

PROCEEDING

THE 14th MIICEMA CONFERENCE

MALAYSIA-INDONESIA INTERNATIONAL CONFERENCE ON ECONOMICS, MANAGEMENT AND ACCOUNTING

ASEAN Economic Community 2015: Issues and Challenges

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PROCEEDING

The 14th MIICEMA Conference (Malaysia-Indonesia International Conference on Economics, Management and Accounting), ASEAN Economic Community 2015: Issues and Challenges
October 9-10th, 2013, Bogor, Indonesia

MESSAGE FROM DEAN

Faculty of Economics and Management-Bogor Agricultural University

First and foremost, the best gratitude is gratefully bestowed upon the Supreme God, Allah SWT, because of His priceless blessings that the 14th Annual Conference of MIICEMA (Malaysia-Indonesia International Conference on Economics, Management and Accounting) can be organized at Bogor Agricultural University (Institut Pertanian Bogor or IPB) at October 9-10, 2013.

I would like to welcome all participants to our Green Campus of IPB on the occasion of the 14th MIICEMA Annual Conference 2013 organized by the Faculty of Economics and Management (FEM) IPB. FEM IPB is grateful to MIICEMA Board of Committee for choosing our campus for this event. This occasion is timely since in 2013, IPB is celebrating her 50th Anniversary, golden jubilee celebration, 1963-2013. In addition to the Annual Conference, there are two other activities in this event: Dean and Departmental Chair Forum of the State University Council of the Western Indonesia Region (Badan Kerja Sama Perguruan Tinggi Negeri Wilayah Indonesia bagian Barat – BKS PTN Barat) and MIICEMA Board of Committee meeting.

Theme of this year congress is “**ASEAN Economic Community 2015: Issues and Challenges**”. This theme is one of the issues at the global and, of course, ASEAN. It is currently utmost important among ASEAN countries and communities, since the ASEAN Economic Community (AEC) will begin in 2015. AEC is the goal of ASEAN regional economic integration by 2015 and marks the start of free trade liberalization between the members of ASEAN countries. AEC envisages four key characteristics, including: (1) A single market and production base, (2) A highly competitive economic region, (3) A region of equitable economic development, and (4) A region fully integrated into the global economy. Within the overall context of economic and political integration, the ASEAN countries are pursuing an ambitious agenda of creating a single market and production base based on five core elements: free flow of goods, free flow of services, free flow of investment, and a free flow of capital and free flow of skilled labour.

To accommodate the interest of participants who come from varieties of knowledge and discipline, there are fifteen sub-themes offered to be presented in the Conference including: (1) Economic Integration, (2) Monetary and Fiscal Policy, (3) Economics of Halal Food, (4) Sharia Economics, (5) Food Security, (6) Human Resource Management, (7) Knowledge Management and Innovation, (8) Marketing Management, (9) Supply Chain and Logistic Management, (10) Agribusiness Finance and Management, (11) Consumer Behaviour, (12) Business and Entrepreneurship, (13) Risk Management, (14) Accounting and Economic Development, and (15) Accounting Information System. However, in grouping of the papers for the presentation, the organizer of the conference has reclassified the total of 92 papers into four groups: Economic; Development and International Trade; Human Resource Management; Sharia Finance and Economic; and Consumer Behaviour.

MIICEMA Board of Committee meeting conducted in the Universiti Kebangsaan Malaysia (UKM) – Malaysia in 2012 has assigned me to be the coordinator in preparing journal to be published by MIICEMA i.e., **ASEAN Journal of Economics, Management and Accounting**. We have worked hard to prepare this journal. Alhamdulillah, thanks to Allah, the inaugural edition of the **ASEAN Journal of Economics, Management and Accounting (AJEMA)** can be softly launched at the Opening Ceremony of the 14th MIICEMA Conference, October 9, 2013. I hope this journal could: (1) provide a forum for academicians, researchers and practitioners who are interested in discussing new knowledge, ideas and issues in the field of economics, management, business and accounting in the ASEAN region, (2) strengthen academic cooperation among MIICEMA university members and other universities in Southeast Asia region.

