The Impact of Social Media on Adolescent Personality in Psychosocial Perspective

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Abstrak

Kemajuan teknologi telah melahirkan aplikasi media sosial yang saat ini dimanfaatkan sebagai sarana berkomunikasi. Hal ini memberikan dampak baik kepada masyarakat luas, termasuk kepada kalangan remaja. Dari perspektif psikologi sosial, penggunaan media sosial mempengaruhi kepribadian remaja karena pengaruh sosial berdampak pada pengambilan keputusan di kalangan remaja. Penelitian ini bertujuan untuk mengungkap penggunaan media sosial di kalangan remaja dan dampaknya terhadap sikap mereka terhadap dampak potensial dari penggunaan media sosial. Penelitian ini memanfaatkan hasil survei yang dilakukan terhadap sample remaja pada sebuah sekolah menengah pertama di Kota Samarinda. Hasil penelitian ini menunjukkan bahwa remaja menggunakan sosial media untuk keperluan hiburan dan pendidikan. Remaja juga menyadari potensi dari media sosial sebagai sarana penyebaran hoax dan berita bohong disebabkan oleh peluang untuk menjadi anonim selama bermedia sosial.

Kata Kunci: *Remaja, media sosial, dan perkembangan psikososial.*

Abstract

Advancement in technology has led to the emergence of social media applications that are widely adopted nowadays as a platform of communication. This brings a good impact on society, including on teenagers. From the perspective of social psychology, the use of social media affects teenagers' personalities because social influence affects the decision-making process among teenagers. This article aims at revealing the use of social media among teenagers and its' impact on their attitude towards the

potential impacts of using social media. This article utilizes a survey result from a sample of teenagers from a junior high school is Samarinda. Findings show that teenagers use social media for entertainment and educational purposes. They are aware of the possibility that social media can be used as a platform to spread hoaxes and fake news due to the ability of the users to be anonymous during on social media.

Keywords: *Adolescents, psychosocial traits, and social media use.*

A. Introduction

The emergence of the diffusion theory of Innovation began in the early 20th century, precisely in 1903, when a French sociologist, Gabriel Tarde, introduced the S-shaped diffusion curve. This curve basically describes how an innovation is adopted by a person or group of people in terms of the time dimension. In this curve, there are two axes where one axis describes the level of adoption and the other axis describes the time dimension. Tarde's thinking is important because it can simply describe the trends associated with the diffusion process of innovation. Rogers (1983) said Tarde's S-shaped diffusion curve is of current importance because "most innovations have an S-shaped rate of adoption". And since then, the rate of adoption or the rate of diffusion has become an important focus of study in sociological research.

In 1940, two sociologists, Bryce Ryan and Neal Gross published the results of a diffusion study of hybrid maize on farmers in Iowa, United States. The results of this study both update and confirm the diffusion of innovations in the S curve model. One of the conclusions of Ryan and Gross' research states that "The rate of adoption of the agricultural innovation followed an S-shaped normal curve when plotted on a cumulative basis over time."

The next development of the Diffusion of Innovation theory occurred in the 1960s, where the study or research of diffusion began to be associated with various more contemporary topics, such as marketing, culture, and so

on. This is where the Diffusion of Innovation theorists emerged such as Everett M. Rogers with his major work Diffusion of Innovation (1961); F. Floyd Shoemaker who together with Rogers wrote Communication of Innovation: A Cross-Cultural Approach (1971) to Lawrence A. Brown who wrote Innovation Diffusion: A New Perspective (1981).

Social media is an app that harnesses communication technology. People have been using social media for a long time as a means of information, communication, and technology. In the history of its development, after 2000, humans entered the fourth wave of the development of human civilization, according to Alvin Toffler in his book The Third Wave, communication plays an important role in civilization, signified by the revolution in the communication process due to the development of social media (Nurudin, 2017).

The means of communication have shifted from traditional media to modern ones (internet), using certain applications such as WhatsApp, Facebook, Blog, Tik-Tok, YouTube, Telegram, and others, according to their segmentation. Nowadays, many teenagers take advantage of the development of information media technology.

One psychologist named Hurlock divides adolescence into several phases, early adolescence at the age of 13 to 17 years, and late adolescence between 17 to 18 years. Adolescence is a transition between childhood and adult life that is marked by the emergence and development of biology with the development of primary and secondary sex and psychology such as feelings, attitudes, desires, and emotional instability (Bariyyah Hidayati, 2016). The psychologist Oldentorf defines social psychology as the knowledge that analyzes a person's behavior and its relationship to social situations (Fatimatuz Zahro Khoirun Nisa', 2014).

