Study of cultural popular use of gadget students University of Medan

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ABSTRACT
The gadget is a kind of sophisticated technology communication tool, which has been equipped with various applications and makes it easier to connect to the internet. The gadget is equipped with various applications, games, Facebook, WA, messenger, Instagram, video call, wifi, and others. One of the distinguishing gadgets from other electronic devices is "novelty". This means that day by day the gadget still has new models, brands, and shapes. The majority of students use gadgets based on the attractiveness of social media advertisements, applications in gadgets, sophistication, affordability, and environmental and social culture. The use of positive impact gadgets is to facilitate communication and shorten the time for infrastructure. Negative effects lead to negative behaviour. So to overcome this phenomenon parents are active in educating children, paying attention to behaviour, and stakeholders provide insights using gadgets. Based on the results of this study the use of gadgets on Universitas Negeri Medan students at present has become part of the need. The use of gadgets offers students information both academic and non-academic. Even information that does not support academics is on gadgets. This situation results in students wasting time, so learning activities are not the main focus. In other words, the use of gadgets by Universitas Negeri Medan students has become popular culture. In addition, the use of gadgets for parents and stakeholders (educational institutions and religious leaders) provides views on the use of gadgets.

Keywords: popular culture, gadgets, students.

1 INTRODUCTION
The current digital era continues to grow, resulting in changes in various views. As change is practical to be complex and vice versa. One of the changes in communication technology, of which is the handphone. Changes in the sophistication of mobile phones are also experiencing innovation and differences from year to year. At first, the cellphone only functioned for telephone and SMS (short message service). Likewise, mobile phones do not care about the shape, brand, and model. Mobile does not have the value of prestige or prestige in its use. For this reason, mobile phones are only used to communicate via telephone and SMS (short message service).

With the development of sophisticated technology tools, the function of mobile phones has changed. Mobile functions as a camera, video call, WA, messenger, Facebook, Instagram, and various other internet facilities. Mobile has changed the views of society or individuals in terms of use. This means
that cellphones are no longer a means of communication media, but an image, prestige, and identity of a person (Agustin 2014: 4). The name of a communication media device with a type of sophisticated technology called a gadget.

The people of Medan City, especially University Negeri Medan students have used branded gadgets and even have become students. According to the author, this situation shows that students are more sociable and keep up with the times. Students try hard to buy gadgets. Purchase of gadgets is done by asking parents for a reason for lecture needs. Besides, students do work while studying (part-time) only to be able to buy gadgets either in cash or credit.

The gadget is a kind of sophisticated technology communication tool, which has been equipped with various applications and makes it easier to connect to the internet. The gadget is equipped with various applications, games (games), Facebook, WA, messenger, Instagram, video call, wifi, and others. One of the distinguishing gadgets from other electronic devices is "novelty". This means that day by day the gadget still has new models, brands, and shapes. This situation makes the community, especially Universitas Negeri Medan students, that gadgets are more fun, practical, and prestigious. The features of the gadget such as MP3, MP4, Google, Google Chrome, watching online, games online, etc. make Universitas Negeri Medan students more interested in using gadgets. Gadgets used by students have been practical, and fun. Even students use it for learning.

According to Osland (in Efendi 2013: 2), gadgets come from English, meaning a small electronic devices with various functions. Gadgets can also be a composter, laptop, tablet PC, and mobile phone. According to Sanjaya and Wibowo, (in Manumpil 2015: 2) gadgets are an innovation of the latest technology with better capabilities and the latest features that have more practical and useful goals or functions. Along with the times, the understanding of gadgets is also developing, where smartphones, tablet PCs, laptops, and computers are considered gadgets. According to (Prakoso 2013) a gadget is a small electronic object/device that has a special function. However, it is often associated with an innovation or new item. Gadgets are always interpreted to be more unusual or smarter designed compared to normal technology at the time of its discovery.