Many parties are involved and supported this MIICEMA Conference. On this special occasion, I would like to express my appreciation to the organizer of the congress, the rector of IPB, Deans of FE/FEB/FEM of the MIICEMA University members, keynote speaker, invited speakers, distinguished participants and other contributors.

I do hope this conference would be successful with obvious contribution for strengthening ASEAN solidarity in achieving ASEAN Economic Community 2015. I wish all participants to have fruitful discussion and successful conference and enjoy your stay in Garden City of Bogor.

Yusman Syaukat, PhD

Dean

Faculty of Economics and Management

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The Impact of Individual Involvement in Social Networking Sites

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ABSTRACT

This study aimed to measure the impact of an individual's involvement in the social networking site. This research aims to identify the pattern of consumption of the internet is commonly used by students, faculty, and staff at the University of Bengkulu to obtain an optimal size limits the productive use of the Internet. The method used in this study is surveys using self-administered questionnaires were distributed to respondents. Two hundred self-administered questionnaires distributed and one hundred fifty five successful return and deserves to be analyzed. Hypothesis testing and measurement using inferential statistical approach, namely Quadratic Regression and Structural Equation Model (SEM) using variant based. Results of this study indicate that the involvement of the individual against social network sites have a positive impact on the psycho-social health. On the other, the results of the study revealed that age had a negative impact on the psycho-social dysfunction. The findings and implications of the research described in the last section of this study.

Keyword: Involvement in social network sites, positive outcome, negative outcome

INTRODUCTION

The development of information technology (IT) has changed the function of information systems (IS) from information functions to the functions of communication. These changes occur when IS infrastructure platform evolved from an isolated system (isolated system) towards the system of sharing (sharing system). The implication of the development of platform infrastructure is shifting IS implementation of organizational context to social context. Issues of social computing evolve leave issues of financial and production computing. The main trends that are emerging in the current era of social computing are a growing range of applications and users online internet-based social media. Issues about the behavior and impact of involvement in online social media are topics which began to be studied in social computing studies.

Based on the themes of empirical studies of IT, it is known that the problem of the growing social computing has impact on the incidence of psycho-social problems of the individual. Therefore, the study of the behavior and impact of the individual's involvement in online social media is important, especially given the level of analysis is still a debate among empirical researchers. This study is the domain of social computing research aimed at testing the impact of relationship involvement and the individual's involvement in social network sites. Measurement of the impact of engagement involves a positive outcome (such as job performance, increase creativity, knowledge sharing, information retrieval, acceptance of the technology, and self-actualization) and the negative impact (such as depression and loneliness). This study also aims to assess the optimal level of consumption limit internet in online social media that produce positive outcomes for the individual.

This study is important because theoretically this could yield an explanation of the relationship of behavior and the impact of involvement in social network sites. The results are believed to contribute explanations of IT that are relatively very limited uncover the issues examined in the study. This research will also result the behavioral gauges and the impact of engagement that valid, reliable, and replicable for further studies.

Practically, this study provides important information for the industry and regulators about the impact of individual involvement in social network sites. Industry will receive information about the involvement and impact on the behavior that is measured at the individual level in order to understand user behavior more precisely social network sites. For the government, this information is important in understanding the behavior of the public in the use of online social media in order to plan the use of IT governance is healthy and productive for society. Determination of the optimal level of consumption limit internet in online social media then the parties concerned, namely governments, organizations, communities, households, and individuals to develop and implement sound management and use of internet real productive.

For the government, the determination of the optimal level of consumption limits internet is vital in designing information infrastructure requirements and governance SI healthy and productive for government agencies and the public in general. For organization, limits the optimal consumption level is basic internet infrastructure needs in designing, implementing, and monitoring IS productive organization for human resource and organization.

