

WORKSHOPS ON DIGITAL MEDIA AND COMMUNICATION FOR OLDER PEOPLE'S HEALTH

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ABSTRACT

Technology illiterate and the physical, mental, cognitive health decline of older people are the main issues this article tries to address. As communication scholars, the teacher and students of FISIP-UPH are working on how digital communication contributes in increasing and maintaining the health of people above 60 years of age. There is a huge gap between different generations in responding to digital media. The reality is digital natives are the teacher while older people become the students in digital communication. The method employs two times of workshops-basic class and intermediate class whilst evaluation happens in the last day. Within these two classes, older people learned certain social media and mobile apps such as: video calls, BPJS online, online drug store, online transportation, PicsArt photo editing and anti-hoax apps. Two communities are chosen; they are GBI Bethel in Bandung and GPIB Karunia in Tangerang. While the benefits of this community service (1)with this digital communication knowledge and skill, older people maintains their health physically, mentally and cognitively (2)older people become creative and independent and (3)this workshop aims to eliminate the gap between digital natives and digital immigrants in order to excel communication between generations. The results of this training, older people understand how digital technology can maintain their health and the fact that they are becoming fluent in using digital media. Issues being addressed in this activity are related to SDG number 3 and 10.

Keywords: communication, digital, health, media, older people

ABSTRAK

Gagap teknologi serta penurunan kesehatan baik fisik, mental maupun kognitif kaum lanjut usia (lansia) merupakan masalah utama dari penulisan artikel ini. Sebagai sarjana komunikasi, baik dosen maupun mahasiswa FISIP-UPH melakukan pengabdian kepada masyarakat yang mengupayakan komunikasi digital untuk membantu mempertahankan kesehatan dari orang-orang kelompok usia diatas 60 tahun. Ada kesenjangan yang cukup besar diantara generasi berbeda dalam hal penggunaan media digital. Faktanya, *digital natives* menjadi guru sementara lansia menjadi murid dalam hal komunikasi digital. Metode yang dipakai untuk memperkecil kesenjangan digital ini ialah 2x pelatihan-kelas dasar dan kelas lanjutan serta evaluasi di hari terakhir. Di dalam dua kelas ini, lansia mempelajari beberapa media sosial dan aplikasi seperti: *video calls*, *BPJS online*, *online drug store*, *online transportation*, *PicsArt photo editing* dan *anti-hoax apps*. Dua komunitas yang dipilih ialah GBI Bethel, Bandung dan GPIB Karunia, Tangerang. Sementara manfaat yang didapat dari kegiatan ini (1)dengan pengetahuan dan keterampilan komunikasi digital, lansia dapat menjaga kesehatan fisik, mental dan kognitif (2)lansia dapat menjadi lansia yang kreatif dan mandiri (3)pelatihan ini berupaya menghapus kesenjangan digital yang terjadi antara *digital natives* dan *digital immigrants* agar komunikasi diantara generasi ini lancar. Hasil dari pelatihan ini antara lain lansia memahami bagaimana teknologi digital yang ada menunjang kesehatan mereka dan pada kenyataannya, lansia menjadi fasih dalam penggunaan media digital. Isu dari mitra yang diangkat dalam PkM ini terkait dengan SDG nomor 3 dan 10.

Kata kunci: digital, kesehatan, komunikasi, lansia, media

I. INTRODUCTION

A. OLDER PEOPLE (LANSIA)

Twenty years ago, Indonesian government stated that (Undang-Undang No.13 tahun 1998) citizens with 60 years old and above are categorized as older people or in bahasa Indonesia we call it “lansia” while Indonesia’s social security agency (BPJS) decided on 1st July 2015 that pension age was set to 56 years old.

