Interpretation of Media System Dependency Theory on Financial Technology

Nurliya Ni'matul Rohmah[1], Endang Rahmawati[2]

[1,2]*Universitas Muhammadiyah Mataram, Indonesia*
Corresponding author, ✉ nr.nurliya@gmail.com

Abstract

A study on the interpretation of people's dependency behavior on digital technology, one of which is in the financial sector in daily life by adapting the theory of Media Dependency System. This article discusses the application of the theory which consists of (1) an analysis of dependence on fintech based on the social system of womenprenuers in Lombok; and (2) interpretation of media system dependency theory on fintech. A total of 108 samples from the population of womenprenuers in Lombok to test its statistical hypotheses. The results revealed there is a positive correlation between the location of the respondents, the business they were in and the financial platform used simultaneously on their dependence on fintech ecosystem.

Introduction

The current digitalization has made people more connected to each other and more dependent on the internet, various online platforms and services. The behavior of the community's dependence on digital technology is based on the fulfillment of needs being met, the ease of access provided, and the ease of reach in the process. field that occurs.

Gossen's law says that humans will try to fulfill their various needs as much as possible to the same level of intensity (Pujianto, 2020). Dependent behavior is increasingly widespread and developing rapidly, as well as the emergence of new problems that need digital solutions, so in the first quarter of 2020-2021 a number of new startups emerged as future-oriented startups (Siska Permata Sari, 2021).

Reflecting on the pandemic, people's routines changed drastically, circumstances forced people to adapt. During this transitional period, Indonesian startups became has been expected to be a bridge for society in adapting technology in their daily life routines (Semuel Abrijani Pangerapan, 2020).

The internet can open up many opportunities for anyone to realize their dreams, through creativity, innovation and even a digital revolution in many sectors without geographical boundaries (Semuel Abrijani Pangerapan, 2020). Investors began to make

appropriate investments and companies began to strengthen their technology infrastructure. Changes in digital strategy have caused companies using cloud services more than ever, where companies put larger operating budget for cloud procurement (IDC, 2021).

According to the Internet Service Providers Association (APJII) , from 2019 – 2020, there are 71 million internet users out of 266.91 million Indonesians, or around 73.7%, which is an increase of 8.9% from 2018. Hence, we can see that the development of internet use or access is increasing rapidly, facilitated by the development of increasingly sophisticated technology and the development of means of accessing information that is fast and easy to reach (APJII, 2020). In fact, during the Covid-19 pandemic, the prevalence of internet dependence in adults increased 5 times, namely to 14.4% from the previous only 3%, whereby, 96% of them use the internet and cellphones with an average duration of 10 hours per day (Atalya Puspa, 2020).

Dependency behavior or Dependency Theory can be interpreted literally as where the behavior related to efforts to fulfill needs or achieve goals by depending on any particular resource or media (Schrock, 2006). For example, the community's need for easy banking facilities, are the main reason why many mobile banking solutions have been developed such as Dana, Ovo, LinkAja, Gopay, etc.

This dramatic growth of internet dependence has presented the idea of media systems dependency theory. For this reason, this research was conducted to examine several new startups that emerged recently, in providing a solution to people's dependence for sophisticated financial facilities, such as loan application, saving, bill payment, business transactions, investments and charity.

There have been similar research works in the past. Silvia Fardila Soliha (Silvia Fardila Soliha, 2015) identify that there is a significant positive relationship between social anxiety and the dependence level on social media, up to 31.4%. Dede Maheasy (Mahcepat, 2011), concludes there is a challenge to establish a relationship between media dependency theory and communication infrastructure theory, by illustrating the difficulty for users to adapt to the growing media and telecommuniocation. Ester Krisnawati (Krisnawati, 2016) investigate the dependency of adolescents in Salatiga City on the internet. They found that the level of dependence of adolescents on the Internet to seek information is very high compared to other media.

Hance, Indonesia's fintech ecosystem is one of the most competitive and dynamic in ASEAN, with clear evidence of the emergence of four unicorns and one decacorn in the fintech sector. The following are types of financial technology (Fintech) based available in Indonesia (Stub #1000startup, 2021):

1. Digital payments and digital wallets where it allows people to make financial transactions quickly such as transferring money to other parties without having to have a bank account number. The only required information are phone number and email address to verify user validity, instead of a long and complex bank account number. When there is a need to transfer large amounts of money, these Fintech solutions require further verification, such as a photo of yourself with an ID card and face verification.