In psychosocial theory, according to Erik Erikson, children in the age range of 12 to 18 years' experience changes in the physical and mental state of the biological age like adults, so that there are contraindications where on the other hand, when children are considered adults, they can also be considered immature in other respects. The psychosocial stage is the standardization stage, where children seek self-identity in the fields of sex, age, and activities, while the role of parents as protectors begins to decline and the influence of the social environment of friendship increases (Scania Riendravi, 1966).

In this study, the authors took references from the research literature conducted by Susan Muthoni Kinyua entitled The Perceived Effects of Social Media on Self-Esteem as an Aspect of Psychosocial Welfare Among Youth in Ack Embu Diocese. Her research stated that teenagers like to chat by using social media such as WhatsApp, Facebook, and Twitter, and the results of the study also show that respondents agree that social media affects self-esteem (Susan Muthoni Kinyua, 2020).

Before social media was created as a means of information and communication, people were more familiar with books, magazines, newspapers, and the manual dissemination of information by word of mouth. The use of social media indirectly changes the pattern of life, thought, and psychosocial development of individuals, especially for teenagers.

The research uses samples taken from the education sector. Samples are taken from the age range of the same age and the disparity is not too far, focusing on psychosocial, and using more up-to-date questionnaire questions with answer choices adding social media that is currently viral and used frequently.

B. Research methods

In this study, the author uses a survey method as a research instrument through Google forms. Questionnaires were distributed to the 9th-grade students in one of the junior high schools in Samarinda. Because the research variables were categorical, to produce measurements with a nominal scale and facilitate description in the form of percentage results, the authors used a simple statistical approach, namely the slovin formula to determine population proportions *(Setiawan, 2007).*

The number of 9th-grade students is 342 teenagers, ranging in age from 13 to 14 years. The number of respondents using the formula slovin $N=342/(1+(342x0,05^2)) = 185$ people.

The researcher uses a quantitative approach, namely research whose results are explained in general terms that do not rely on analysis but rely on aspects of the breadth of the data so that the research results become a representation of the entire population (Petra, 2003).

The questionnaire uses a Likert Scale answer choice, with each value in the answer choices, namely:

5 = Strongly agree;
4 = Agree;
3 = Uncertain;
2 = Disagree;
1 = Strongly Disagree.

The validity and reliability of the questions have been tested through SPSS version 26 with valid Pearson Correlation results after being compared between the calculated r values greater than the r table in the two-way test of

0.1443, and if the validity of the significance value is tested, it can be declared valid because the significance value in the SPSS results is less than 0.01, the explanation can be seen in Figure 1. Meanwhile, the reliability of the questionnaire is also reliable with a Cronbach alpha value of 0.715 greater than 0.6 as shown in Figure 2. The variable is declared reliable if Cronbach alpha (a) > 0.60 (Selly Oberty Dany Adana Putri, Dwiati Marsiwi, 2012).

C. Results and Discussion

The results of the research on gender demographic characteristics showed that 41% of respondents were male and 59% of respondents were female with an age range of 13 to 14 years. Data from the Central Statistics Agency of Samarinda indicate that the population of junior high school students is in second place with 99 schools and 144,428 teenagers ranging from 10 to 19 years old (BPS, 2017).

1. The use of social media in learning activities

Social media has now become part of the human lifestyle and become the need of many people because in social media there are many things we can do. We can connect to new people, find old friends that we have not seen for a long time. We can also do business promotion too to get new customers. This is what makes social media very important. Indonesia as a country with the 4th largest population in the world turned out to be one of the countries that use social media a lot there are available, but from many sites existing social media sites, Indonesia only uses a few just.

Table 1: Sociodemographic description of teenagers using social media
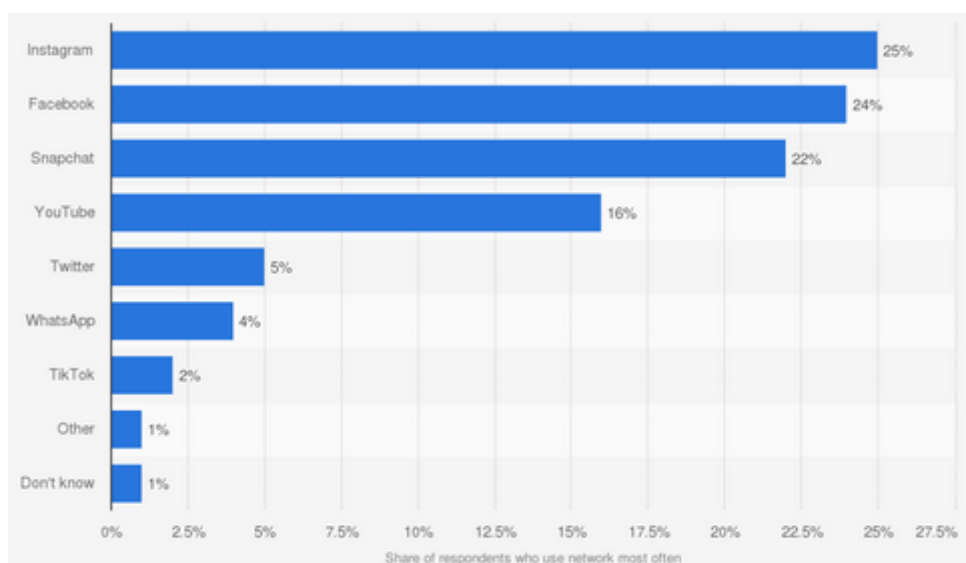
The number of questionnaires distributed to teenagers was 100 questionnaires and 100 were returned because of the face-to-face system.

