

Aktivitas ekonomi masyarakat melalui Internet

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20436903&lokasi=lokal>

Abstrak

The case of this research is phenomenon of activities in online shopping site in Karang Taruna. By harnessing the concept uses of theory uses and gratification introduced by Katz, Gurevitch and Hass, and the concept of activity by Levy, this research (by survey method) studies about that phenomenon through three dimension! "inds of media#mediae\$posure# and media content. Those dimensions become a base in the ma"ing of thisresearch %uestionairre. This sho&s the versality of audience reaction to&ards online shopping sites. This is an empiric evidence that audiences actively use media. They are stubborn active selectors. This fact supports the truth of assumption in uses and gratification model. 'lvin Tofler(s 'ssumption about society in information era is not al&ays correct. The truth of this assumption depends on ho& the audiencesuse the media. That the audience in this research are generally consumers in the process of online shopping, become an indication to challenge 'lvin Tofler(s assumption. n the contrary, audience &hich are as *o&ners of economic resources+or *producers+ in the process of transaction, supports the truth of 'lvin Tofler(s one. n Toffler, this minor group is the*coun%uerer of the &orld