World Health Organization (WHO), the health-specialized agency under the United Nations (UN), predicts that by 2050, the world’s population of people over the age of 60 will double. Kompas.com reports that the average pension age of Indonesian people ranged around 55 to 60 years old. This fact reaps criticism due to the fact that life expectancy rate in Indonesia is increasing. Indonesia’s life expectancy rate is 70 years old, this fact tells us that not only older people gain longevity, but older people must live a healthy and productive life. [1]

People, both young and old, obviously must live a healthy and productive life. This article particularly highlights on how older people maintain their health with the help of digital media and communication technology.

The problem emerges when older people are assumed to have a decline in 3 aspects: physical, mental and cognitive. The physical decline refers to degeneration on either five senses while the mental problem would occur due to the social factor such as dependency towards others, loneliness and sadness of feeling worthless. While cognitive decline would closely related with the brain capacity. These decline in ageing people would create a gap when they live in an era of modernity, rapid of technology advancement and gadget-oriented society. Indonesians even have a label for all people who are not very adaptive to technology and gadget oriented with a name “*gaptek/gagap teknologi*” (technology illiterate).

Penduduk lansia hasil pengolahan SP 2010 sebanyak 18.043.712 orang, dari jumlah tersebut sekitar 18.028.271 orang ditanyakan mengenai kesulitan fungsional dengan menggunakan kuesioner C1, sisanya sebesar 15.441 penduduk tidak ditanyakan mengenai kesulitan fungsional bagi mereka penghuni flat/apartemen/perumahan sangat eksklusif, atau masyarakat terpencil (akses sangat sulit), atau rumah tangga di kolong jembatan (bangunan sangat tidak layak huni), atau pengungsi tenda, tunawisma, awak kapal, orang tinggal di gerbong kereta api, suku terasing, penghuni penjara dan barak militer, serta pasien rumah sakit jiwa. Dari data dalam gambar di bawah ini tampak jenis kesulitan yang dialami lansia yang paling tinggi adalah kesulitan dalam melihat (17,57%), kemudian kesulitan dalam hal mendengar (12,77%).



Gambar 20 : Persentase Disabilitas pada Lansia Tahun 2010
Sumber : Sensus Penduduk Tahun 2010, Badan Pusat Statistik RI

Figure 1 – Statistics on degenerative disability

The above diagram was taken from the survey on 2010 by *Badan Pusat Statistik RI* which confirms the decline of physical health of older people which is commonly known as degenerative diseases. [2]

Ageing is inevitability, but healthy ageing is a choice. And it is a choice for every individuals must work on not only in Indonesia but globally. The global strategy on healthy ageing falls also under the framework of the United Nation’s Sustainable Development Goals (SDG) –the 17 global goals. The term “healthy ageing”is promoted by WHO in close relation with the framework of the UN global goals. *Healthy Ageing* literally means how to maintain the functional ability that allows you to do the things you value. This means preserving both your physical and mental capacity as you age - it also means making changes to our environments (housing, transportation, public spaces

etc.) so that they are accessible to and supportive of older people with varying needs and capacities. Action to foster *Healthy Ageing* can help tackle inequities and ensure older people age safely in a place that is right for them, are free from poverty, can continue to develop personally and can contribute to their communities while retaining autonomy and health. *Healthy Ageing* will help build societies that are cohesive, peaceful, just, secure and sustainable. A commitment to the Sustainable Development Goals means a commitment to *Healthy Ageing* - and a commitment to taking concerted actions to formulate evidence-based policies across all sectors that strengthen the abilities of older persons. In collaboration with Member States and international and national partners WHO needs to lead coordinated global action to foster *Healthy Ageing* across the Sustainable Development Goals (SDG). This article underlines SDG number 3 (good health & well-being) and number 10 (reduced inequalities).

With an aim to build societies that are cohesive, peaceful, just, secure and sustainable, this article identifies on how digital communication nowadays play a role in maintaining –if not increasing– the 3 aspects of older people’s health in physical, mental and cognitive.

This article was also compiled during the days of commemorating National Day of Older People (Hari Lanjut Usia Nasional, 29 Mei 2018).