2. Fintech that provides loan services to the public for financing their business. There is also the concept of P2P Lending (Peer to Peer Lending), where this type of solution allow lenders and loan recipients to engage actively with each other.

3. Mobile Banking application, where it facilitates public's need for digital banking and providing information on incoming/outgoing funds and other banking transactions.

4. Insurance Coverage, this type of fintech was created to make it easier for people to apply for insurance online. This type of fintech solution includes life insurance, health, critical illness, vehicles and others.

5. Investment Application, where it allows lower- and middle-class economic community to be involved in the world stock market with small investments using through their smartphone. This is important because based on MEDICI Indonesia Fintech Report 2021, only 2% of Indonesians participate in the stock market. Hence, it is expected that this type tof fintech application will increase the number of Indonesians that participate in the stock market

6. Fundraising, or also known as crowdfunding. This fintech solution will collect funds from parties who need funds and who want to send funds on an online platform.

7. Mortgage, online mortgage fintech services aim to streamline the home buying process.

8. Cryptocurrencies for development and deployment of digital currencies. This digital currency is stored in a decentralized manner where money transactions use blockchain technology.

Furthermore, Sandra Ball-Rokeach and Melvin DeFleur outlined the general tenet of Dependency Theory, which holds that the more a person depends on the media to meet his requirements, the more significant a role the media plays in that person's life. As a result, the media will have a bigger impact on that individual. From a macrosocial standpoint, if more and more people rely on the media, media institutions will alter, the media's overall influence will become more apparent, and the media's position in society will grow. As a result, there should be a direct correlation between the overall number of dependencies and the media's influence or power over time (Mohd. Rafiq, 2012).

Definitions of dependent media are presented last. Greater possibility exists where there is greater dependence and need. that the messages they spread and the media they use will have an impact. The media won't effect everyone in the same way. The most affected will be those who have more needs and are more reliant on the media. (Defleur, M.L., 1989).

Meanwhile, womenprenuers are women entrepreneurs or women who run businesses, from micro to small businesses. The rise of women entering the realm of small - micro businesses cannot be separated from the macro situation in Indonesia. In Lombok itself, womenprenuers have mushroomed to 19% of the population of Nusta Tenggara Barat (IKP Sector, 2019). Moreover, there are several communities where these women entrepreneurs empower each other, for example IWAPI (Indonesian Women Entrepreneurs Association), Lombok Womenprenuer Club and so on.

Methodology

The methodology for this study combines quantitative and descriptive research. Descriptive research uses sample or population data to describe or give an overview of the subject under investigation, without conducting analysis or drawing generalizable inferences. (Sugiyono, 2011). This research approach uses the media system dependency theory, to describe the behavior of people who are dependent on financial technology based on changes in their behavior in carrying out financial transactions in the womenprenuer community in Lombok. Table 1 describes variables that are used in this research:

Table 1. Operationalization of Variable (X)

Uploading Information (Var. X1)	Respondent's Location. Respondents are in urban or rural areas
Responden's activities (Var. X2)	Respondent's Type of Business. Business criteria determine the activity of using financial technology
Behaviour using fintech Platform (Var. X3)	Financial technology used in everyday life The use of mobile banking as a medium for daily financial transactions such as transfers etc The use of digital wallets such as Dana, OVO, Linkaja, Gopay as a medium for daily financial transactions such as transfers, etc Use of mobile banking to buy and pay for household needs, such as electricity, PDAM, cable TV, internet, pre/postpaid credit Use of digital wallets such as Dana, OVO, Linkaja, Gopay to buy and pay for household needs, such as electricity, PDAM, cable TV, internet, pre/postpaid credit Use of mobile banking to buy travel tickets Use of digital wallets such as Dana, OVO, Linkaja, Gopay to buy travel tickets Use of mobile banking to shop for daily needs using QRIS Use of digital wallets such as Dana, OVO, Linkaja, Gopay to shop for daily needs using QRIS

Criteria variables, or dependent variables, are another name for them. (Sugiyono, 2011), are the primary information of concern and, hence, the study's primary target. The description of how each respondent relies on financial technology serves as the dependent variable in this study..