With the development of the current digital era, culture originates from fundamental values in a culture that has undergone a shift. A culture can also arise due to factors outside the cultural system, it is natural, this is called popular culture. Popular culture or mass culture according to Mc Donald (Strinati 2007: 8) is a dynamic force, destroying ancient boundaries, traditions, tastes, and blurring all differences. Popular culture is a style, ideas or perspectives and attitudes that are completely different from mainstream culture (mainstream/high culture).

Popular culture comes from the words "culture" and "pop". Culture can refer to a process of development, intellectual, spiritual, and aesthetic (William 1983: 90). He further stated that popular has
four meanings: many people like it, kind of lowly work, only done to please people, and culture created by people for themselves. Popular comes from the word "pop" which means one is loved by many people. Then defining popular culture is a culture that is fun or liked by people. In addition, defining popular culture is a residual category to accommodate cultural practices that do not meet high cultural requirements. This means that popular culture includes a set of considerations of text values or cultural practices.

Popular culture has an impact on the development of information technology. This means that the development of information can realize the culture industry (culture industry) such as gadget communication tools. With the emergence of the gadget culture industry, it will form a society that is not based on consumption. However, forming all cultural industries as industrial products into commodities. Popular culture is a form of culture that prioritizes the value of popularity, meaning, and values. Popular culture arises because of the hegemony of mass media in public cultural spaces. Popular culture can emerge from various sides of culture. Therefore, an ideology of popular culture emerged through the mass media and its supporting devices.

Popular culture is related to everyday problems that can be enjoyed by all people. Both in the form of home, body care, fluent, private vehicles, and others. Popular culture arises from various forms, what is consumed, watched, heard, used, and others. Popular culture does not just happen, but because there is something that was originally normal turned into a popular phenomenon. Then the role of the mass media also took a major role in the phenomenon so that it became a popular one.

According to the authors, the majority of students at Gadjah Mada University students were users of gadgets users. The majority of Universitas Negeri Medan students do their daily activities using gadgets. Seen the majority of activities on-campus students use gadgets. Like the learning process, looking for academic information, information to friends, and other forms of communication. The use of gadgets in students is increasingly widespread. Students use gadgets as cellular communication tools and as a tool to exist in cyberspace. Use gadgets to facilitate access to information used for learning activities. Like accessing information related to learning activities on campus.

According to researchers, the majority of students use gadgets based on the number of applications on gadgets. The use of gadgets offers students information both academic and non-academic. Even information that does not support academics is in the gadget. This situation results in students wasting time just like that, so learning activities are not the main focus. The use of gadgets on students is a necessity. Curriculum variables provide opportunities for students to use gadgets, both for learning material and information.

Universitas Negeri Medan students use gadgets to change models, shapes, showing lifestyle and prestige. The use of gadgets has been cultivated and is closely related to the times, especially technological
tools. (Pujileksono 2015: 47) the more sophisticated the technology, the more widespread the application of lifestyles by humans in everyday life. Just as Universitas Negeri Medan students have followed the times, both consciously or unconsciously have shaped the appearance of the field of communication technology.

In the above phenomenon, the meaning of gadgets in popular culture is not only as information. More than that, the meaning of popular culture has been spread through mass media and social media. The use of gadgets forms cultural values that are part of global culture. Gadget culture is constructed as a new trend/model in appearance (goods, food, clothing, etc.). The author articulates popular culture with an ideological nuance over the use of gadgets on Universitas Negeri Medan students. Gadgets for Universitas Negeri Medan students become a phenomenon in popular culture studies. For this reason, the writer studies more deeply. What is the appeal of gadgets to be a popular culture. Then what is the impact of using gadgets on Universitas Negeri Medan students.

