SOCIAL MEDIA AND MIGRATION DECISION-MAKING PROCESSES OF INDONESIAN HIGHLY SKILLED MIGRANT IN THE MIDDLE EAST COUNTRIES

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Abstract. This research aims to explain the impact of social media on the migration decision-making process of Indonesian highly skilled migrants who used a social media account. In detail, this research will consider the role of social media in the migration decision-making process of highly skilled migrants who emigrated from Indonesia and how they use social media in the context of the migration decision-making process. Methods: The data collected included qualitative data from in-depth interviews. Expectation: 1).Social media help highly skilled migrants on migration decision making process. 2).Highly skilled migrants use social media for searching information about destination area. Result: Highly skilled migrant in the Middle East Countries use their social media to gain information before they choose their destination country. They use social media to making contact with their friends and colleague in the destination country.

Keywords: international migration; skilled; decision-making process; social media

I. INTRODUCTION

Migration is one of the significant demographic phenomena in our society. The globalization trend increases migration between the country, especially for economic reason. Differences condition of the two countries can be the push and pull factors of migration. Migration had two main factors; there are push and pull factors [1]. People will move to another country when that country has pull factors such as better job opportunity. Limitedness of their origin country became a push factor in migrating. Besides push and pull factors, there is another factor that impacts the migration. Intervening obstacles factor can obstruct the migration process. The decision of migration depending on distance, cost, regulatory and network [1]. However, all obstacle factors can be reduced through the development of communication and information technology.

The development of information and communications technology has opened up opportunities for people to migrate. Technology has made it easier for migrants to foster links with their next destination through internet media. Interactions within social networks make migration easier by reducing the costs and risks of moving. Patterns in social networks are formed based on the similarity of local origin, kinship, neighbourhoods and friendship.

The development of internet user begins in 1990, from one million users to tenfold in the next decade [2]. McGregor and Siegel classify social media into communication technology; there are weblogs, collaborative content, virtual social and gaming world and social networking sites. Social network sites, namely Facebook, Instagram and Twitter, offer the user to share their story through text, picture, video, and make it possible to comment on each other [3]. These technologies of social media minimize geographical boundaries between people and place also sensitized people to migrate.

Migrant will move to another place where they have a connection there. It is not very satisfying that people will be moving anywhere without preliminary information. The information of a destination country obtained from migrations network, which is maintaining the relationship between migrants. Migration network speeds up the process of migration; the hurdle disappears with internet technology and social media's role. Thanks to this communication and information technology, migrants will better understand the prospective destination to prepare for the migration process more carefully.

In Indonesian, the implications of communication technology in migration also occur. Technological developments were affecting the degree of mobility in the Indonesian population. Distance between region decreases with the penetration of communication technology. People move from one place to another quickly. Increased internal migration trends in Indonesia can be seen from the significant increase in interprovincial migration trends, which increased from 3.7 million migrants in 1975-1980 to 5.4 million migrants in the years 2005-2010 [4]. Meanwhile, the number of Indonesian-born population living abroad estimated at two to six million in the period 2007 - 2013 [5]. The motivation of migration is also increasingly diverse, including reasons of work, education or just a desire to settle outside their home areas.

An international high skilled migrant from Indonesia used social media to gain information about the countries of destination. Social media is used to establish a long-distance friendship. Friendship network was a significant factor in the

mobility of migrant. The friendship connection rarely in a direct way, so social media facilitated this connection. Friends of the migrant, mostly in destination countries, provides information on countries and workplaces. The network of migration can minimize migrant's fear of their destination countries. They can prepare themselves for the migration process.

This article tries to emphasise the role of social media on the migration decision-making process. Social media is a tool for facilitating migration. Before arriving in the destination country, migrant used their social media for gathering essential information. Migrant also establish a relationship with former migrant through social media. The kinship of migrant mainly used for finding job and housing [6]. This article tries to explain the impact of social media on the migration decision-making process with explanatory. The objective leads to the main research question: what is the role of social media on the migration process of Indonesian high skilled migrant in the Middle East countries? Moreover, there are two sub-questions:
1. What is the role of social media in the migration decision-making?
2. How do Indonesian high skilled migrant use social media in the context of migration decision-making process?

II. RESEARCH METHODS

This research used primary data to explore the objection and research questions. This article uses a qualitative approach with a descriptive approach to developing an understanding of the decision-making process of migration and the relation with social media. Descriptive methods is a research method that is trying to find a proper explanation of activities, object and people. Descriptive research methods associated with the process of collection of fact, identify and predict relationship within and between variables. With qualitative research methods, we can relate idea, perceptions, opinions and belief of research object. Primary data collection will use the in-depth interview.

The informant of this research are 15 Indonesian migrant worker in the Middle East countries (three people in Qatar, one people in Oman, five people in UEA, three people in Saudi Arabia, one people in Turkey, and two people in Egypt) Meanwhile, the object of this research is the role of social media on the migration decision-making process. Participant recruitment is the first stage process of selecting an individual from the population to participated in the research study population [7]. The participant in qualitative research chooses because they have experience and understand the research phenomena. In this research, I used snowball recruitment for the flexibility process.