B. COMMUNITIES

1. GPIB Jemaat KARUNIA



Figure 2 – Logo 1

Gereja Protestan Indonesia bagian Barat (abbreviated as GPIB) is a church that exists since the era of Dutch colonialism back in 1948. Since then, the church has evolved and one of the affiliation is situated in district Ciputat, the city of Tangerang Selatan; it is called GPIB Jemaat Karunia. GPIB Jemaat Karunia serves 10 sectors from the area of Sepolwan, Pasar Jumat up to kelurahan Pondok Petir with more than 800 Christian families. With thousand members of the church, it is necessary to differentiate the needs of different age categories. There are 6 different age categories listed in GPIB Jemaat Karunia; there are children category, teen agers category, youth, community of fathers/male members, community of mothers/females and the last is community of elderly people. Those who are 60 years of age and above, will automatically listed as elderly people. Each month, the community of older people gather together to praise and worship God. Sixty to 100 people always come and gather at least once in a month. Of course not everyone can come to the church due to health problem. Aside to their monthly there is also a weekly program where older people practice singing in choir for once a week every About 30 to 40 elders will come to practice and group of choir. The addresses are as follows:



program, come to Friday. form a

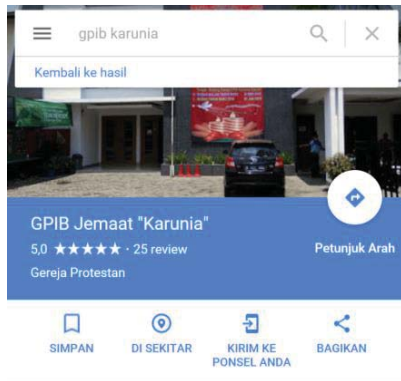


Figure 3 – First community

Figure 4 – Second community

2. GBI Bethel, Bandung



Figure 5 – Logo 2

The second community chosen is located in the city of Bandung, West Java. Similar to the one in Tangerang Selatan, GBI Bethel is also a church situated in a housing compound called Mekar Wangi. It is called GBI Mekar Wangi Stairway from Heaven. The numbers of older people at GBI Bethel Senior club are 96 with age range from 50 to 87 years old. They gather together twice in each month (14th and 28th July 2018).

The problem addressed in this article is that there is a huge gap between generations in responding to digital media habits. In this era of digital, communication is mediated extensively with digital media, namely cellphone/mobile phones/smartphones. People who cannot keep up with technology advancement is called ‘technology illiterate’. And older people frequently fall into this category or labelling due to many obvious reasons. Another problem identified is lack of discerning sensitivity in differentiating the correct news and information with the hoax one. The latter is actually a problem of all people and not just older people. Tons of information flooded our social media and not all are correct.



Figure 6 – Media transmission of HOAX

Therefore, these two communities are chosen because those churches have a considerable number of people above 60 years of age, they always come to gather together at least once in a month and shared the vision to become social media peace maker in the era of digital technology.

II. SOLUTION & OUTPUT

A. SOLUTION

Digital media and communication training is a solution for people’s digital needs. For older people, digital media such as social media and mobile applications can even maintain their health. Digital communication has rooted theory in cyberspace and computer-mediated-communication (CMC).

CYBERSPACE

The mathematical theory of communication started out since Shanon & Weaver created theory of signal transmission for a Bell Telephone Company. It, then, regarded as the cybernatic tradition of communication science. The term cyberspace emerged in more formal definition which draws upon William Gibson’s definition of cyberspace: “cyberspace is a globally networked, computer-sustained, computer-accessed, multidimensional, artificial, or virtual reality.”

COMPUTER-MEDIATED COMMUNICATION(CMC)

CMC can simply be put as a transaction between two or more network computer like chartroom, emails, SNS (Social Networking Sites), text messages etc. This growing topic has been talked and argued by theorists and scholars Joseph Walther, Ramirez and Zhang, Denis McQuail, etc., and has been debated and many other scholars continue to debate and argue on CMC, its scope and reach on vast field in New Media. [3]

As the main topic of this community service, digital communication which plays significant roles in human lives nowadays, can be traced back to the terms previously used, which are CMC and cyberspace. The homework now is, how communication scholars can facilitate bridging digital gaps between two different generations in the 21st century.