Respondent's Answer:

a. No = 1

b. Sometimes = 2

c. Yes = 3

on a scale of 1-3, the length of the scale = 2. With Category 4. Then the cut-off point is = 0.5

In more detail the composition of the categories is as follows:

Table 2. Operationalization of Variable (Y)

Skor	Predicate	Description
1,00 s.d -1,50	Very Independent	Very independent of financial technology
1,51 s.d 2,00	Not dependent	Does not dependent on financial technology
2,01 s.d 2,50	Depends	Depends on financial technology
2,51 s.d 3,00	Very Dependent	Highly dependent on financial technology

Female business owners in Lombok make of the study's population. According to NTB Province, there will be 65,459 business actors in the MSME sector in 2021 (Ntbprov), 400 women entrepreneurs in Lombok will be members of the Lombok Womenpreneur Club in 2021 (LWC members), and there will be about 479 women entrepreneurs in Lombok

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who are members of IWAPI (Indonesian Women Entrepreneurs Association) in 2021 (@ iwapintb). According to the data, Lombok has about 879 women entrepreneurs.

To make research easier, samples are used. According to Sugiyono (Sugiyono, 2011), researchers utilized the Slovin formula to determine the sample in this study.

$$n = \frac{N}{N.d^2 + 1}$$

n = the amount of sample

N = the total of population

d = level of significance (0,05 or 0,01)

$$n = \frac{879}{879.0.1^2 + 1} =$$

$$\frac{879}{8,79 + 1} = 99,9$$

Based on Slovin formula, the sample size (n) of at least 100 respondents was obtained. However, we managed to interview 108 respondents.

The researchers set up and conducted a number of tests during the data analysis process, including tests for validity, reliability, normalcy, correlation, regression, and hypothesis testing.

The following details were provided:

Table 3 : Validity Test

Item-Total Statistics					
Questions	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Do you use the Mobile Banking Platform for financial transactions (Transfers etc.)?	17.78	20.156	.711	.644	.933
Digital Wallet Platforms (Dana, Ovo, Link Aja, Gopay etc.) for financial transactions (Transfers etc.)?	17.84	19.723	.713	.709	.933
Do you use the Mobile Banking Platform to buy electricity tokens, PDAM, cable TV services, Internet, Postpaid Credit?	17.83	20.009	.648	.643	.937
Do you use the Mobile Banking Platform to pay for travel tickets?	17.88	19.191	.783	.809	.928
Do you use the digital wallet Platform to pay for travel tickets?	18.04	18.017	.836	.779	.924
Do you use Digital Wallet to buy electricity tokens, PDAM, cable TV services, Internet, Postpaid Credit, Playstore?	18.02	18.112	.848	.787	.923

Item-Total Statistics

Questions	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Do you use the Mobile Banking Platform for shopping with QRIS?	17.99	18.364	.851	.829	.923
Do you use the Digital Wallet Platform for shopping with QRIS?	18.06	18.165	.827	.840	.925

Source: Primary data obtained with SPSS 21

Value for Validity Test

Table 4 : r count & r table score

No	Questions	Score r Count	Score r Table	Descreptions	Reliabilitas
1	P1	0,711	0,189	Valid	
2	P2	0,713	0,189	Valid	0,936
3	P3	0,648	0,189	Valid	
4	P4	0,783	0,189	Valid	
5	P5	0,836	0,189	Valid	
6	P6	0,848	0,189	Valid	
7	P7	0,851	0,189	Valid	
8	P8	0,827	0,189	Valid	

All question items have a calculated r value (0.648 ~ 0.851) > r table 0.189 so it is stated that all question items are VALID and can be used.

Reliability

Scale: ALL VARIABLES
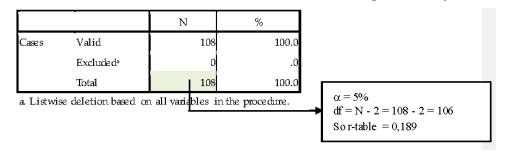
Table 5: Case Processing Summary

		N	%
Cases	Valid	108	100.0
	Excluded[a]	0	.0
	Total	108	100.0

a. Listwise deletion based on all variables in the procedure.

$\alpha = 5\%$
$df = N - 2 = 108 - 2 = 106$
So r-table $= 0,189$

Table 6: Reliability Statistics

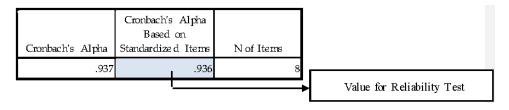| Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.937	.936	8

Value for Reliability Test

Alpha coefficient value is 0.936 > 0.6, meaning that the research instrument is RELIABLE and can be used as a data collection tool.

