

## The phenomenon of Togel Gambling among teenagers

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**ABSTRAK:** Fenomena perjudian yang terjadi di tengah masyarakat merupakan jenis penyimpangan yang masih tumbuh subur hingga saat ini. Tujuan penelitian ini berasal dari asumsi dan kesenjangan teoritis penelitian sebelumnya, di mana variabel sosiodemografi digunakan untuk mempelajari perilaku perjudian. Penelitian ini menggunakan metode deskriptif kualitatif. Jenis penelitian ini berupa studi kepustakaan (library reseach), metode pengumpulan data yang digunakan berupa data kepustakaan yang telah dipilih, dicari, disajikan, dan dianalisis. Hasil penelitian menunjukkan bahwa Fenomena judi togel di kalangan remaja merupakan fenomena yang sedang berkembang di masyarakat, tren saat ini banyak dipengaruhi oleh modernisasi dan pengaruh negatif terhadap pola pikir para remaja. Judi togel telah menjadi bagian penting dari gaya hidup, baik permainan konvensional maupun online menjadi populer.

**Kata kunci:** Perjudian, Judi Togel, Remaja

**ABSTRACT** The phenomenon of gambling that occurs in society is a type of deviation that still thrives today. The purpose of this research comes from the assumptions and theoretical gaps of previous research, where sociodemographic variables are used to study gambling behavior. This research uses a qualitative descriptive method. This type of research is a literature study (library research), the data collection method used is literature data that has been selected, searched, presented, and analyzed. The results showed that the phenomenon of togel gambling among teenagers is a growing phenomenon in society, the current trend is heavily influenced by modernization and negative influences on the mindset of teenagers. Gambling has become an important part of the lifestyle, both conventional and online games have become popular.

**Keywords:** Gambling, Togel Gambling, Teenagers

### 1. INTRODUCTION

The current era of modernization is very influential on the mindset of society which is also followed by behavior that tends to be oriented towards materialism alone. The negative impact that occurs is the massive types of crimes that have sprung up with various existing modes, be it in the form of corruption, narcotics abuse, gambling and other crimes that are contrary to current regulations. Gambling games have elements of interest and expectations that are getting higher, there is also an element of tension, caused by the uncertainty of winning or losing. Situations like this make the adrenaline increase and the more excitement fosters strong effects and great stimulation to feel at home playing for the players.

Gambling on lottery has now developed following the direction of the times. Togel games began to switch from using coupons and can now be played online. Online Togel is a gambling game where players guess the numbers that will come out online. The clear difference between conventional togel and online togel is that in conventional togel, players must first come to the bookie to place numbers and bets. While online togel players only need to register and then can play anywhere, anytime they like. The method

of payment for conventional togel players is required to pay directly to the bookie and use cash, unlike online togel by simply transferring the bet money.

The phenomenon of gambling that occurs in society is a type of deviation that still thrives today. Even gambling has become a virus that can disrupt people's lives. The pain in question is in the form of unrest or uneasiness in people's lives. Therefore, this gambling game is one of the diseases of society in addition to begging, theft and compaction. According to Kartini Kartono, community diseases are all forms of activities that are contrary to community norms, patterns of simplicity, community property morals, family solidarity, living in harmony with neighbors, good discipline and formal law.

Segmentation is a strategy commonly used in marketing to recognize differences between consumers and their needs or preferences and group them according to a common set of characteristics. When recognizing the existence of consumers with different preferences, marketers often apply "differentiation" marketing strategies to different market segments. In lottery gambling, this can be very useful as lottery operators can better segment their customers and design the best marketing strategies and responsible gaming strategies to reach different groups of players, with different objectives. This research uses the behavioral segmentation approach which is a marketing strategy that is considered the best for building market segments (Kotler & Armstrong, 2018), as it can be used to divide buyers into segments based on their level of use, or response to a product. This is particularly important for gambling researchers and operators as it can differentiate players based on engagement levels (e.g., low, medium, and high engagement). (Chagas et al., 2021). most of the winners of the tail lottery and petty gambling are not those from the haves, but consist of poor people, employees and workers with small salaries, kentengan traders, rickshaw drivers, and hopeless coolies. Their meager incomes, barely enough to provide for their families, coupled with the economic depression, left them hopeless and often despondent. Then comes the mental leap into the speculative, hit-or-miss habit of gambling, betting, guessing and buying lotteries in the hope of a little profit and extra spending money.

