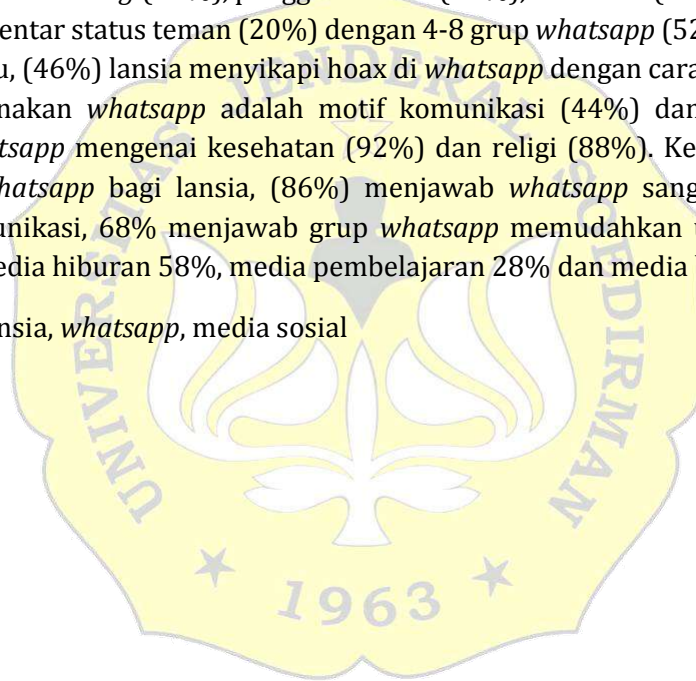


ABSTRAK

Artikel ini bertujuan untuk mengetahui aktivitas lansia dalam penggunaan media sosial *whatsapp* di Kelurahan Kober, Kecamatan Purwokerto Barat, Kabupaten Banyumas. Penelitian ini dilakukan dengan menggunakan metode kuantitatif deskriptif dengan jenis survei dan pengambilan sampel dengan *random sampling*. Hasil penelitian menunjukkan lansia menghabiskan durasi 1-3 jam untuk mengakses media sosial (46%), seperti *whatsapp*, *facebook*, *youtube*, *instagram*, dan *twitter* dengan biaya yang dikeluarkan perbulannya Rp 25.000-50.000 (46%). Adapun kegiatan yang dilakukan oleh lansia di *whatsapp*, seperti *chatting* (78%), panggilan suara (58%), *video call* (54%), *update status* (24%), berkomentar status teman (20%) dengan 4-8 grup *whatsapp* (52%) yang dimiliki lansia. Selain itu, (46%) lansia menyikapi hoax di *whatsapp* dengan cara diabaikan. Motif lansia menggunakan *whatsapp* adalah motif komunikasi (44%) dan informasi yang diakses di *whatsapp* mengenai kesehatan (92%) dan religi (88%). Kemudian, manfaat penggunaan *whatsapp* bagi lansia, (86%) menjawab *whatsapp* sangat memudahkan untuk berkomunikasi, 68% menjawab grup *whatsapp* memudahkan untuk berdiskusi dan sebagai media hiburan 58%, media pembelajaran 28% dan media bisnis 14%.

Kata kunci: Lansia, *whatsapp*, media sosial



ABSTRACT

This article aims to determine the activities of the elderly in the use of whatsapp social media in Kober Village, West Purwokerto District, Banyumas Regency. This research was conducted using descriptive quantitative methods with the type of survey and sampling with random sampling. The results showed that the elderly spent 1-3 hours to access social media (46%), such as Whatsapp, Facebook, YouTube, Instagram, and Twitter at a monthly cost of IDR 25,000-50,000 (46%). The activities carried out by the elderly on Whatsapp, such as *chatting* (78%), *voice calls* (58%), *video calls* (54%), status updates (24%), commenting on friend status (20%) with 4-8 Whatsapp groups (52%) owned by the elderly. In addition, (46%) elderly people respond to hoaxes on Whatsapp by ignoring them. The motives of the elderly to use Whatsapp were communication motives (44%) and information accessed on Whatsapp regarding health (92%) and religion (88%). Then, the benefits of using Whatsapp for the elderly, (86%) answered whatsapp made it very easy to communicate, 68% answered whatsapp groups made it easier to discuss and serve as entertainment media 58%, learning media 28% and business media 14%.

Keywords: the elderly, *whatsapp*, social medial

