

## ABSTRACT

*Amelia Rizqi, Motivation iPhone Smartphone Usage in SMA 109 Jakarta. Essay. Jakarta: Study Program of Sociology, Department of Sociology, Faculty of Social Sciences, State University of Jakarta, in 2016.*

*Smartphone iPhone has been widely used by all walks of life and professions. Use of Smartphone iPhone today could easily be found among students. This study aims to determine the motivation iPhone Smartphone usage on the student and how the role of the family to follow the child's development in the use of smartphones iPhone in class X SMAN 109 Jakarta.*

*This research was conducted using qualitative approach with primary data and secondary data in the SMA 109 Jakarta, where researchers trying to understand the meaning of social phenomena that exist in the schools. The data used in this study comes from six informants tenth grade students who studied with different classes, grades Iis and Mia. 'Own initials JR, AH, AZ, FA, EJ and AG, the average - average age is around 16 years old they are. Their parents varies beginning of military, police, civil servants and private employees. Allowance that is given to their parents ranging from Rp 20,000 - Rp 50,000 -day.*

*There is something interesting in the research results iPhone Smartphone usage motivation in students at SMA Negeri 109 Jakarta. Information needs in a globalized world has encouraged students to use their Smartphone with different motives - different, both for the need to communicate to the motive wants to look cool in the community. The style and design is becoming more important than the function. The unique design became one of the attractions for students in choosing a Smartphone iPhone. The design gives the impression of luxury to the consumer. Family plays an important role in the education and supervision to children, so that did not show a pattern of behavior that is consumptive.*

*Keywords: Motivation, Smartphone, iPhone*