However, although personality determinants of relatively rare problem gambling have received considerable attention (Miller et al. 2013; Mishra et al. 2010; Phillips and Ogeil 2011), the relationship between personality and more common and seemingly innocuous gambling such as state-sponsored lotteries, as evidenced by Rodgers et al. (2009), remains under-researched. Therefore, for example, although Balabanis (2002) has investigated how problematic lottery gambling relates to the basic five-factor model of personality, Miller et al. (2013) emphasize that the results of such studies are inconsistent, and the sparse research on more generalized state-sponsored lottery gambling has still not directly considered such models (Cook et al. 1998; Griffiths and Wood 2001). Jaunky and Ramchurn's (2014) research specifically addressing scratchcard buying, another form of generalized gambling that is sometimes state-sponsored and often perceived as harmless as national lotteries, found that the five-factor personality model can predict participation. However, Abarbanel (2014) found evidence that lottery gambling is not predicted by the exact same determinants as other forms of gambling, emphasizing the need for bespoke research specifically on the relationship between state-sponsored lottery gambling and the five-factor personality model. (Thompson et al., 2021).

Many previous studies using real game tracking data did not use nationally representative data which does not allow to extrapolate their results to the population or compare their results to the general population, which is possible in this study. In addition, this study is the first study conducted on Portuguese lottery players using real player account data. The purpose of this study stems from the assumptions and theoretical gaps of previous research, where sociodemographic variables were used to study gambling behavior (Gray et al., 2015; Kaizeler & Faustino, 2010, 2011, 2012; Kaizeler et al., 2014). The limitations of previous research in addressing the socio-

demographic and general gaming characteristics of players allowed this study to go further and understand how the behavioral activities of online lottery players allow the identification of certain segments with similar sociodemographic characteristics, within the same group but distinguishable from other segments. In order to identify this group of players, specific hypotheses were formulated to define the segment of online lottery players and fulfill the main objective of this research. In addition, this research can identify and rank sociodemographic variables based on their potential to form specifically identifiable segments that can address marketing and responsible gaming objectives (Chagas et al., 2021).

## **2. METHOD**

### **2.1 Types of Research Methods**

This research uses a qualitative descriptive method. This type of research is a library study (library research). Library Research is research conducted by collecting information and data with the help of various kinds of materials in the library such as reference books, similar previous research results, articles, notes, and various journals related to the problem to be solved (Sari & Asmendri, 2020).

### **2.2 Data Source**

The data sources in this study use primary data and secondary data. Primary data is data that comes from the original or first source. Meanwhile, secondary data is data that does not directly provide data collectors and supports primary data in the form of journals, articles, and relevant books regarding the impact of online shopping on e-commerce shoppe for the Indonesian people.

### **2.3 Data Collection Methods**

In this research, the data collection method used is literature data that has been selected, searched, presented, and analyzed. This research data comes from searching for information in the library which is processed in a concise manner.

### **2.4 Data Analysis Technique**

The data analysis technique used in this research is descriptive analysis where the data obtained will be described, analyzed and conclusions drawn. The stages of data analysis begin with determining the object to be studied. After that the researcher conducts a study, this is done to collect data that is in accordance with this research and the next stage is a systematic presentation of data by describing and analyzing the data, for the last stage the researcher draws conclusions.

## **3. RESULT AND DISCUSSION**

The phenomenon of online gambling is rampant among various age groups, from the young to the older. The activity of playing online gambling has become so common that even teenagers are interested in engaging in this deviant activity, which is often triggered by peer influence. One interviewee revealed, "Many friends around the house play, at first I was not interested. But a month ago, I was invited by a friend at the market. I was surprised how he could win big with a deposit capital of only Rp20 thousand, even though he managed to win Rp300 thousand. From there, I became interested in participating." This statement illustrates that the phenomenon of online gambling among teenagers occurs because of invitations from the surrounding environment. The phenomenon of online gambling is rampant from various age groups, ranging from young to older. The activity of playing online gambling has become common, and it seems that

even teenagers are interested in engaging in this deviant activity, which is often triggered by peer influence. Currently, many people are tempted to join online gambling games because of the easy access to the internet and the assumption that online gambling is safer to play because the players do not have to meet each other and can use pseudonyms, so their identity will only be known by the platform, not other players. In contrast to conventional gambling where players must meet each other to bet and are prone to being known by their families or people around them. (Putri et al., 2023)