1. GENERATIONS

Marketing in general would usually group people based on their demographic characteristics; one of the characteristics is age. As figure below tells us the different generations based on their age group, and in those age groups, people have their own, typical characteristics. Marketing in general would classify people on the basis of age as *trads*, *boomers*, *gen-X*, *gen-Y* and *gen-Z*. Based on

WHO data in chapter 1, by 2050, the world’s population will be 22% characterized by traditionalists and baby boomers. The number increase is expected from 12% to 22% the same as from 900 million to 2 billion people over the age of 60. While based on “Buletin Lansia”(Semester 1, 2013) 400 million of people over 60 years old are located in Asia. Indonesia, in particular, the number of older people are growing based on the projection 2010 – 2035.

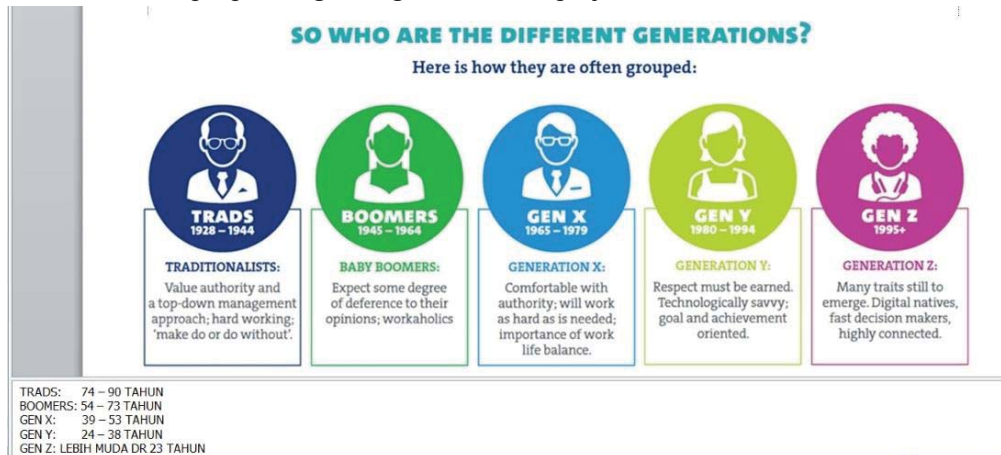


Figure 7 – Age Demography

Mike Prensky, a teacher and game-designer, comes up with another group of people in this digital era. Prensky only divides people in digital era into 2 groups: digital native and digital immigrants. Digital natives have similar characteristics with the Gen-Y and Gen-Z. According to Prensky, digital natives are all people who were born on ≥ 1994 , therefore they learn technology naturally as if they learn their first language. While all other people who were not born in 1994 are categorized as “digital immigrants”. [4]



Figure 8 – Digital

Natives versus Digital Immigrants

B. OUTPUT

1. The activity reported in this article is a workshop. The first and foremost output would be training modules. There are 7 training modules being developed on how digital communication contribute to the health of older people. These modules concentrate on the practical elements or new features of mobile application, social media and social networking sites. The modules are created as step-by-step teaching materials. The target audience of these modules are baby boomers and traditionalists (explained in Figure 5). There are 6 communication students with one lecturer in creating training modules to be delivered within 2 until 3 days, all happened in the month of July 2018 (all 7 modules are attached).