To gain information, the researcher needs a semi-structured interview guide. In this interview, the interviewer asks a question and motivate the participant to share their perspective and experience [7]. The interview took place and time in a comfortable atmosphere, and most of the participant was free to share their migration experience. The average duration of the interview ranged from 15 to 30 minutes via internet call and messaging, and the interview was recorded. For the data analyzed, this research use transcript from the in-depth interview.

The interview question covered a variety of research topic. Participants were asked about how they came to the Middle East countries and their feeling about coming to the destination country. With the in-depth interview, I also explore the push and pull factors of their migration process. The interview moved on to their decision-making process of migration; this section gains more detail information about how they used social media to gain information about the destination, how they build a relationship with destination area before they arrive with social media as a tool. The following question explored different factors in influencing migration decision-making processes, such as family and friends.

While collecting data, participants were informed about why they need to participate in the research. All participants were participating in a volunteer status. Informed consent in the form of a hand out was asked to be read and understood before the interview was to begin. The participant was aware that all data would be anonymized and they could stop at any time if they felt uncomfortable or unable to finish. All participants were open and did not prematurely end any interview. Report data, methods, and procedures not fabricated, falsify, and misrepresent data.

III. RESULTS AND DISCUSSION

The simple recognition of migration is moving activities. Migration is a movement by people from one place to another to settle temporarily or permanently in the new destination. Migration is also defined as a movement of a person or group of one unit geographic regions across the political or administrative borders. Lee explained migration as a permanent or semi-permanent change of residency, he stated that: …*no matter how short or how long, how easy or how difficult, every act of migration an origin, a destination set of obstacles*" [1].

Based on Lee's theory, push and pull model determined by positive and negative factors in areas of origin and destination, intervening variables, and also personal factors [1]. Factors in the form of push and pull consist of a variety of variables such as the labor market, the difference in wage levels, land ownership, ethnicity and familial ties, transportation, access to various facilities and political factors in areas of origin. Personal factors, such as level of education and experiences, is the most influential factor in migration decision-making process.

The motivations for migration are affected by the push and pull factors. Push factors always exist at the point of origin and pull factors in the destination. Migration can only occur if there are influential pull factors from the destination. In the economic circumstances, push factors are characterized by the lack of job opportunities in origin. Otherwise, there are pull factors such as economic opportunities in the destination area.

The decision in this article refers to the process of decision-making, which began with the identification of a problem, make the specification of objectives achievement reflects troubleshooting, make comparisons of various alternatives and evaluate the consequences that would result from each alternative, and then topped with a choice made against several options behaviours that contribute toward the achievement of the goals objectives [8]. Assuming that basing this rationality is that the perpetrators of the actor will select actions/behaviours that can give the best results [9][10][11][12].

The decision to migrate entirely perpetrated by individual level, even though the decision making is a multifaceted process with the interaction of diverse component that contributes to an individual's decision. An individual will choose one of several alternatives in determining a choice [13]. With their rationality, an individual would enfold the economy and another principle such as psychological on deciding on minimum cost and risk [14]. An individual has a rational belief and option available to them. Making rational choice depends on the source of information of the individuals. It is impossible to assume that all individuals can have information to make the best choice among the alternatives. Therefore, the quantity and quality of information have profound effects on choice.

Today, social media is not only a personal communication tool but has become a source of information. The revolution in communications technology is essential for migrants and non-migrants, which has separated geographically from the area of origin. Social media make it possible to access a broader range of individuals to whom we are weakly tied, if at all [15]. Social media can serve to bridge activities. The migrants still have a connection with their family left behind in transnational networks [16]. Through the internet and social media technology, physical distance becomes smaller. This media has lowered the cost and risk of migration [17].

In the migration process, social media is a tool to preserve social ties of migrant. Social media facilitate the process of migration. New communication channels opened by social media can transform migrant networks and thus facilitate migration through strengthening ties with family and friend [18]. Information from social media has an advantage because there are sure of various functions.

Migrants prefer to move to the place where they already had a connection. Migration network might become a reason why people remain to migrate. The social media network is a strong tie [19] based on kinship, friendship or shared community origin, linking migrants and non-migrants [20]. Social media can facilitate engaged connections between migrants and their home [21]. Migrant can use social media to strengthen kinships with people they have met offline [3]. Moreover, social networks help migrants to finance their travel, to find a job or accommodation [22].

Based on an in-depth interview of 15 participants, the decision to migrate of highly skilled migrant fully authorised by an individual, even though the decision making is a multifaceted process with the interaction of diverse element

that contributes to an individual's decision. They choose the option that gives the best advantage for them.

"Why I work abroad? It is a new challenge for me. This experience is personal development. My dream. From this practice, I gain new experiences. And you know? I also got a bonus, it progresses up the career stairway." (A, 35 years old, male, Qatar).

"My job may be alike in Indonesia. I am a nurse in the hospital. Nevertheless, working abroad changing my economy, improving my lifestyle. This is my problem solver." (F, 28 years old, female, Saudi Arabia).