For society, the optimal limit internet consumption is important information in the process of internet-based learning and early control in the use of internet is healthy and productive. Theoretically, this study presents the findings of an explanation of the differences in the two study groups induced psycho-social engagement in online social media and provides a conceptual framework and measurement of the impact of consumption of the Internet in online social media is valid and reliable.

LITERATURE REVIEW

Social computing is the use of behavioral variety of Web-based social computing facilities. The growth of computer applications and services has encouraged collective action behavior and social interaction online. Such behavior includes the exchange of multimedia information and evolution of Web-based knowledge.

Behavior of social computing has a variety of forms, such as blogs, wikis, social bookmarking, peer-to-peer network, the open source community, community photo and video sharing, and social networking online. Social networking sites is a form of behavior fastest growing social computing (Parameswaran and Whinston, 2007). Facebook, MySpace, and YouTube are social network sites members who have the highest growth rates and encourage business investment growth in industrial electronics. This growth was driven by broad availability of broadband connectivity and advanced personal computers. Collectively, various applications of social computing behavior can attract industry to engage in online social networks, such as content distribution and advertising.

Computational social networking has shifted the optimal functioning by empowering individual users who do not have enough understanding of the technology to engage in the use of Web. Social computing encourages user creativity, engagement in social interaction, knowledge sharing, content sharing, disseminating information and propaganda, and builds collective bargaining power. Such shifts can affect the organization in the face of changing market forces are more critical consumers of the product in expressing preferences change.

In addition, the issue of scalability, quality, security, and social computing interoperability is an important issue to be considered from the technical side. Questions related to participation in the incentive and motivation networks, impact on social welfare, market structure, quality and choice of products, as well as the impact of externalities is a major concern of IT research. However, in general, the social aspect is more dominant than the technical aspects of social computing. Therefore, attention to individual and group behavior in online communities and how these behaviors affect each individual and the environment, the focus of study in the IS behavioral studies.

Bring social computing IT infrastructure out of the confines of the general environment to the environment of communication and commercialization of human organization in the form of social interaction and empowerment facility creativity. The tools and applications that are support social computing to reduce dependence toward the users' participation in the information revolution. Social computing presents a real transformation and change business processes, including how computing, collective political action, content development and interactive entertainment. Social computing also change the pattern of interactions centered on the server to the network so as to encourage decentralization of user roles.

In general, the emergence of social computing provides opportunities for researchers and businesses related to IT. Studies in the area of social computing can be developed from a variety of disciplines. Conduct research on the adoption and impact of the use of psycho-social well-being is an important theme to be appointed. Behavioral studies with a variety of theories of motivation, cognitive, social, and culture can enrich the study of social computing.

The Concept of Psycho-social Impact of IT

A specific study on the behavior and impact of involvement in the online community was first revealed by researchers at Carnegie - Mellon University in 1998 that found the paradox phenomenon of the internet. The study found that Internet use is closely related to psycho-social health decline and lack of social engagement. Study conducted by Jackson, Eye, Barbatsis, Biocca, Fitzgerald, and Zhao (2004) found that the frequency of use, intensity of participation, and the number of domains that opened social network sites affects the level of psycho-social health of users. Similar studies have found that involvement in online communities affect the increased psycho-social dysfunction (Morahan, Martin, and Schumacher, 2000; Schepers *et al.*, (2008). The results Jackson *et al.*, (2004) also found an association of demographic characteristics (race and age) and the character's personality with the level of psycho-social dysfunction. Studies Matei, Ball, Rokeach, Wilson, Gutierrez, Gibss, and Hoyt (2001) which involves variable cultural values concluded that the collectivists easy to get involved in the online community, but Cobo (2008) concluded that individualists are more easily involved in the community without any problems social network sites dysfunction psycho-social. The previous studies are show that individual involvement toward online

communities or specific social network sites can impact on the psycho-social health. However, these studies only measure the negative impact (i.e. psycho-social dysfunction) involvement in the online community, whereas the study of involvement in the online community using the construct of psycho-social health can also measure the positive impact, such as life satisfaction, work performance, productivity work, and happiness (McKenna & Bargh, 2000). These studies only measure the impact of IT on psycho-social health, but not specifically examine the context of engagement in social networking sites (social network sites). Therefore, it is necessary to study about the positive and negative impact of the individual's involvement in social network sites taking into account differences in cultural values .