While the Cronbach alpha coefficient is used to assess the validity of the media dependency theory's interpretation of women entrepreneurs in Lombok. It is said to be reliable if the Cronbach alpha coefficient > alpha (0.60)

Hypotesis test, in this case the researcher will use the F test, which basically shows whether all the independent variables included in the model have a joint influence on the dependent variable (Ghozali, 2012). The F test is a test of the relationship between variable X and Variable Y.

Results and Discussion

In conducting a validity test for social system instruments based on the respondent's location, the business conducted by the respondent and the behavior of using this financial technology platform based on all data. The data in this survey was collected from womenprenuers or respondents who participated in filling out the questionnaire via the s.id/SurveyFintech link, which was 108 people. As presented in the following chart:

Table 7 : Result Variable X1

		Frequency	Percent	Valid Percent	Cumulative Percent
Responden's Location (X1)					
Valid	Mataram	87	80.6	80.6	80.6
	West Lombok	8	7.4	7.4	88.0
	Centre Lombok	10	9.3	9.3	97.2
	East Lombok	1	.9	.9	98.1
	Others	2	1.9	1.9	100.0
	Total	108	100.0	100.0	

Source: Primary data obtained with SPSS 21

The survey shows that the majority of respondents are womenprenuers from Mataram, with a total of 87 respondents out of 106 total respondents, so that the valid percent of respondents from Mataram is 80.6%.

Table 8 : Result Variable X2

		Frequency	Percent	Valid Percent	Cumulative Percent
Jenis Usaha (X2)					
Valid	Foods	72	66.7	66.7	66.7
	Craft	8	7.4	7.4	74.1
	Fashion	14	13.0	13.0	87.0
	Agrikukture	5	4.6	4.6	91.7
	Others	9	8.3	8.3	100.0
	Total	108	100.0	100.0	

Source: Primary data obtained with SPSS 21

The survey shows that the most widely occupied business field by respondents is in the food/beverage sector, with a frequency of 72 respondents or with a valid percent value of 66.7%.

Table 9 : Result Variable X3

Financial Technology yang digunakan (X3)				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Digital Payments and Digital Wallets	83	76.9	76.9	76.9
	Loan	2	1.9	1.9	63.0
	Mobile Banking	13	12.0	12.0	75.0
	Investment Platform	1	.9	.9	75.9
	Other	9	8.3	8.3	84.3
	Digital Payments and Digital Wallets & Mobile Banking	12	11.1	11.1	95.4
	Digital Payments and Digital Wallets & Others	2	1.9	1.9	97.2
	Digital Payments and Digital Wallets & Mobile Banking & Platform Apps	2	1.9	1.9	99.1
	Digital Payments and Digital Wallets & Mobile Banking & Cryptocurrency	1	.9	.9	100.0
	Total	108	100.0	100.0	

Source: Primary data obtained with SPSS 21

In the survey, it can be seen that financial activities that use technology are mostly carried out in the form of Digital Payments or Digital Wallets, with a frequency of 83 respondents' answers, with a valid percent reaching 76.9%.

Table 10 The use of mobile banking as a medium for daily financial transactions such as transfers etc

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	10	9.3	9.3	9.3
	Sometimes	11	10.2	10.2	19.4
	Yes	87	80.6	80.6	100.0
	Total	108	100.0	100.0	

Source: Primary data obtained with SPSS 21

It can be seen from the processed data, that of the 108 respondents, 87 respondents or 80.6% used the mobile banking platform as a means of financial transactions, such as money transfers and others.

Table 11 The use of digital wallets such as Dana, OVO, Linkaja, Gopay as a medium for daily financial transactions such as transfers, etc

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	13	12.0	12.0	12.0
	Sometimes	12	11.1	11.1	23.1
	Yes	83	76.9	76.9	100.0
	Total	108	100.0	100.0	

Source: Primary data obtained with SPSS 21

From the processed data, it can be seen that 83 respondents out of 108 respondents or 76.9% use digital wallet platforms such as Dana, OVO, Link Aja, Gopay and others as a means of financial transactions such as transfers and others.

Table 12 Use of mobile banking to buy and pay for household needs, such as electricity, PDAM, cable TV, internet, pre/postpaid credit

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	14	13.0	13.0	13.0
	Sometimes	9	8.3	8.3	21.3
	Yes	85	78.7	78.7	100.0
	Total	108	100.0	100.0	

Source: Primary data obtained with SPSS 21

From this processed data, it can be seen from 108 respondents, 85 respondents or 78.7% of them use the mobile banking platform to purchase electricity tokens, PDAM payments, cable TV service payments, internet payments and postpaid credit.