"Working in an international oil company, in Qatar, has profited our career, spent my youth abroad can make me stand out from the competition." (S, 38 years old, male, Oman).

Working abroad is generally portrayed as a way of widening the career of migrant workers. Professionals migrant worker who has international experiences are often better than their peer and boast their career experiences. From the interviews, working abroad is viewed to be a privilege. The personal development of learning about new cultures about life and work and adjusting to living abroad is ultimately rewarding life experiences.

"It is not just about learning different work in here, working abroad broadening your horizon and helping you to understand a different culture, life. It also motivated you. It is blessing and privilege" (D, 29 years old, male, UEA).

The in-depth interview shows that social media help migrant in making their decision to move, especially to move abroad. Social media save time and money of migrant, and the strong ties build faster than before. Prospective migrant gains rich information and knowledge about their destination country before they arrive. In this level, social media already cut the geographical boundaries.

Within the development of communication technology and social media, population migration will occur more often in the future. Social media also fortify kinship between migrant and their family left behind. Social media allow the migrant to developed influential ties and network with their destination country [23]. Social media provide information about the labour market, legal condition, and many practical issues concerning migration.

Social media helps all of the informants to decide migration. The prospectus migrant deliberate the future destination country by compile information from social media and another source from the internet [24]. To gain this information, they use the chat feature in social media and ask their friends in the destination. One of the participants said that he collects information about the destination country from Indonesia with his smartphone.

"I knew everything about Oman from my friends' gallery on Facebook and Instagram, I text comment there to ask all about the information i need. That simply." (P, 31 years old,

male, Oman)

"I am from Jakarta, and I saw my friend's posting on Facebook about Dubai. She lives there. Then I just browsing and contact her Facebook account. To dig more information, i ask her, and i end up joining a group of nurses in Dubai" (R, 27 years old, female, UEA).

There some uses of social media to facilitating the decision making the process of migration, particularly for international migration. The social media platform makes communication more comfortable, efficient and cheap. With social media, all the people in the world can share information about their country, job and daily life. The geographical boundaries disappear with social media. Social media even strengthen the ties between migrant and minimize fear about uncertainly about destination condition. Social media became a valuable tool to consolidate kinship of the migrant [25]. Social media concede the migrant to build a network with destinations that are rich in resources [23].

"I am so thankful to have many friends in Turkey. One of them helpful. She told everything about how to survive in the desert hahaha. Even information about cheap est supermarket in town!!!" (I, 29 years old, female, Turkey).

"I chat him on Facebook, and we discussed things to do in Qatar. He also gives me some tips about visa, language centre, etc. After a chat with my friend, I am not scared anymore. I can imagine Qatar before arrive in there." (S, 36 years old, male, Qatar).

Decision-making process at the level of the individual in the relationship between migration and social media it can be seen from two main components. First, the reasons underlying the decision made, including the reason for choosing the destination of migration. To gain a deeper understanding of the rationality, the component' subjective norm' and 'perceived behavioural control' was also the subject of study. Studies on 'subjective norm' look at the influence of expectations or experience of others towards the understanding of decision-makers actors; whether it is also a consideration actor before making a decision; whereas the discussion about 'perceived behavioural control' is the actor's perception of the ownership of the asset and the presence/absence of experience to perform the migration. Second, the decision-making mechanism of discussion includes the actor's decision-makers; sources of information acquisition; and decision-making time.

Social media has vast scenery and the power of acknowledgement when compared with the other official media. Through social media, migrants can access actionable information. It can be seen as a form of democratization of knowledge for migrants and also as a form of resistance against the regime of strict immigration [26].

"I knew every about Saudi Arabia a year before.. by stalking her Facebook. I knew how to find Indomie and kecap before

you arrive in." (G, 30 years old, male, Arab Saudi).

Social media is a virtual base, sync contacts, and approximately open to facilitate the migrant in making their decision. Connections between users formed in their social media network can reduce the cost and risk of migration. The migrant exchange information, resources and another support system to build strong ties between them. Migration network theory assumes that migrant is going to go to places where they have had contact.

A study which was conducted by McGregor and Siegel [23] investigates the potential role of social media in helping migrant families overcome feelings of isolation when they first arrive in a country by 1) making information available to new migrants (often in their language); 2) allowing the exploration of migrants' cultural heritage as well as the cultural practices of the destination country; 3) providing learning and training opportunities particularly in the area of language acquisition; and 4) promoting integration into schools for young immigrants by providing inroads into social networks and promoting language acquisition [27][28]. Communication technologies can also be used by migrants seeking financial support from the government for cultural activities [28][29].

IV. CONCLUSION

The motivations for migration are affected by the push and pull factors. Push factors always exist at the point of origin and pull factors in the destination. Migration can only occur if the corresponding pull at the destination remedies the reason to migrate. Indonesian highly skilled migrant in the middle east countries uses their social media to make a decision-making process of migration. They also utilize social media to gain information before they choose that company for work. They use Facebook, Instagram and Twitter to making contact with their friends and colleagues in the destination country.

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