The study also examined the relationship internet usage behavior, in particular the involvement of individuals in social network sites with psycho-social well-being as measured by depression, loneliness, and happiness. This study also involves a diverse background of socio-cultural. Proper conceptualization and empirical models use a valid measurement can explain the behavior of social computing an individual's involvement in social network sites well.

RESEARCH METHODS

This is a research study aimed at examining the relationship explanative involvement and impact of the individual's involvement in social network sites. Measurement of the impact of engagement involves a positive outcome (such as job performance, increase creativity, knowledge sharing, information retrieval, acceptance of the technology, and self-actualization) and the negative impact (such as depression and loneliness). Testing involves a difference in cultural values, which are collectivist and individualist measured at the individual level of analysis. Testing is expected to get a measurement bias-free explanation at the appropriate level of analysis. Figure 4.1 presents illustrative empirical model tested in this study.

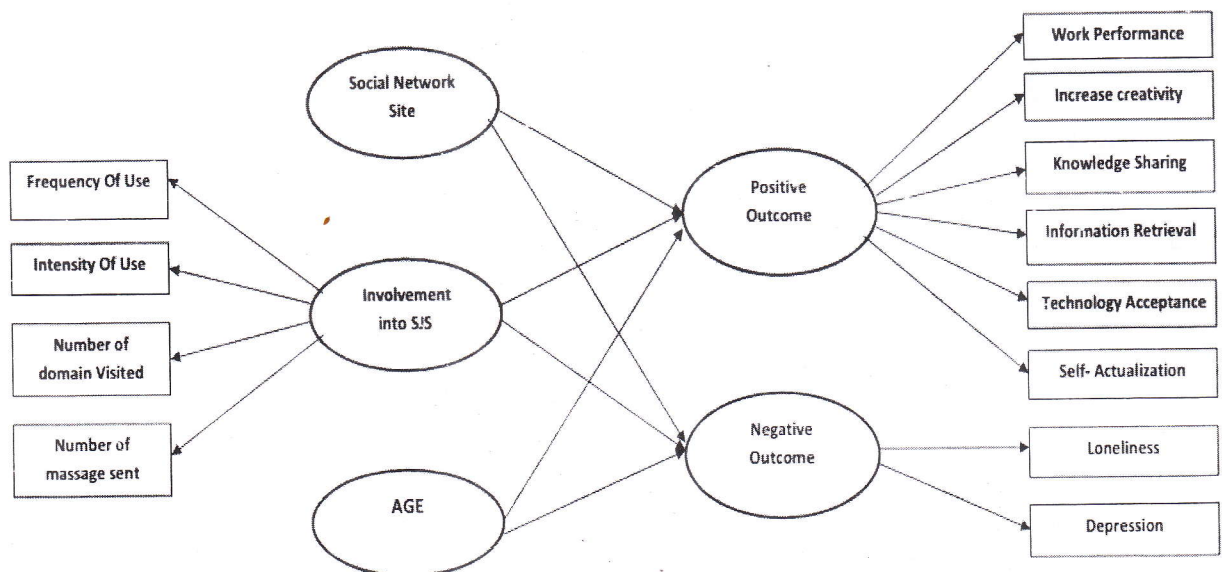


Figure 1 Empirical Model

Based on the above empirical model, the following variables were tested in this study.