2 METHODS

Based on this phenomenon, researchers used a phenomenological approach. Phenomenology is understanding the meaning of events and their links to ordinary people in certain situations (Husserl). With a phenomenological approach, the researcher understands events and their links to ordinary people in certain situations. With a phenomenological approach, the researcher also takes a phenomenological inquiry into silence. Silence is an action to uncover the meaning of something that is being researched which is emphasized by phenomenologists as a subjective aspect of people's behaviour. The researcher tries to enter the conceptual world of the subjects being studied to understand what and how an understanding is developed around events in daily life. This type of research is qualitative research (Bogdan and Tylor 1975) define qualitative methods as a research procedure that produces descriptive data in the form of written or oral words from people and observed behaviour. In addition, qualitative research is done because researchers want to export phenomena that cannot be quantified and that are descriptive. Thus qualitative research is not only an attempt to describe data but through interviews, observations, and documentation. Data collection tools or research instruments are the researchers themselves who go directly to the field (Moleong 2007).

The research location is Medan State University Jalan Willem Iskandar Pasar V Medan Estate. The reason researchers chose this location is: (1) the discovery of the phenomenon of the use of gadgets on students, (2) through this research, students are expected to understand the negative-positive impact of using gadgets, and (3) so that students can overcome what solutions are the effects of using gadgets.

Informant research is very important because one source of data. Researchers make arrangements to be on time at the time of data collection, and the research informant is in a ready state (Arikunto 2009:
152). Research informants; (1) students who are undergoing semester I to IV, (2) students who are undergoing semester IV to VIII, and (3) students who are writing thesis. Data collection techniques used by researchers are; (1) observation; researchers directly entered the field by carrying out the systematic recording of the phenomenon (Nawawi 2012) under study. Observation of research objects to obtain accurate data information. Researchers also observe phenomena, circumstances, poses, and lists that need to be observed, (2) interview; through interviews researchers dig in-depth information from informants about the habit of using gadgets and hedonistic behaviour. Researchers use in-depth interviews in the hope of finding more extensive or open information (Bogdan and Taylor 1993: 65), (3) documentation; The researcher studies and records important parts that are in the research location. Researchers took supporting research documentation (Pohan 2007: 74). The documentation covers student activities on the campus of gadget users, both in terms of function and hedonism. Data analysis techniques; (1) data reduction; summarize data, choose key or important things, look for themes by the pattern so that the reduced data gives a clear picture, (2) data presentation; after the data is presented, the data is formed brief description, and (3) conclusion withdrawal; making conclusions must be supported by valid and consistent evidence so that the conclusions presented are new findings that are credible and can answer the problem formulation (Sugiyono 2005: 89).