Table 13 Use of digital wallets such as Dana, OVO, Linkaja, Gopay to buy and pay for household needs, such as electricity, PDAM, cable TV, internet, pre/postpaid credit

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	21	19.4	19.4	19.4
	Sometimes	15	13.9	13.9	33.3
	Yes	72	66.7	66.7	100.0
	Total	108	100.0	100.0	

Source: Primary data obtained with SPSS 21

From the processed data above, it can be seen that 72 respondents out of 108 respondents or 66.7% of them use digital wallets such as OVO, Dana, Gopay, Link Aja to buy electricity tokens, PDAM payments, cable TV service payments, internet payments and postpaid credit.

This shows that 12% more respondents use mobile banking than digital wallets for the purposes of purchasing electricity tokens, PDAM payments, paying for cable TV services, internet payments and postpaid credit.

Table 14 Use of mobile banking to buy travel tickets

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	14	13.0	13.0	13.0
	Sometimes	14	13.0	13.0	25.9
	Yes	80	74.1	74.1	100.0
	Total	108	100.0	100.0	

Source: Primary data obtained with SPSS 21

From the processed data above, it is known that from 108 respondents, 80 respondents or 74.1% use a mobile banking platform to pay for travel tickets, such as airplanes or ships.

Table 15 Use of digital wallets such as Dana, OVO, Linkaja, Gopay to buy travel tickets

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	23	21.3	21.3	21.3
	Sometimes	13	12.0	12.0	33.3
	Yes	72	66.7	66.7	100.0
	Total	108	100.0	100.0	

Source: Primary data obtained with SPSS 21

The processed data above explains that from 108 respondents, 72 respondents or 66.7% use digital wallet platforms such as OVO, Link Aja, Dana, Gopay and others to pay for travel tickets.

This shows that mobile banking user interaction is higher than digital wallets for travel ticket payments, there is a gap of 6.4%.

Table 16 Use of mobile banking to shop for daily needs using QRIS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	18	16.7	16.7	16.7
	Sometimes	18	16.7	16.7	33.3
	Yes	72	66.7	66.7	100.0
	Total	108	100.0	100.0	

Source: Primary data obtained with SPSS 21

From the data above, it can be seen that 72 of the 108 respondents or 66.7% use the mobile banking platform for daily shopping, which usually uses QRIS. QRIS is already available in every mobile banking.

Table17 Use of digital wallets such as Dana, OVO, Linkaja, Gopay to shop for daily needs using QRIS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	22	20.4	20.4	20.4
	Sometimes	17	15.7	15.7	36.1
	Yes	69	63.9	63.9	100.0
	Total	108	100.0	100.0	

Source: Primary data obtained with SPSS 21

The data above shows that 69 of the 108 respondents or 63.9% have used digital wallet platforms such as OVO, Link Aja, Dana, Gopay for shopping using QRIS.

This explains that the use of QRIS in mobile banking is more in demand than the use of QRIS in digital wallets, with a total GAP of 2.8%.

Of the three X variables above (X1, X2, X3), the variable Y will be tested. To see the relationship between community dependence on financial technology, it is based on the social system (respondent location, respondent's type of business and activity using the financial platform used). The Y variables are:

Table 18 Depedency of Audiens to Financial Technology (Y)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Independent	11	10.2	10.2	10.2
	Not depend	13	12.0	12.0	22.2
	Depends	16	14.8	14.8	37.0
	Very Depend	68	63.0	63.0	100.0
	Total	108	100.0	100.0	

Source: Primary data obtained with SPSS 21

The results of the Y test above show that of the 108 respondents who became the sample, 68 respondents or 63% of them have been very dependent on financial technology.

After the results of the F test are carried out, the variables X1, X2 and X3 against Y then produce:

Regression

Table 19
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.214[a]	.046	.018	1.027

a. Predictors: (Constant), Financial Technology yang digunakan (X3), Lokasi (X1), Jenis Usaha (X2)

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.255	3	1.752	1.661	.180[a]
	Residual	109.662	104	1.054		
	Total	114.917	107			

a. Predictors: (Constant), Financial Technology yang digunakan (X3), Lokasi (X1), Jenis Usaha (X2)
b. Dependent Variable: Audience tergantung pada Financial Technology (Y)

Coefficientsa

Model		Unstandardized Coefficients			Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta					
1	(Constant)	3.740	.231			16.212	.000	
	Lokasi (X1)	-.191	.104		-.176	-1.831	.070	
	Jenis Usaha (X2)	-.106	.079		-.134	-1.342	.183	
	Financial Technology yang digunakan (X3)	.003	.005		.065	.656	.513	