1. Involvement in social network sites

Involvement in social network sites is defined as a form of actual usage behavior. Measurement of behavioral constructs involvement in social network sites using 4 items adapted from Jackson gauge et al. (2004), namely: the intensity of usage (minutes/day), frequency of use (number of visits/day), the number of domains visited, and the number of messages sent per day.

2. Positive outcome

Positive outcomes are individual perceptions about the outcomes obtained from involvement in social network sites. The outcome is an outcome that gives a positive value for the individual, such as job performance, increase creativity, knowledge sharing, information retrieval, acceptance of the technology, and self-actualization. Measurement constructs using a five -scale response loneliness, 1 for strongly disagree and 5 for strongly agree. Depression measurements using five response scale, 1 to never depressed and 5 for almost every time.

3. Negative outcomes

Negative outcome is the individual's perception of the outcomes obtained from involvement in social network sites. The outcome is an outcome that gives a negative value for the individual, such as depression and loneliness.

Measurement of depression using a 20-item measure of the Center for Studies Depression Scale Epidemiologic adapted from Radloff (1977) and Kraut et al. (1998) while using the 20-item measure of loneliness measure of the UCLA Loneliness Scale (version 3), adapted from de Jong- Gierveld (1987). Negative outcome measurement construct using five response scale, 1 for strongly disagree and 5 for strongly agree. Depression measurements using five response scale, 1 to never depressed and 5 for almost every time.

Population is the entire academic community who use social networking sites at the University of Bengkulu. Various applications, social networking sites selected as sample in this study because although each application has a unique social networking site but basically the applications of social networking sites have a common characteristic, that is user-based, interactive, community-driven, relationship, and emotion over the content so that it can be considered homogeneous in the population. Researchers hope that the election of a deductive perspective of social networking sites as diverse as the study sample may explain the relationship between the various relational antecedents and consequences of social computing behaviors.

Sampling procedures using the procedure non probability sampling technique (purposive sampling), that is the sampling technique by determining the specific criteria in accordance with the purpose of research. The criteria used to select the sample, among others: (1) the subject or respondent is a member of social network sites who have joined over the past year to get a picture with good experience respondent involvement, (2) variety of social network sites are followed, (3) the age range of respondents expected are at a young age in category C or generation Content generation. Social computing behaviors and involvement in social network sites is one of the characteristics inherent in the social system so that Generation C is expected to represent a sample of this research.

This study took data from a sample of respondents using an online questionnaire survey technique. Researchers distributed questionnaires to all members of the online community in the list of social networking site. Online questionnaire design services performed by technicians and computer programmer's xampp-based distribution using opensource software services limesurvey <http://quizhosting.co.cc> uploaded on the site. Selection of third parties in the online questionnaire design is limited research skills and competence in designing an online questionnaire technically. Limesurvey election on the basis of ease of operation and cost efficiency in the distribution of online questionnaires.

RESULTS

Characteristics of Study Sample Respondents

This study uses individual level of analysis with the unit of observation is a student of the University of Bengkulu. Two hundred self-administered questionnaires were distributed; viable questionnaires were analyzed as much as 153 questionnaires/respondents.

The results of statistical descriptive analytic test give an idea of the age, sex, and type of social activity in the characteristics of study sample respondents. In terms of age, it appears that the respondent is a young generation in category C or Content Generation. Generation C is a generation living in an era when technology and science shape attitudes, personality and behavior patterns (Kompas.com, 2010). Behavioral involvement in online communities is one of the characteristics inherent in the social system of Generation C. The selection of Generation C as the study sample may represent the purpose of this study.

Interesting findings regarding male dominance as the number of users is much more than women. Such data could be an indication that the psycho-social issues in the context of online communities are more common in males at the student level.

Social network sites are owned by the majority of respondents were Facebook. Youth Trend ranked results mentioning that Facebook is a social networking site which has the highest number of members and the highest growth rate.