3 DISCUSSION

Based on the results of the study, to answer the background of the problem of using gadgets on Universitas Negeri Medan students in general, namely; (1) the appeal of advertising (advertising) on social media and print media advertising is the use of media to inform consumers about something and invite consumers to do something. From the perspective of a consumer, advertising is a source of information or just a form of entertainment. While social views, advertising is a form of service for a group of people. According to Kotler and Armstrong (2001) states advertising has a purpose: to provide information (informing) one informing the market about products and how they work, persuading (persuading) one of building brand preference, reminding one of reminding customers that the product can be needed in soon. From the definition above, social media and print media advertisements can persuade or influence and inform Universitas Negeri Medan students. Advertisers can influence young people (Universitas Negeri Medan students) using gadgets. In terms of language and appearance of the gadget, it greatly affects Universitas Negeri Medan students using gadgets. Even the appearance of Universtas Negeri Medan student gadgets is easy to want. Advertisers claim that advertised gadgets are easy to find such as in various malls or stores. Display advertising on printed media is formed more impressive, and attractive, both in terms of language and image display gadgets. Make display ads are new things and cause curiosity (Fadilah 2015), (2) affordability of prices With the increasingly fierce competition at this time, every
A gadget company is required to offer a quality product that can have more value, so it is different from other products. The effect of the price of a gadget is very important. If the price is affordable, the demand for the product offered increases. Meanwhile, if the price of a gadget is high then the product demand will be lower. For this reason, when advertising displays affordable prices. With so much technological competition, advertisers make gadget prices more affordable. Therefore, Universitas Negeri Medan students generally want affordable gadget prices. Although in reality there are affordable gadget prices and difficult to reach. But Universitas Negeri Medan students still choose affordable prices. It is very rare to find Universitas Negeri Medan students having gadgets that are difficult to reach. Even if there is only a small amount. Moreover, Universitas Negeri Medan students want ownership of affordable and fun gadgets, (3) features gadget display, the gadget is a mobile phone that has high-level capability features. Its user features resemble computers, and the internet, so students interpret gadgets as handheld computers that have telephone facilities. The features of the gadget can access information wherever and whenever. The features of the gadget can make it easier to access information widely and quickly. The features make communication easier especially when used to create discussion forums. Features can add insight to student knowledge because of the ease of finding information. The features of the gadget make Universitas Negeri Medan students able to operate and cause curiosity, especially towards advanced technology. Besides that, the features of the gadget can meet a variety of needs both academic (learning) and non-academic (entertainment and others). Academic needs are used for distance learning (online or network lectures). Non-academic to know various other information and entertainment (Facebook, Instagram, what up, online games, online shopping, watching various broadcasts or other entertainment) that pleases Universitas Negeri Medan students. Therefore, the sophistication of gadget technology can facilitate the various needs of Universitas Negeri Medan students, (4) campus environment, at this time the gadget has been owned by all circles. Both among children to adults. Gadgets are familiar items because they have become a very important public item in everyday life. Almost all aspects of human life are related to gadgets, such as family, family relations, work, school or college, community environment, and others. Indirectly it can be said that human life today has been dependent on gadgets. Dependence on gadgets is very influential on the social life of the community as supporting work or life. Gadgets have been found in various places both downtown, semi-city, and even in the village. Based on the above, in general, Universitas Negeri Medan students have friends who are not much different in age or age. For this reason, the impact of peers has a profound effect on the campus environment. The use of gadgets in the ever-expanding campus environment greatly influences one another. The influence of campus environment is a very big influence on the use of gadgets. In addition, Universitas Negeri Medan students follow the trend (culture) in the campus environment, even Universitas Negeri Medan students are required to have gadgets (Kotler 2007), (5) personal elements, aside from being a very important necessity tool, gadgets
have functioned as personal and lifestyle elements. Some circles that have gadgets can be said to support the lives of users. Can also be found that gadget owners do not understand and take advantage of the features available in the gadget. Like an old grandfather or grandmother living in the village using gadgets only to show personal elements or lifestyle to the village community. But in fact, the grandparents did not understand and utilize the features available in the gadget. Based on the writer's observation, the majority of Universitas Negeri Medan students understand the use of features in the gadget. As for the use of gadgets for the learning process, Unimed students must understand the use of gadgets both to obtain and send information. Especially for the learning process, Universitas Negeri Medan students must be skilled to use it. Good for the form of assignments, the development of lecture material, thesis guidance, academic guidance, and others. If Universitas Negeri Medan students are not skilled in using it, they can experience learning failure. In addition, Universitas Negeri Medan students assume that the use of gadgets will create self-confidence, lifestyle, and prestige. This means that Universitas Negeri Medan students will be more trendy, and prestigious than their friends, especially those from outside the area. Although the gadget is used for the learning process, according to the author's observation the main use of the gadget is as a lifestyle and self-concept. Universitas Negeri Medan students contribute to self-concept, lifestyle, work, and economics. This means that students want to be more trendy than their friends (Kotler 2007).