2. The influence of social media on psychosocial development

The main purpose of this study is to find out the impact of social media on adolescent personality from the perspective of social psychology. This research thus seeks to explain, from a social psychology standpoint, the attitude of teenagers towards the potential impacts of using social media through understanding how teenagers perceive the potential impacts of using social media. The results can be seen in table 4:

Table 2: The impact of social media on psychosocial

Questions	Response				
	SA	A	U	D	SD
Nowadays, teenagers have accounts on social media and it can increase their self-confidence	15%	31%	41%	10%	3%
Teenagers use youtube, TikTok, Instagram, games, and Facebook to increase their prestige or self-esteem.	12%	27%	36%	18%	7%

The dance movement on the TikTok application that is currently viral on social media is useful for personality development that increases the prestige of a teenage TikTok-er	9%	21%	35%	22%	13%
Through social media, teenagers can access negative information that can affect personality behavior.	19%	22%	28%	13%	18%
When teens lie or spread hoaxes about their true identities on social media, they may be bullied and become depressed, resulting in negative attitudes.	14%	33%	30%	13%	10%
Teenagers who create and spread hoaxes will decide to temporarily not come to school to avoid being bullied.	11%	26%	34%	17%	12%
Average	13%	27%	34%	16%	11%

In the question of table 2 which becomes the research variable. 41% of adolescents answered uncertainly about creating social media accounts and using social media can affect psychosocial conditions, 15% of adolescents strongly agree, 31% agree, 10% disagree, and only 3% stated strongly disagree.

On the second question about increasing prestige with the use of social media, 27% agree and 7% state strongly disagrees. The third question about dance that is viral on TikTok is beneficial for personality development so that it increases the prestige of teenage TikTok-ers, 21% of teenagers agree and 13% of teenagers strongly disagree. The fourth question about teenagers' social media accounts can be used to access negative information and influence personality behavior, 22% of adolescents agree, 18% strongly disagree, the rest are uncertain, strongly agree, and disagree.

The fifth question of teenagers who lie about their true identity on social media can cause teenagers to be bullied and despair so that they behave negatively, as many as 33% of teenagers agree and 10% strongly disagree. For the sixth question. Teenagers who spread hoaxes will decide to

temporarily not come to school to avoid being bullied, 26% and 12% disagree.

The results of the questionnaire show that social media has an impact on psychosocial, both positive and negative impacts on the typology of its impact on the acceptance or rejection of innovations in the use of social media, can occur simultaneously, Everett M. Rogers classifies the typology of impacts as follows.

Table 3: Typology of Impact of Communication Technology Development

Desirable impact	Undesirable Impact
The impact that leads to the functioning of the innovation by the individual or social system.	Impacts that result in the non-functioning of innovation by the community or social system
Direct Impact	Indirect impact
Individuals or social systems respond immediately or quickly to innovations	There is a change in the individual or social system after the direct impact
Anticipate Impact	Unanticipated Impact
Change can be anticipated because members of the social system have known / familiar with the innovation	Change cannot be anticipated because members of the social system do not know/are not familiar with the innovation

From the typology of impacts by Everett M. Rogers, society, especially teenagers in this study, can be categorized in the desirable impact group or impact that leads to the functioning of innovation by individuals or social systems.

In this case, social media is very functional and very useful as a means of information, communication, and entertainment and is not only used individually but gives birth to a new social community, namely a virtual community, or a society that is formed and connected through the interaction of internet network services.