Average of respondents has joined in social network sites for four years. Most respondents have joined for three years. It is quite interesting; about 32% of respondents social network sites have joined more than five years. This condition means that the majority of respondents have joined social network sites since their teens (junior and senior). The average number of visits made by the respondent per day is 4-5 times. With the traffic, the number of messages posted by the respondent average 5-6 times per day. The data show that the respondents are active send or post messages are more than five times per day.

Measurement Model

Measurement model in PLS is used to test the construct validity and reliability testing of measurement instrument. Strong correlation between the constructs and the items questions and a weak association with other variables is one way to test the construct validity. Construct validity was measured using convergent validity (convergent validity) and discriminant validity (discriminant validity). Convergent validity test in PLS with reflective indicators assessed by loading factor (correlation between item score / score components with a score of constructs) indicators that measure

the construct. Hair et al. (2006) suggested that the rule of thumb that is used requires loading values > 0.50 considered practically significant. The higher the factor loading value, the better the indicator questions used represent the matrix factor. In addition, the rule of thumb that is used to test the convergent validity is communality > 0.5 , and the average variance extracted (AVE) > 0.5 (Chin, 1995).

Based on the test results of the measurement model of research shows that individual involvement in social network sites has AVE and communality values respectively 0.499 and 0.499 which is close to 0.5. Therefore, the latent constructs individual's involvement in social network sites is still considered appropriate to meet the requirements of convergent validity. In addition, other latent constructs in this study had good convergent validity with the outer loading values > 0.7 , average variance extracted (AVE) > 0.5 , and communality > 0.5 . Thus, the overall measurement model test results have met the test of convergent validity.

When viewed from the sample size needed for significance, the sample size of 153 respondents loading factor is considered significant if it has a value of at least 0.45. Based on the data above, the five indicators in our model do not meet the criteria for convergent validity. The indicators are duration of visits, number of domains, Neg1, Pos3, and Pos6. These five indicators are not used in subsequent analyzes.

This study also uses discriminant validity of measurement. Measurement of discriminant validity of the measurement model in PLS can be assessed based cross loading of measurements with their construct. Discriminant validity test results showed that the correlation between the constructs with indicators higher than the correlation with the indicators in the other constructs. Thus, it can be concluded that the model is constructed in this study have met the test of discriminant validity.

Reliability Measurement of Construct

Reliability of a measure indicates the stability and consistency of an instrument to measure a concept or a variable (Cooper & Schindler, 2006; Hair et al., 2006). Reliability can be measured by looking at the value of *Cronbach's alpha* and *Composite Reliability*. Cronbach's alpha reliability measure the lower limit value of a construct, while composite reliability measure the real value of reliability of a construct (Chin & Gopal, 1995). Rule of thumb of alpha value or composite reliability should be greater than the value of 0.7 although 0.5 is still acceptable in the explorative nature of the study (Hair et al., 2006). The results show the value of Composite Reliability of each construct was above 0.50 so it can be stated that the measure used in this study is reliable.

Testing the Structural Model

Hypothesis testing using the PLS structural model, which is based variant regression techniques. This study tested two hypotheses for the direct relationship between the independent variables with the dependent variable. Figure 2 below presents the results of testing the structural model.

