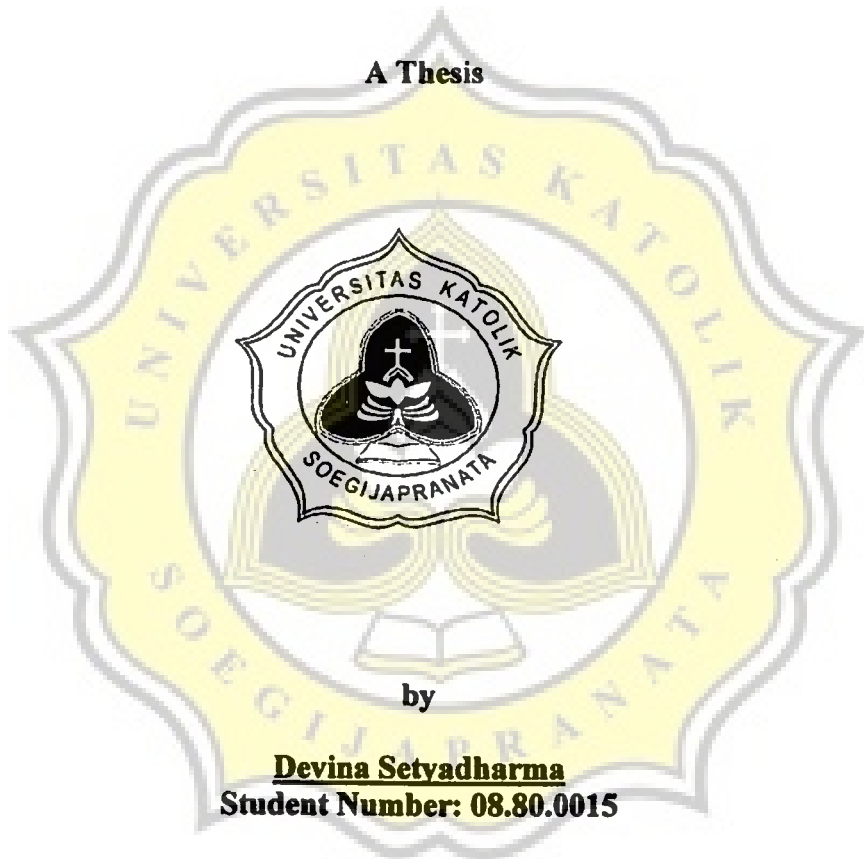
Devina Setyadharna

Student Number: 08.80.0015

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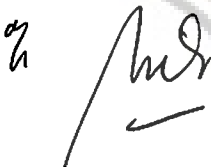
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by

DEVINA SETYADHARMA

08.80.0015

Approved by,



Dra. Ekawati Dukut, M. Hum

October 2, 2012

Major Sponsor



GM. Adhyanggono, SS., MA

October 2, 2012

Co-Sponsor

A Thesis defended in front of the Board of Examiners on
September 14, 2012 and declared acceptable

BOARD OF EXAMINERS

Chairperson : Dra. Ekawati M. Dukut, M. Hum


.....