ANOVA[b]					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	5.255	3	1.752	1.661	.180[a]
Residual	109.662	104	1.054		
Total	114.917	107			
a. Predictors: (Constant), Financial Technology yang digunakan (X3), Lokasi (X1), Jenis Usaha (X2)					
b. Dependent Variable: Audience tergantung pada Financial Technology (Y)					

Coefficientsa

Model	Unstandardized Coefficients			Standardized Coefficients			
B	Std. Error	Beta			t	Sig.	
1 (Constant)	3.740	.231			16.212	.000	
Lokasi (X1)	-.191	.104		-.176	-1.831	.070	
a. Dependent Variable: Audience tergantung pada Financial Technology (Y)							
Source: Primary data obtained with SPSS 21							

Known:

df1 = k - 1 = 4 - 1 = 3

df2 = n - k = 108 - 4 = 104

= 0.05

F-Table = 2.691

F . Test Results

F-Count = 1.661

Sig. = 0.180

Conclusion

- F-Calculate (1.661) < F-Table (2.691)

- Sig. (0.180) > (0.05)

The independent variables (X1, X2, X3) together (simultaneously) affect the dependent variable (Y), or it can be said that the location of the respondent and the business they are in as well as the financial platform that is commonly used together affect their dependence on finance. technology, especially the form of their financial activity that causes them to depend on the technology financial platform.

The results of SPSS 21 data processing against primary data interpret that womenprenuers in Lombok are already dependent on financial technology to carry out financial activities such as money transfers and even other things such as purchasing electricity tokens, playstore, travel tickets, PDAM payments, cable TV services, internet, postpaid credit, as well as daily shopping at supermarkets that have QRIS available.

This is based on the Dependency Theory, which holds that a person's dependence on the media for meeting his requirements increases the importance of the media in that person's life and increases the media's ability to influence that person. Since the primary data shows that Lombok women entrepreneurs have relied on financial technology platforms, which affect their daily financial activities, from a macrosocial perspective. They must have mobile banking or a digital wallet installed on their smartphone because of the growing importance of the Financial Platform. This clarifies that there is a clear correlation between the degree of general dependence and the media's (a financial technology platform's) power or influence at any one time..

Melvin DeFleur and Sandra Ball Rokeach stated that the foundation of media influence lies in the relationship between the larger social system, the role of the media in the system, and the relationship audience with the media (Defleur, M.L., 1989), which was then interpreted with the level of dependence of women entrepreneurs in Lombok. The effect happens because the media operates in a specific way to satisfy the requirements and wants of its audience, in this case, women business owners in Lombok, not because all media are powerful or influential sources support the incidence..

The results of the analysis of this research show that in an industrial society, audiences are becoming increasingly dependent on financial technology platforms, this is because:

1. To understand the industrial world and its ecosystem

2. To act properly and effectively in every financial activity, as well as

3. For convenience and practicality and transact.

We need the media as the world becomes more difficult and changes faster since it not only helps us understand and determine the appropriate answer to offer, as well as to help us unwind and endure, but also because we ultimately learn about a significant portion of the world through that medium. (Mohd. Rafiq, 2012)

Conclusion

In the survey, it can be seen that financial activities that use technology are mostly carried out in the form of Digital Payments or Digital Wallets, with a frequency of 83 respondents' answers, with a valid percent reaching 76.9%.

It can be seen from the processed data, that out of 108 respondents, 87 respondents or 80.6% who use the mobile banking platform as a means of financial transactions, such as money transfers and others, 83 respondents or 76.9% use digital wallet platforms such as Dana, OVO, Link Aja, Gopay and others as a means of financial transactions such as transfers and others, 85 respondents or 78.7% of them use the mobile banking platform to purchase electricity tokens, PDAM payments, cable TV service payments, internet and credit payments postpaid, 72 respondents or 66.7% use digital wallet platforms such as OVO, Link Aja, Dana, Gopay and others to pay for travel tickets.

This shows that mobile banking user interaction is higher than digital wallets for travel ticket payment matters, there is a 6.4% GAP, 72 respondents out of 108 respondents or 66.7% use the mobile banking platform for daily shopping, which usually uses a mobile banking platform. QRIS. QRIS is already available in every mobile banking.

The respondents' geographic region, their line of work, and their financialplatforms that are commonly used together do not affect their dependence on financial technology, but rather the form of their financial activity that causes them to depend on the financial technology platform.

Acknowledgements

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