

## The Influence of Social Media Addiction on Adolescent Self-Concept

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### ABSTRACT

**Background:** The use of social media can have a good as well as a bad influence. Its bad influence, there is empirical evidence to suggest that compulsive use of social media can have an effect on a person's self-concept, especially among adolescent smartphone users.

**Purpose:** The purpose of this study is to analyze the influence of social media addiction on the self-concept of adolescents in Kepanjen Kidul village. This study used a correlation analysis design with a *cross sectional approach*. The population of this study was adolescents in kepanjen kidul village who were indicated to have social media addiction of 34 people.

**Methods:** The sampling technique in this study used *simple random sampling*, while the instruments used were questionnaire sheets, and statistical tests using *spearman's rank*.

**Results:** The results of each variable were obtained by respondents who experienced a moderate level of social addiction as many as 16 respondents (47.1%) respondents who had a negative self-concept as many as 21 respondents (61.8%) The results of the *spearman's rank* statistical test obtained a cophysific value of 0.486 and p-value by  $0.004 < 0.05$ , it can be concluded that there is an influence of social media addiction on the self-concept of adolescents in the village of kepanjen kidul.

**Conclusion:** It can be concluded that a strong relationship with a positive direction the higher the Addiction to Social Media has an impact on the higher the Negative Self-Concept experienced.

**Keywords:** adolescent, self-concept, social media addiction

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**BACKGROUND**

The use of social media can have a good as well as a bad influence. Its bad influence, there is empirical evidence to suggest that compulsive use of social media can have an effect on a person's self-concept, especially among adolescent smartphone users (Van Rooij & Schoenmakers in Eijnden, Lemmens, & Valkenburg, 2016). Social media addiction is increasingly grabbing attention considering the increasing number of people using social media from year to year, especially teenagers (Rosyadi, 2019). According to Kuss & Griffiths (in Griffiths & Szabo, 2014) excessive use of social media and giving rise to problematic behaviors can be classified as internet addiction.

The Internet has become one of the daily necessities of many people. Internet users can access the internet anytime and anywhere, this can encourage internet users from year to year to be higher, including in Indonesia. A survey by the Indonesian Internet Service Providers Association (APJII) in 2014 showed that internet user penetration in Indonesia reached 34.9%, this figure increased in 2017, from the total population of Indonesia 262 million people, as many as 143.26 million people have used the internet or internet user penetration is around 54.68% (APJII, 2017). Then two years later, according to data provided by Polling Indonesia and APJII in 2019, as many as 171.17 million people or around 64.8 percent of Indonesians already use the internet (APJII, 2019).

Of all internet users, the majority of users are people with an age range of 15 to 19 years with the highest penetration of 91% (APJII, 2019). From the data, it can be seen that the most internet users are teenagers. Adolescence can be said to be a transitional period because adolescents have not yet acquired adult status and no longer have the status of a child. Adolescence is a transitional period from childhood to adulthood, covering all developments experienced in preparation for entering adulthood (Gunarsa & Gunarsa, 2012).

Based on an initial survey that has been conducted on adolescents in Kepanjen Kidul village on February 9, 2022, it is known that of the 10 (100%) adolescents interviewed have been using social media since the age of 12. They said that using social media it will be easier to get information both about education and entertainment, thus helping them in increasing their knowledge in the world of education. They also said they are more likely to use social media to chat and post every activity they do. Based on the data obtained, all teenagers in Kepanjen Kidul village in 2022 experience social media addiction which causes self-concept disorders.

Self-concept is the conceptualization of the individual towards himself. Self-concept directly influences a person's self-esteem and feelings about himself (Potter & Perry, 2010). The development and management of self-concept begins at a young age and continues throughout the lifetime. Chaplin (in Pardede, 2008) posits that self-concept is an individual's evaluation of oneself, an assessment or interpretation of oneself by the individual in question. The purpose of this study is to analyze the influence of social media addiction on the self-concept of adolescents in Kepanjen Kidul village.

**METHODS**

In this research, researchers used a quantitative analytical design with a cross sectional approach. The population in this study were all teenagers aged 15-20 years in Kepanjen Kidul Village with a total of 38 respondents. The sampling technique used was simple random sampling. The statistical test chosen is Spearman's Rank.