Secretary : GM. Adhyanggono, SS., M.A


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Semarang, October 2, 2012

Faculty of Letters

Soegijapranata Catholic University

Dean,



Heny Hartono S.S., M.Pd.
058.1.1998.221

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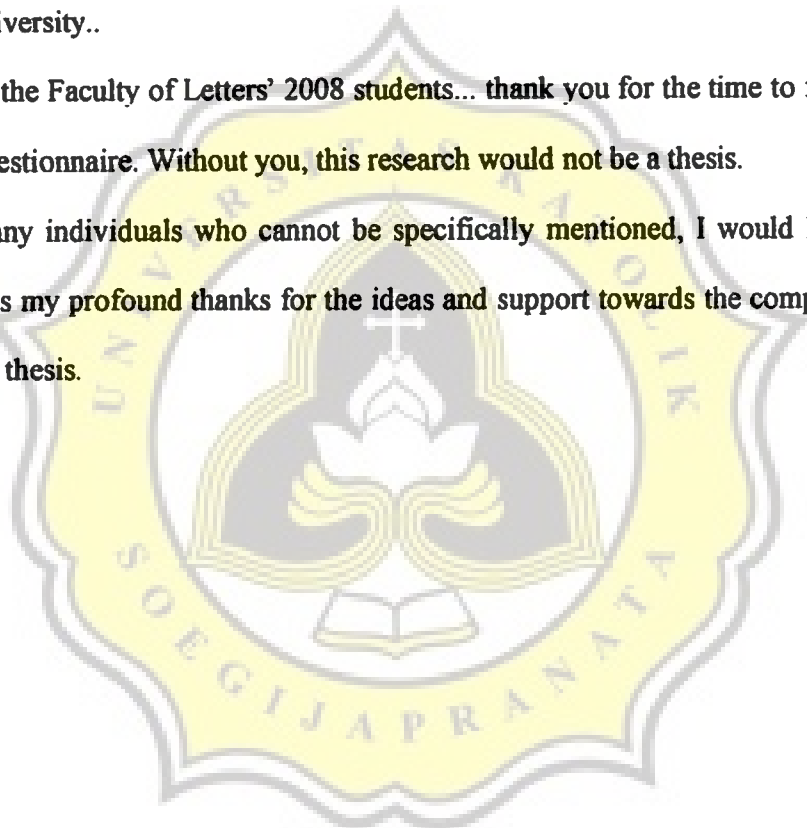
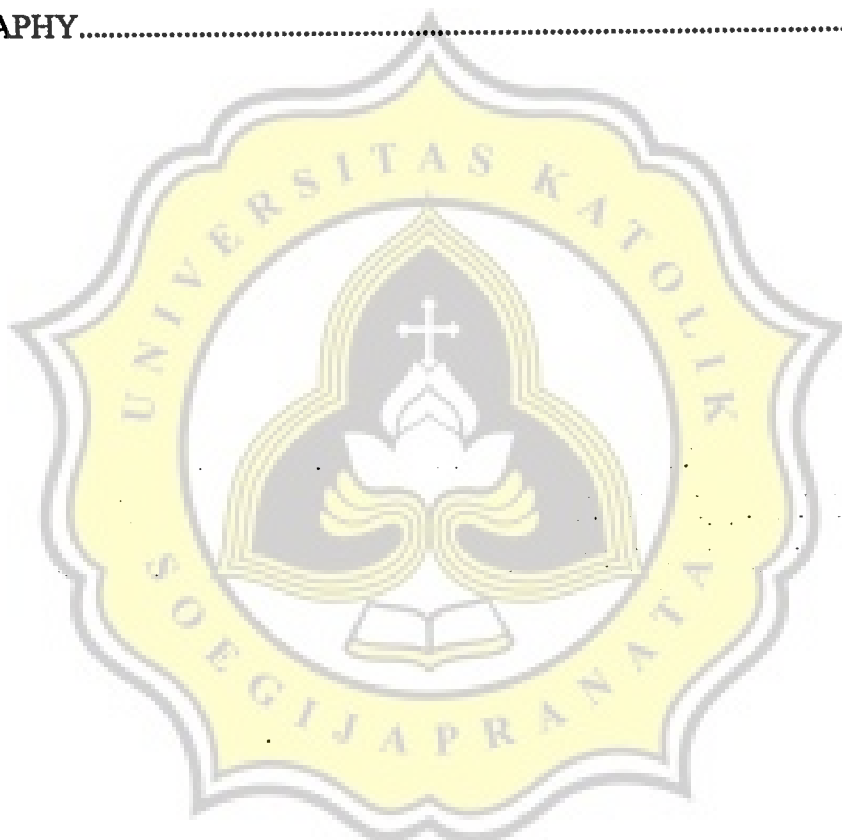


TABLE OF CONTENTS

PAGE OF TITLE	i
PAGE OF APPROVAL 1	ii
PAGE OF APPROVAL 2	iii
ACKNOWLEDGEMENTS	iv
TABLE OF CONTENTS	vi
LIST OF PICTURES	ix
LIST OF TABLES.....	x
ABSTRACT	xii
ABSTRAK	xiii
CHAPTER I INTRODUCTION	1
1.1 Background of the Study	1
1.2 Field of the Study	6
1.3 Scope of the Study	6
1.4 Problem Formulation	6
1.5 Objectives of the Study	6
1.6 Significance of the Study	7
1.7 Definition of terms	7
CHAPTER II REVIEW OF LITERATURE	9
2.1 Culture	9
2.2 Pop Culture	11
2.3 The Popularity of the Blackberry	15

2.4 The Impacts in using the Blackberry	24
CHAPTER III RESEARCH METHODOLOGY	26
3.1 Method of Data Collection.....	26
3.1.1 Participants and Sample	26
3.1.2 Instruments.....	27
3.1.3 Procedures.....	27
3.2 Data Analysis.....	28
CHAPTER IV DATA ANALYSIS AND INTERPRETATION.....	29
4.1 The Profile Description of the Respondents.....	29
4.2 The Popularity of Blackberry	31
4.2.1 Knowing the Blackberry	31
4.2.2 Reason to owning the Blackberry	32
4.2.3 Motivation to buy the Blackberry	34
4.2.4 Favorite features of the Blackberry	35
4.2.5 The importance of the Blackberry Messenger	37
4.2.6 The BBM's quick information	39
4.2.7 Autotext.....	41
4.2.8 Internet Service	42
4.3 The impacts of using the Blackberry	44
4.3.1 BBM makes the respondent busy with the gadget.....	44
4.3.2 The BBM or Internet Service's bad connection.....	46
4.3.3 Having no Blackberry make the respondents worried of gaining relations ..	47

4.3.4 The BBM makes a decrease in individual achievement	49
4.3.5 Addiction in using the Blackberry	50
4.3.6 Frequent use of the Blackberry	52
CHAPTER V CONCLUSION.....	54
BIBLIOGRAPHY.....	56
APPENDIX	



