

CHAPTER V

CONCLUSION

Based on the result of the research obtained by the writer's respondents' statements about the reasons why in the Faculty of Letters' 2008 students use the Blackberry is because:

1. they prefer to use the Blackberry rather than other smartphones because it becomes a trendsetter, so that it can enable them to communicate with other people who also uses a modern gadget
2. the Blackberry has an autotext which can shorten and quicken typing messages.
3. The respondents can find the internet service in the Blackberry, which ease them to have many social networks which are popular like Facebook and Twitter.
4. from the research result, the respondents who buy the Blackberry is not because they want to look cool, but more because Blackberry indeed makes them easier to communicate with the BBM feature.
5. the respondents use the Blackberry because it has a special feature which is only possessed by the Blackberry, called the Blackberry Messenger (BBM).
6. Blackberry users assume that BBM is important because with BBM, communication becomes more fluent, fast, and cheap. BBM also help some respondents for their work, because communication is easier with

their customers. With BBM, people can also spread and receive the information quickly via Broadcast Message and update status. They also can use many features in the Blackberry like BBM, Camera, and Yahoo Messenger so that it encourages them to buy the Blackberry, not only because they wanted to look cool.

Being a popular product, however, makes the Blackberry have some impacts, whether it is a bad impact or good impact to someone. The bad impacts are:

1. the use of the Blackberry makes almost half of the respondents forget about the time.
2. the not well connected internet access that makes the BBM pending can make respondents angry and irritated.
3. some respondents are becoming addicted with the Blackberry. They were unable to leave their Blackberry; even in the rest room they would bring their Blackberry. From morning to evening, they always check their BBM's status. They will only concentrate with their Blackberry and disregard the condition of the surrounding.

Whereas, the good impacts are the Blackberry:

1. helps them to get fast information,
2. increase their achievement of study or work because with BBM, they can communicate quickly with their friends, family, costumer, etc.