3.1 THE IMPACT OF THE USE OF GADGETS ON UNIVERSITAS NEGERI MEDAN STUDENTS

By analyzing the appeal of gadgets in popular culture in Unimed students, the authors analyze the good impact of; (1) practising interacting with everyone through social media. Unimed students have an easier time communicating or interacting with each student despite the different study programs. Universitas Negeri Medan students easily make friends through friends (Harfiyanto et al. 2015). Universitas Negeri Medan students can even easily communicate/interact with parents, relatives, friends, lecturers, and others). Thus the lecturers and students, students and lecturers, are practical for interacting, such as giving lecture information. The ease of interacting virtually keeps students with students, students and lecturers connected without difficulty and eliminates the complexity involved in face-to-face interactions, (2) shorten the distance and time. The use of gadgets no longer uses distance, everything is close and has no distance. In terms of time, the use of gadgets no longer requires a long time. This means that only in the shortest possible time information can be received and sent. Within seconds, minutes, various information can be received and sent from anywhere. So in terms of distance and time are not a barrier to information for Universitas Negeri Medan students. Students and lecturers no longer need distance and time to obtain important information and news about lectures. By using the gadget all information is instant. One of the writer's most unique observations, in terms of distance and time, is that students and lecturers at remote locations (villages, abroad) can interact in the shortest possible time, (3)
simplify the Learning Process. For Universitas Negeri Medan students, gadget ownership is the main asset. Even become part of their lives. Universitas Negeri Medan students currently use gadgets for the lecture or learning process. The lecturers are no longer face-to-face with students for the learning process. Utilizing gadgets as a learning tool, such as the use of laptops and the internet to find lecture material, supplementary material, articles, pictures, videos, and scientific activities. Lecturers can also give assignments and assign assignments through gadgets. By using social networks through gadgets, gadgets have become a popular culture for Unimed students. In addition, in the learning process students and lecturers must understand the use of social media (gadgets) easily and practically.

According to the writer's observation, gadgets in the learning process that are connected to the internet, are very supportive and supportive. It means that the gadget is used as conventional learning and as a substitute for learning capital. For this reason, the use of gadgets in the learning process, namely; (1) the gadget is a supporter of the learning process; meaning that the gadget can help to learn the material and find teaching material. Students do not just rely on material and books were given by lecturers. Students can search related lecture materials to broaden students insights. If the assignments were given by the lecturer to students, then students can search the internet through gadgets. Even developing more extensive material can be done with gadgets. Search through browsing, downloading, and students doing assignments according to lecturer requests, (2) gadgets support the learning process; meaning gadgets can help lecturers when giving assignments to students. The students no longer faced the lecturer directly to give assignments. Students only by sending to email, what's up (WA), the assignment can be accepted by lecturers. Students have saved time and distance in the learning process. If students cannot attend or get information about assignments, they can see the email, WA, at any time and anywhere. For that gadget as a supporter of the learning process that learning is practical and efficient, (3) facilitating communication; means that communication between students and lecturers is getting smoother. Students can ask the lecturer, and consult the lecturer. Questions and consultations are not just tasks. But it can be in the form of thesis guidance and academic guidance. With easy and smooth communication between students and lecturers, it is one to develop students' insights and mindsets.

The existence of gadgets in Universitas Negeri Medan students has become a primary need. Universitas Negeri Medan students are always accompanied by gadgets. But according to the authors, the impact is not good for students, namely; (1) for those related to the learning process, Universitas Negeri Medan students tend to be less creative. For reason, Universitas Negeri Medan students have no intention or effort to think creatively and create something new to improve the quality of resources. Students have relied on the internet through gadgets to search for lecture material, assignments, learning videos, journals, and others, (2) in general, interactions between individuals are very minimal. The students are always aloof. Not interested in interacting with friends, just interacting with gadgets. Even if a student using the
gadget has a friend beside him, then this is a bother for him. For this reason, students prefer to be alone to be free from comments and interference from others. With solitude, it will lead to a closed, selfish person, (3) most of the time only for the use of gadgets, Universitas Negeri Medan students have experienced health problems in the form of eye disorders, lack of sleep, obesity, laziness, and others, (4) behaviour and ethics are not polite, as if communicating between students hurts dirty and disrespectful words. Even student lecturers also have this attitude. Like, there is no greeting to the lecturer, if communicating directly or using gadgets lacks polite ethics and strict answers, (5) the occurrence of cyberbullying means an event when someone (student) is insulted, ridiculed, or humiliated by others through the internet media (gadget). Then the use of gadgets is likely to occur in cyberbullying.