LIST OF PICTURES

- Picture 1. The rise and fall of RIM.17
- Picture 2. Statistics of Smartphone in the US.18
- Picture 3. Statistics of the use of the Blackberry in Asia and Indonesia.....18



LIST OF TABLES

Table 1.	The users of Blackberry based from the occupation.....	22
Table 2.	The users of blackberry from the age.....	22
Table 3.	The age of respondents	29
Table 4.	The sex of respondents.....	29
Table 5.	The income of the respondents' parent	30
Table 6.	Sources of knowing about the Blackberry	31
Table 7.	The reasons of owning a Blackberry	32
Table 8.	The need to look "cool"	34
Table 9.	Knowing the features of the Blackberry	35
Table 10.	The respondent's favorite features.....	36
Table 11.	The importance of the Blackberry Messenger (BBM)	37
Table 12.	The reason of the importance of the BBM.....	37
Table 13.	BBM helps the respondents.....	39
Table 14.	The reason BBM helps the respondents.....	39
Table 15.	The knowledge about autotext	41
Table 16.	The importance of autotext.....	41
Table 17.	Using the Internet Service	42
Table 18.	A kind of Internet Service.....	42
Table 19.	Forgetting the time	45
Table 20.	Feeling angry if the internet cannot connect well	46
Table 21.	Worried and fear the lack of relationship	48

Table 22.	The decrease of the individual's achievement as the cause of the Blackberry	49
Table 23.	Addiction in using the Blackberry.....	51



ABSTRACT

Communication is important to everyone. With communication, everyone can deliver what they want to other people. Communication also needs media to help people to communicate with each other. Nowadays, media continues to grow such as email, telephone, and mobile phone. In this case, the writer will discuss about mobile phone which is booming, i.e. the Blackberry. Blackberry is the wireless handheld device which supports the ability of push-mail service, short message, internet browsing, Yahoo Messenger access, Blackberry Messenger, and various other wireless capabilities. The Blackberry phenomenon is included in the Pop Culture study because Pop Culture talks about something that becomes popular and becomes a culture in a certain place. Pop Culture is also a part of one's learning environment. In this thesis, the writer spreads the questionnaire to the 2008 students in the Faculty of Letters who have the Blackberry to know why Blackberry is popular and what are the impacts of using it. The research done by the writer's analysis results the answers that the Blackberry becomes popular because it has a leading feature called the Blackberry Messenger (BBM) which can send a message between Blackberry's users and is cheaper than SMS and people like using Blackberry because they can access the internet in that smartphone. The use of the Blackberry also brings a good impact which can help people to communicate quickly so that their study or works become better. But the Blackberry can also bring some bad impacts such as feeling angry and irritated if the internet has a bad connection, and there is an addiction of having it.

Key words: communication, pop culture, blackberry, messenger, impact.

ABSTRAK

Komunikasi penting bagi semua orang. Dengan komunikasi, kita dapat menyampaikan apa yang hendak kita sampaikan kepada orang lain. Komunikasi juga memerlukan media untuk memudahkan orang untuk berkomunikasi satu dengan yang lain. Sekarang ini, media terus berkembang seperti email, telepon, and ponsel. Dalam hal ini, penulis akan mendiskusikan tentang ponsel yang sedang berkembang yaitu Blackberry. Blackberry adalah perangkat telepon kabel yang mendukung kemampuan dari servis *push-mail*, pesan singkat, *browsing* internet, akses *Yahoo Messenger*, *Blackberry Messenger*, dan bermacam-macam kemampuan nirkabel. Fenomena Blackberry termasuk dalam pembelajaran *Pop Culture* karena *Pop Culture* membahas tentang sesuatu yang menjadi populer dan menjadi budaya di suatu tempat. *Pop Culture* juga salah satu bagian dari pembelajaran di lingkungan. Pada skripsi ini, penulis menyebar kuisioner kepada mahasiswa 2008 di Sastra Inggris Unika Soegijapranata yang memiliki Blackberry untuk mengetahui mengapa Blackberry populer dan apa saja dampak yang terjadi. Penelitian ini diakhiri oleh analisis penulis yang menghasilkan jawaban bahwa Blackberry populer karena Blackberry memiliki salah satu produk unggulan yang disebut *Blackberry Messenger (BMM)* yang dapat berkirim pesan antar sesama pengguna Blackberry and lebih murah dibandingkan dengan SMS dan orang menyukai Blackberry karena mereka dapat mengakses internet dengan *smartphone* tersebut. Penggunaan Blackberry juga membawa dampak yang positif, yaitu dapat membantu berkomunikasi dengan cepat sehingga hasil belajar atau pekerjaan mereka meningkat. Tetapi penggunaan Blackberry juga dapat membawa beberapa dampak negative seperti perasaan marah dan jengkel jika jaringan internet lambat, dan kecanduan dalam penggunaan Blackberry.

Kata kunci : komunikasi, *pop culture*, blackberry, messenger, dampak.