2. The second output is the video links as a documentation on this workshop activities on both churches. Below are the links:
 First community : <https://www.facebook.com/1399956138/posts/10217295287159761/>
 Second community : <https://www.facebook.com/yacobalang/videos/1768661816574318/>
3. The last output would be lecturer’s article written on scientific journal with a topic **DIGITAL COMMUNICATION FOR OLDER PEOPLE’S HEALTH.**

C. THE OUTCOME

Digital communication enables older people to create promotional materials such as e-poster and e-flyer. Photo editing modules will teach older people to create promotional materials for church activities. Older people will create their own e-poster or e-flyer to promote church events by themselves and broadcast them via their own social media afterward. This way, they become creatively independent community. People need practices to make perfect social media contents. Below are the examples of e-poster created by baby boomers using “PicsArt” apps.



Figure 9 – Contents made by older people in GPIB Jemaat Karunia

This activity has a short term as well as a long term goal. A short term goal would be benefitting to older people’s physical and mental health and it is quite personal. While the long term goal would be to create and to drive a movement called social-media peace makers which involve the cognitive’s health of older people. Older people are taught on how to create content i.e.positive contents furthermore, broadcast them on their own social media sites. The paramount outcome of this activity is to turn individuals to become social media peace makers and those people will occupy their social media with positive contents in order to counter attack the negative contents in the era of digital communication.

III. METHODS

A. WORKSHOPS AS COMMUNITY SERVICE

Universitas Pelita Harapan (UPH) communication teacher and students tries to eliminate the communication gap between digital natives and digital immigrants. As explained, the two generations might speak with different ‘language’ although they live in the same high technology and digital world. What do we aim by this workshop? We hope that communication is excelling across generations with the help of digital media. The author has identified at least 3 basic needs of older people and what kind of digital media can help with those issues. Physical need, mental need and cognitive need. Digital media and communication intend to make older people become independent; they do not have to wait for others to take them go from one place to another. Secondly, social media can eliminate communication problem, done well, older people will not feel lonely and worthless. Parents can reach their children, grandchildren and their peers wherever and whenever with the help of social media. Thirdly, digital media help people learn new things and finally create their own content to be broadcasted on their own social media. This way, social media affect people’s cognitive with a creative way of learning. Below, are 6 stages in conducting workshops on digital media and communication for older people’s health:

Stage I (Proposal Writing, Socialization, Preparation)

This activity is also a capstone class in communication study program of UPH. Capstone class is a subject which allowing students to serve specific community with the knowledge and skills they learned from school. Teacher drafted a proposal and within create a timeline and job descriptions. Preparation for this workshop started on May 2018 and socialization period happened in June 2018. All facilitators practiced delivering the materials on June 2018. This first stage was also the preparation stage where we prepare banners, souvenirs, certificates, transportations, accommodation and anything related to the workshop based on our job description.

Stage II (Choosing Communities & Facilitators)

When the two communities are chosen, we wrote a letter to the two churches-asking their permission for us to conduct the trainings. There are 7 facilitators for each community, 6 of them are students of capstone.

Stage III (Seven Training Modules)

Seven training modules are:

- Opening presentation (done by teacher: Ms.Carly Scheffer)
- Video Calls (Facebook and WhatsApp)
- BPJS online (website and mobile app)
- Online Drugstore (HaloDoc and K24klik)
- Online Transportation (Gojek and Grab)
- Picture editing (PicsArt)
- Anticipating HOAX

Stage IV (The Trainings)

GPIB Jemaat Karunia = 06, 13, 20 July 2018 (every Friday)

GBI Mekar Wangi = 14 and 15 July 2018 (only 2 days)

Table 1 – Basic and intermediate classes to serve physical, mental and cognitive

WORKSHOPS 2 DAYS (GBI Mekar Wangi) 3 DAYS (GPIB Karunia)	PHYSICAL NEED	MENTAL NEED	COGNITIVE NEED
BASIC CLASS	online transportation, online drugstore, BPJS online	online transportation, video calls	
INTERMEDIATE CLASS			PicsArt & Anti-HOAX

Stage V (Monitoring and Evaluating)

- a. Monitoring is an activity which takes place a month after the training; confirming whether one or more older people can actually create and post their own contents on social media. (Figure 13).
- b. Evaluating is conducting a survey right after the training to assess whether or not older people understand the materials being taught. Secondly, evaluating means reading the report of capstone students upon the completion of their capstone class. These reports are useful for the sustainability of this program in the future; what things went wrong in July 2018 and what things can be done to make it better.