Gambling is an activity that risks a value or what is considered valuable with certain expectations on a game, race, fight that sometimes cannot be ascertained or the results are uncertain. The assumption is that for people with lower middle social status, the economic situation is difficult and concerning. The mechanism of Dark Toto Gambling (togel) is a process and also a method used to run Togel gambling so that the rotation can continue so that the circulation of money continues to run smoothly. (Sunarso, 2021). Even nowadays togel can also be played through online media. The gamblers did not play games in issuing their number guesses in order to win the lottery. (Hafifa & Harianto, 2017). In order to get lucky numbers, gamblers do various ways from linking events with dream interpreters to even visiting smart people Togel aka white coupons that are more familiar to the public. Access to information and fast-paced communication simultaneously affects the development and network of this gambling and the lack of seriousness of the authorities in minimizing the apparatus makes this togel increasingly endemic in society. The mushrooming phenomenon of togel gambling is one of the moral decadence and a mirror of the squalor of human reasoning that occurs in society. (Addiyansyah & Rofi'ah, 2023)

### **3.1 What are the factors for teenagers to gamble**

One of the factors that cause teenagers in Kajen sub-district to gamble is environmental factors. Environment is one of the factors that cause gambling. A person who associates with other people in the community who play a lot of gambling, especially togel gambling, will one day be very easy to fall into and become a gambler, because every day they witness gambling. So that over time it becomes a habit. It must be recognized that imitation in society does have a greater influence.

The poverty factor is that on average, teenagers who play online gambling in Kajen sub-district have insufficient income to meet their needs. It makes sense that the learning factor has a big effect on gambling behavior, especially regarding the desire to continue gambling. Poverty has always been the main factor for someone to commit a criminal offense. To fulfill their needs and avoid poverty, teenagers take shortcuts, namely playing online gambling. Therefore, teenagers are interested in playing online gambling because they want a large income, especially when they have just started trying, they have been given a win so they keep trying to repeat it.

The learning factor is the next factor that encourages teenagers in the Kajen sub-district from the sample that researchers took to play online gambling due to learning factors. It makes sense that learning factors have a big effect on gambling behavior, especially regarding the desire to continue gambling. Initially they tried it first to learn how to play online gambling. After they understand and are given a win at the beginning, they become addicted and addicted to repeating the wins they have gotten. What has been learned and produces something pleasant will continue to be stored in one's mind and at any time want to be repeated again. This is what learning theory calls Reinforcement. (Rahmawati, 2014)

### **3.2 The impact of technology use on the phenomenon of lottery gambling among teenagers**

The use of technology such as the internet and smartphones allows teenagers to do online lottery gambling, which makes access easier, because now players no longer need to come to the place of the lottery bookie. Now togel gambling players can deposit betting money online, namely by using the Dana application, of course it will be easier because if the player wins the gambling, the balance will immediately enter the Dana application.

### **3.3 How is online lottery gambling different from offline lottery gambling?**

The online lottery gambling registration method requires online registration, usually using email to register for online lottery gambling. While offline togel gambling does not require registration using email, the players only need to come to the togel bookie's place and directly give the betting money to the togel bookie.

## **CONCLUSION**

The phenomenon of lottery gambling among teenagers is a growing phenomenon in society, the current trend is heavily influenced by modernization and negative influences on the mindset of teenagers. Gambling has become an important part of the lifestyle, with both conventional and online games becoming popular. The phenomenon of togel gambling is a form of exploitation that can have a negative impact on the welfare of society. Segmentation is a strategy commonly used in marketing to recognize differences between consumers and their needs or preferences and group them according to a common set of characteristics. In lottery gambling, this can differentiate buyers into segments based on the level of usage and response to the product. It is based on the level of involvement (e.g., low, medium, and high involvement). Most lottery and petty gambling players consist of poor people, clerks, and low-paid workers. Their meagre income, barely enough to provide for their family members, coupled with economic depression, makes them hopeless and often despairing. Then there is a mental disturbance in the habitual pattern of speculative fortune-taking by means of gambling.

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