Facebook as a Channel of New-Mediated Leisure Activities among Young Middle-class Housewives
An Indonesian Case

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Abstract

Indonesia is a part of the world which is being overwhelmed Facebook. In this country, the users of Facebook are not only students, young executives and politicians, but also housewives. They are generally young and highly educated women which have a rich-media home. The new media has challenged them to participate in online community. The study was a qualitative research using in-depth interview method with young housewives. It examined how Facebook affected their daily life and how Facebook gave opportunity to housewives for expressing their personal relationship with others, personal experiences, and other personal capacities. The findings indicated that Facebook have changed their daily activities. After joining to the social media network, the housewives accessed internet daily. Facebook have been an individual media lifestyle. They also use Facebook as media of expression, entertainment, networking, self-disclosure, and escapism. Facebook had become a channel of new mediated leisure activities. It displaced some types of old leisure activities into digital media.

Key words: Facebook; leisure activity; housewife; new media; gender and new media