Stage VI (Report Writing)

The reflections made by students will become inputs for the teacher. The teacher will need to constitute a final report which combines the survey and student’s reports.

IV. THE RESULTS

A. PHYSICAL NEED

The idea to solve the problem described in chapter 1 is with workshops –digital natives generation are teaching digital language to digital immigrants generation. Classes are created with a specific goals to achieve. Digital communication can be used to maintain the health of older people. Older people have physical problem. They need to go to clinics, they need to see their doctors and finally they need to buy some medicines. These are the physical needs of older people and it can be daily if it is not weekly activities. Mobile phones equipped with android, internet and applications such as online transportation, BPJS online and drugstore opens 24 hours are the answer to physical problem of older people.

1. ONLINE TRANSPORTATION (facilitator: Aimee and Melia)
2. BPJS ONLINE (facilitator: Clarissa Julia and Angelia)
3. 24-HOUR DRUGSTORE (facilitator: Jerry and Linda)

B. MENTAL NEED

When we refer to older people or general marketing would refer to them as “traditionalists”, most of them have already retired from their daily work. Many of their children got married and therefore, older people may already have got grandchildren. Some of them may still live with their children and some may not. Whether or not the older people still live with their children and grandchildren, digital communication facilitates communication channel between older people with their family and peers. Mental health –as defined by WHO- is a state of well-being in which an individual can realize his or her own potential, cope with the normal stresses of life, work productively and make a contribution to the community. (Strengthening mental health promotion, Fact sheet No 220, WHO, 2001). Keeping in touch with family and friends can maintain older people’s health mentally. When people live in different and moreover far places then mobile phones are the answer to communication problem. It addresses the issue of loneliness and feeling worthless. Humans communicate with each other because they need to and they need to know that others still care for them, especially in their old age. Synchronous communication is enabled with not only audio but also video. People can see each other’s faces while telephoning. Communication scholars aim to teach how to make video calls, focusing on two brands: FACEBOOK MESSENGER and WHATSAPP (facilitator: Carina & Glenda).

Pengguna Internet

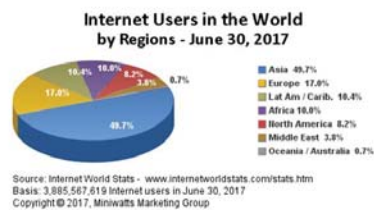


Figure 10 – Internet Users in the World [5] Figure 11– Internet behaviours of Indonesian users [6]

C. COGNITIVE NEED

Degenerative disease is inevitably for human being is ageing. Starting from the degeneration of human five senses. Technology creates glasses to help the eyes and hearing aids for the ears. In this digital era, digital media such as mobile phones offers a lot more

that just facilitating transportation channel and communication channel. Social networking sites change the way people behave revolutionary. First and foremost, social networking sites are developed to feed news and information for its users. Users can read updated news and they can even watch news video from social network sites. Cognitively, the sites affect user’s need of updated information. Secondly, it facilitates network between individuals, it offers communication channel for community and society. Churches have used social networking sites and social media apps to promote various church events. This way, community and organization have benefitted from social networking sites. For this purpose, we have chosen 2 apps:

1. Photo or picture editing apps “PicsArt” (facilitator: Clarissa, Fairyska and Fernando)
2. Anti-HOAX apps (facilitator: Amarki)