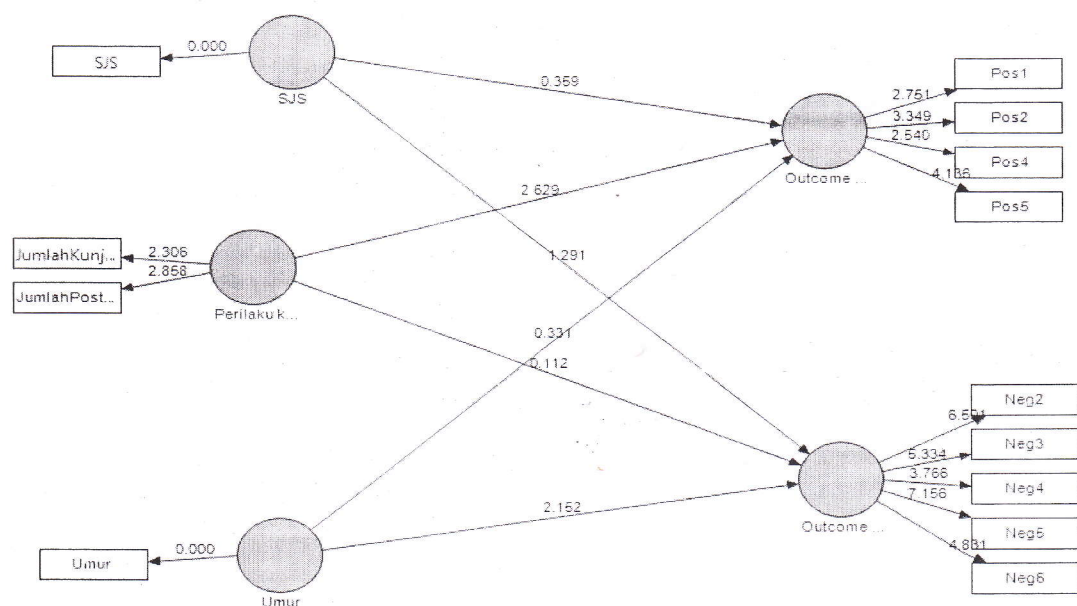


Figure 2 Structural Model Output

Table 1 presents a summary of the PLS structural model testing output for hypothesis testing.

Table 1 Structural Model Testing of Research Model

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	Standard error (STERR)	T Statistics (O/STERR)
Perilaku keterlibatan dalam SOCIAL NETWORK SITES -> Outcome Negatif	0.006591	0.089100	0.058756	0.058756	0.112174
Perilaku keterlibatan dalam SOCIAL NETWORK SITES -> Outcome Positif	0.179974	0.208578	0.068459	0.068459	2.628920
SOCIAL NETWORK SITES -> Outcome Negatif	0.132466	0.150775	0.102574	0.102574	1.291414
SOCIAL NETWORK SITES -> Outcome Positif	-0.025972	-0.118847	0.072327	0.072327	0.359096
Umur -> Outcome Negatif	-0.109745	-0.108820	0.051000	0.051000	2.151857
Umur -> Outcome Positif	-0.018432	-0.076067	0.055757	0.055757	0.330582

Table 2 Summary of Hypothesis Testing Results

The Hypothesis Proposed	Hypothesis Test Result (t-value)	Conclusion
H1: Individual's involvement in social network sites are positively related to psycho-social dysfunction	0.112174	Rejected
H2: Individual's involvement in social networking sites are positively related to psycho-social health	2.628920	Not Rejected
H3: Social networking sites are positively related to psycho-social dysfunction	1.291414	Rejected
H4: Social networking sites are positively related to psycho-social health	0.359096	Rejected
H5: Age is positively related to psycho-social dysfunction	2.151857	Not Rejected
H6: Age is positively related to psycho-social health	0.330582	Rejected

Based on the tabulation of the results of hypothesis testing above, the conclusions of the six hypotheses proposed only two hypotheses are supported. In general, the results of this study produced empirical model describing the relationship of the individual involved in compulsive behavior social network sites and psycho-social problems. However, improvement and development of the research design needs to be done further, especially related to sample selection and improvement of stronger internal validity.

DISCUSSION

Study tested six hypotheses. Results of data analysis showed that the two hypotheses can be proven, the individual's involvement in SJS has a positive impact (psychosocial) and the age of the individuals involved in the SJS has a negative impact (psycho social dysfunction). Positive impact of the involvement of SJS confirms the results of research conducted by McKenna and Bargh (2000).