In addition, social media also provides an indirect impact which is marked by changes in individuals or social systems after a direct impact occurs, where the community or youth becomes more comfortable living behind the scenes, both interacting, communicating, and seeking information. Unanticipated impact as changes that occur and cannot be anticipated because the innovation has not been known/previously known by members of the social system. The community or youth previously did not anticipate the positive or negative impacts of using social media. Due to the development of information and communication technology that is growing so rapidly in the 4.0 era (four point zero).

Of the six questions in the questionnaire, an average of 34% of adolescents answered undecided, this proves Hurlock's theory that early adolescents at the age of 13 to 17 years and late adolescents between 17 to 18 years are in the process of transitioning between childhood and life. adults, especially in a psychological perspective such as feelings, attitudes, desires, and emotions that are unstable or erratic.

From a psychosocial perspective, social media plays an important role in changing attitudes and on personal social development, many studies have

been conducted regarding the influence of media on the psychological condition of a teenager in particular. According to a study by Evry, 33.3% of children who watch television are considered children who tend to be restless, and according to Lewis, children who often watch television tend to have lower achievement. There is an experiment from Smith on various tribes with opposite attitudes. Attitude changes can occur due to the influence of the meeting of 2 groups of different origins, which initially started as a negative perception which later turned into a positive perception. Social interaction also affects changes in social norms. Research conducted by R. Messerchmidt, namely the suggestibility of boys and girls between the age of six and sixteen years tells that adolescents tend to be easily influenced by social suggestions because they do not tend social attitudes (Gerungan, 2010).

The problems that arise in social psychology are of course closely related to social influences or social influences that affect individual behavior. Social psychology is a science that studies and investigates individual behavior in relation to socially stimulating situations (Drs.H. Abu Ahmadi, 2009).

In this study, the author examines scientifically with a descriptive survey method, regarding the relationship of the impact of social media on adolescent personality in the perspective of social psychology through social media communication tools used by adolescents to have an impact on psychological conditions, social media can be used for several things, as many as 56% of teenagers from the sample population watch YouTube, Korean dramas and play games to get rid of boredom while studying. As many as 21% of adolescents agree that through social media, they can access negative information that may influence personality behavior. 33% of teenagers agree that teenagers who are considered to be lying or spreading hoaxes about

their true identities on social media may experience bullying and despair which ultimately leads to negative attitudes. And 26% of teens who create and spread hoaxes will decide to temporarily avoid school to avoid getting bullied.

The response to this questionnaire question proves that social media has an impact on the social psychology of adolescents. According to the theory of a psychologist, Oldentorf, who argues that social psychology is the knowledge that discusses a person's individual behavior and its relationship to social situations. In this study, social media influences the psychological and mental situation of adolescents, especially in making a decision or attitude in dealing with a problem, especially in relationships or social interactions with their friends through media or communication tools.

21% of adolescents agreed to the questionnaire questions, namely through their social media accounts they could access negative information and influence personality behavior. In fact, as many as 33% of teenagers agree that if a teenager is considered lying or spreading hoaxes about his true identity on social media, it can cause teens to be bullied and discouraged so that they have a negative attitude. And 26% of teenagers who create and spread hoaxes will decide to temporarily avoid school to avoid bullying.

As many as 56% of adolescents choose to watch YouTube, Korean dramas, and film and game apps to eliminate boredom when studying. From the typological aspect of the impact of adolescents in this study, they are categorized in the desirable impact group or impact that leads to the functioning of innovation by individuals or social systems. The indirect impact is characterized by changes in individuals or social systems after a direct impact occurs, where the community or youth becomes more comfortable living behind the scenes, both interacting, communicating, and

seeking information. And Unanticipated Impact as changes that occur and cannot be anticipated because the innovation has not been known/previously known by members of the social system. Teenagers previously did not anticipate the positive or negative impacts of using social media.

There is as many as 34 percent of adolescents who answered doubtful, proving Hurlock's theory that early adolescents at the age of 13 to 17 years are in the process of transitioning between childhood and adult life, especially in psychological perspectives such as feelings, attitudes, desires, and emotions that are unstable and uncertain.

D. Conclusion

Most teenagers use social media because they are bored when studying. Boredom itself is one of the psychological disorders in the psychosocial aspect. Social Media has a positive influence on teenagers. Apart from being entertainment, social media can also be a business field for some people, this is evident from some teenagers who already have their own business. But on the other hand, there are also some negative impacts where teenagers tend to be easily influenced by social suggestions because they don't have a tendency for social attitudes to be affected by social influences or social influences that affect individual behavior. Using social media more often, though, increases FOMO (Fear of Missing Out) and feelings of inadequacy, dissatisfaction, and isolation. In turn, these feelings negatively affect teenagers' moods and worsen symptoms of depression, anxiety, and stress.

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