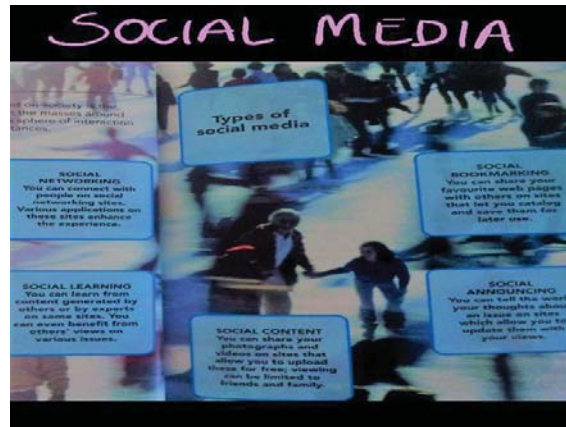


Figure 12 – 5 types of social media [7]

As written on page 8, GBI Mekar Wangi only allowed us to conduct training for 2 days in a row, as a result we were not able to teach the cognitive part of the modules which is the intermediate class (photos/pictures editing).

Right after the completion of the training, we took a survey-asking the participants whether they understand digital media, digital communication and what does it take to become technology literated people. Community in Bandung, 63%-73% have replied correctly to the questions of digital media and communication. And 100% have replied correctly when asked what are apps and social media needed to help with physical health. 84% responded correctly when asked the social media needed to help with mental health, however only 31% responded correctly when asked to name the apps needed for their cognitive health. The right answer should be PicsArt and Anti-Hoax, but of course participants cannot answer it because they were not taught with the materials. The reason is because the training days occur only for two days which obviously not enough for 7 training modules.

Ciputat community are better in terms of training day. We have got 3 day-permission to conduct training to older people. This is due to the fact that the author is the member of this church. As a result, 71% to 95% have answered correctly relating to the questions of digital media and communication. 100% replied correctly when asked about apps for physical health, 62% responded correctly relating to apps for mental health while 57% answered corretly when asked about apps for cognitive health.

Equally important is the “yel-yel”. The author found that some of the answers have written using the exact words listed in the “yel-yel”. We used the popular term for older people as “lansia jaman now” and address the students as “Timotius jaman now”.

Both communities have answered 100% correctly when asked about apps to support their physical health, while both communities scored low when asked about social media and apps to support their cognitive health i.e.creative thinking. PicsArt and Anti-HOAX are actually the two apps that serve the long term goal of this workshop “social media peace maker”.



Figure 13 – Contents received from Elderly in GPIB Karunia in the month of August 2018 (Monitoring stage)

V. CONCLUSION AND SUSTAINABILITY

A. CONCLUSION

This workshop happened in the month of July 2018 is both a community service as well as a capstone project of communication teacher and students in Universitas Pelita Harapan. We serve two communities with digital media apps in Ciputat and Bandung. With total of 5 days, we trained about 70 older people-namely baby boomers and traditionalists. Preparation for this event took place since May 2018 while monitoring and report writing happened in August 2018. The outputs are 7 training modules, 2 videos of documentation and one scientific journal. While the outcome (long term goal) would be creating social media peace makers out of these 2 churches.

B. SUSTAINABILITY

Inline to what WHO promote as healthy ageing in SDG, this activity needs to be replicated in the next academic year. There are numbers of reasons behind that; the needs of older people are real issues, the numbers of older people are growing and technology will for sure keep advancing.

Different generations will need to keep up with technology advancement as that would also mean maintaining the quality of life. This workshop is needed by the same communities or more communities. Students as digital natives are the best teachers in terms of digital media and communication; they will adapt the teaching materials with the current technology for example drafting teaching materials for 'a cashless community' i.e.e-money or e-payment (Go-pay in Gojek and OVO in Grab).

THANK YOU:

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3. Communication Department of Universitas Pelita Harapan
4. Lecturers and students of Communication Department of Universitas Pelita Harapan
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 - a. Gereja Protestan Indonesia di Bagian Barat Jemaat "Karunia", Ciputat, Tangerang Selatan (Bapak Mozes Hukom, Bapak JHF Pomsaro dan Ibu Tri Parhusip).
 - b. GBI "Stairway from Heaven" Mekar Wangi, Bandung (Ibu Christine, Ibu Jessica dan Bapak Suseno).

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