Results of this study showed that the positive impact is perceived involvement in SJS helps individuals to share knowledge and find information. Provide Internet services intertemporal social contact, distance and personal situation. Internet connects individuals with family, friends, co-workers, and strangers who have similar interests.

Broad social access can increase an individual's social engagement to form new relationships (Parks & Roberts, 1998), social identity and commitment between partners alone (McKenna et al., 2000). Research Jackson et al (2004) expressed happiness is found in those communities because the online community provides communication facilities and share information that provide opportunities for individuals to communicate and interact with each other.

The communication facilities aim to meet the expectations of participants to communicate and interact so as to give happiness to the participants. Research Chou and Lim (2010) explain that the individuals involved in the SJS was getting happiness through the fulfillment of social relationships online. Happiness is defined as a collective phenomenon, namely the fulfillment of hopes and desires of the individual through the process of collective interaction (Fowler & Christakis, 2008). Individuals cannot meet their needs individually but individuals need other people through online social interaction.

On the other, the results of the study revealed that age had a negative impact. The results support the research Jackson et al (2004) who found an association of age and character personality to the level of psycho-social dysfunction. In this case, individuals younger (average 20 years) tend to spend time in front of the computer (compulsive behavior).

Use of information technology is not used more wisely by the younger age groups to improve performance at work/school, but more used to social interaction with other individuals in the sharing of information in cyberspace.

An indication of psycho-social problems, such as depression and loneliness is a symptom of social psychology revealed in some previous empirical studies (Kraut et al., 1996; Caplan, 2005; Kim et al, 2009). These studies found that involvement in online social media causing problems or otherwise psycho-social individuals who have psycho-social problems tend to use online social media as a medium to resolve the issue. Study conducted by Jackson, Eye, Barbatsis, Biocca, Fitzgerald, and Zhao (2004) found that the frequency of use, intensity of participation, and the number of domains that opened SJS affects the level of psycho-social health of users. Similar studies have found that involvement in online communities affect the increased psycho-social dysfunction (Morahan-Martin and Schumacher, 2000; Kang, 2007; Leung, 2007; Schepers et al., 2008).

CONCLUSION AND RECOMMENDATION

This study replicates and develops an empirical model of Caplan (2005) and Kim et al. (2009). This study questionnaire survey with statistical approaches is expected to produce strong empirical models. This study involves the constructs of social interaction online preferences and psycho-social problems (ie: positive outcomes and negative outcomes). Testing measurement models generate empirical model proposed has predictive power and good GoF. Testing the structural model found that online interaction preferences directly related to psycho-social problems. These findings indicate that individuals with compulsive behavior in online communities potentially great experience psycho-social problems in diverse types of online communities.

Moreover, these findings indicate that individuals who behave compulsively undergo psycho-social problems depends on the impact of individual obtained from compulsive behavior. If compulsive behavior would result in a positive outcome, then the problem of psycho-social problems do not necessarily occur in these individuals. In contrast, compulsive behaviors that produce negative outcomes for individuals (e.g. problems with school, work, and family due to compulsive behavior in online communities) can cause an individual to experience problems of psycho-social problems, such as depression and loneliness.

However, this study did not test further Whether the type of online social activities (such as social networking sites) further exacerbate the negative impact of the outcome of psycho-social problems than other types of social application activity (such as watching and downloading online video) for testing moderating effects show results were not supported statistically. In addition, this study only tested statistically correlation relationship but has not revealed the relationship in a practical explanation. Therefore, further research with triangulation design method can further examine these findings to find an online community types characteristic relationship with compulsive behaviors and psycho-social problems issues. The scope of this study sample was students at the university Bengkulu. Meanwhile, online community users are not only students, but also the general public with strata of age, education and occupation are different. Therefore, further research can expand the scope of the study sample selection equation by considering the composition of samples between groups. Online questionnaire survey design can expand the sample strata, involving even more diverse cultural factors.

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