Based on the results of the author's research, gadgets become a popular culture through the attractiveness of advertising (advertising) in line with opinions (Strinati 2007: 40) states that popularity is inseparable from the consumption behaviour and determination of the mass media to the public as consumers. In other words, popular culture arises from the will of the media (capitalistic ideology) and people's consumption behaviour. The media acts as a disseminator of information that promotes or popularizes a form of culture. As a result, everything produced by the media will be accepted by the public as a community culture.

In addition Burton 2008 (in Chaniago 2011: 93) popular culture is dominated by the production and consumption of material goods and not by true arts when the creator is driven by profit motives. This is confirmed by (Ibrahim 2006) stating that popular culture supported by the culture industry has constructed a society that is not based on consumption but cultural artefacts as industrial products and commodities. This means that the gadgets that are produced and consumed by Universitas Negeri Medan students are driven by profit motives. After that, the gadget has also been constructed for Universitas Negeri Medan students who are not based on consumption. But gadgets are already a kind of cultural artefact as industrial products and as commodities. This is similar to Antonio Gramsci’s (1971) popular culture is mass culture produced by the masses for mass consumption. For this reason, gadgets have become a popular culture with commercial culture (commercialized culture or gadget) is a mass needed culture (common people or Universitas Negeri Medan students) produced based on commercial desires, consumerism culture, instant culture, mass culture, and visual culture has been realized in Universitas Negeri Medan students. The meaning of the use of gadgets in Universitas Negeri Medan students is becoming a truly popular culture with the characteristics of popular culture Derry Mayendra (2011). Even the unfavourable impact of the use of gadgets on Unimed students in popular culture has been realized. In line with Derry Mayendra (2001) who states that the characteristics of popular culture, are superficiality (vandalism), visual culture, and instant culture. Besides that, using the gadget to Universitas Negeri Medan students can also destroy the value of traditional culture. Like not having ethics and polite
behaviour towards fellow students, especially lecturers, even to parents and relatives. Universitas Negeri Medan students also do not have an identity, the dominance of life depends on gadgets, especially in the learning process. This is in line with Ben Agger's (1992: 24) states that popular culture destroys traditional cultural value.

4 CONCLUSIONS

Today's gadget communication technology tool is one source of receiving and sending information. In addition, the gadget has been used as a learning process tool. As the use of gadgets is used as a discussion facility, for sending assignments, receiving lecture material, finding lecture material, and others. Gadgets are already used to communicate with friends on campus, relatives, parents, and others. In addition, the gadget for Universitas Negeri Medan students can be used as entertainment and pleasing to the heart.

With the development of gadgets today, it will be easier for someone to communicate without considering the limits of space and time. With gadgets, all things can be done both for entertainment, learning, life necessities, and others. So it can be said that human life at this time, especially Universitas Negeri Medan students can not be separated from the use of gadgets. The author also realizes that excessive use of gadgets causes various health problems. For that, we must be able to realize and control ourselves for not too long using a gadget. Reason for excessive use of gadgets causes physiological and psychological disorders.

SUGGESTION

From the things above, everything goes back to the personality of each student. This means that the gadget is used for good benefits for students. Not for bad things and destroying the future or self of Universitas Negeri Medan students. Therefore every Universitas Negeri Medan student needs good creativity, to avoid bad things. While good things can be achieved especially the use of gadgets for the learning process and improving the quality of Universitas Negeri Medan students.

The researcher also suggested that Universitas Negeri Medan students use gadgets appropriately or appropriately. By not ignoring health problems that can interfere with college activities. Universitas Negeri Medan students continue to carry out useful activities especially related to student resources, Universitas Negeri Medan students must be sensitive or concerned about the campus, family, social, and community environment.
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