**RESULTS**

Table 1. Frequency distribution based on Respondents Based on Adolescent Social Media Addiction in Kepanjen Kidul Village with a total of 34 respondents

Frequency	%	
Tall	10	(23,5)
Keep	16	(47,1)
Low	8	(29,4)
Sum	34	(100,0)

(Source: 2022 Research Primary Data)

Based on table 4.3, it can be seen that most of the Respondents of Social Media Addiction with a moderate category with a value (47.1%) were 16 respondents.

Table 2. Frequency distribution based on Respondents Based on Adolescent Self-Concept in Kepanjen Kidul village with a total of 34 respondents

Frequency	%	
Negative Self-Concept	21	(61,8)
Positive Self-Concept	13	(38,2)
Sum	34	(100,0)

(Source: 2022 Research Primary Data)

Based on table 4.4, it can be seen that most of the respondents who experienced Negative Self-Concept (61.8 %) were 21 respondents.

**Statistical Test Results**

Table 3. Results of Adolescent Self-Concept Analysis reviewed from Social Media Addiction in Kepanjen Kidul Village. with a total of 34 respondents.

	<b>Spearman Rank</b>	
	Social Media Addiction	Self-Concept
coefficient	1.000	0,486
Sig. (2-tailed)	-	0,004
N	34	34

(Source: 2022 Research Primary Data)

The results of data analysis using the Spearman's Rank test obtained the result of a value of  $\rho$  value = 0.004 with a  $\alpha = 0.05$  then  $\rho < \alpha$  so that it can be concluded that  $H_0$  is rejected and  $H_1$  is accepted. This means that there is a relationship between Adolescent Self-Concept In terms of Social Media Addiction in Kepanjen Kidul Village. With a coefficient correlation value of  $r = 0.486$ , it can be concluded that a strong relationship with a positive direction the higher the Social Media Addiction has an impact on the higher the Negative Self-Concept experienced.

**DISCUSSION**

Based on the first specific objective, namely identifying social media addiction among teenagers in Kepanjen Kidul Village, it can be known that social media addiction from 34 respondents in Kepanjen Kidul Village is mostly in the moderate category of 18 people with a percentage of 52.9%. From the results obtained from online, respondents spend more time playing social media to see important notifications so that they violate family rules, the first thing respondents do is open social media and often skip their schoolwork they are always looking for an internet connection anywhere and are very enthusiastic about accessing social media, they also consider social media as an escape from the real world so as to make them

unhappy when not using media social even they are not aware when hungry or thirsty, respondents prefer friendships, express themselves, communicate and spend time on social media.

Social media dependence is a condition of a person that cannot be separated from social media. He will feel uneasy if he doesn't access even in a short time. *Dependency Theory* (2006) defines that dependence has to do with the effort to meet needs or the achievement of goals by relying on other resources. Social media is considered the only way to make ends meet. Man seems to be unable to live without his help. This has been experienced by many people in all corners of the world (Yuliana, 2018).

Based on the second specific objective, namely b. identification of the self-concept of adolescents in Kepanjen Kidul Village, it can be seen that adolescent self-concept from 34 respondents is mostly included in the negative self-concept category as many as 21 people with a percentage of 61.8%. Based on the online that has been done, respondents cannot control and maintain emotions properly, they sometimes do bad things and never regret mistakes which was made, because the respondent did not have the same abilities as other people so that his existence made his parents embarrassed, the respondent became easily discouraged in the face of problem.

Helmi (1999) defines self-concept as a self-scheme related to physical, psychic, and academic aspects. Self-concept is the individual's view and attitude towards oneself. The self-view is related to the physical dimension, individual characteristics, and self-motivation. Self-view includes not only individual strengths, but also weaknesses and even failures of himself. Self-concept is at the core of an individual's personality. The core of the personality plays an important role in determining and directing the development of the personality as well as the positive behavior of the individual. Self-concept is related to many things experienced by the individual, one of which may be related to self-concept is the social media dependence experienced by the individual (Yuliana, 2018).

Based on the final specific objective, namely analysis of the influence of social media addiction on the self-concept of teenagers in Kepanjen Kidul Village, it is known that a *p value* of 0.004 which shows that there is a positive relationship between Social Media addiction and Self-Concept with a coefficient value of 0.486 shows that the direction of the relationship is strong.

Based on the results of the study, teenagers who are addicted to Social Media are caused by respondents having more time playing social media to see important notifications so that they violate family rules, things the first thing respondents do is open social media and often skip their schoolwork they are always looking for an internet connection anywhere and are very enthusiastic about accessing social media, they also consider social media as an escape from the real world so as to make them unhappy when they don't use social media even they don't realize when they are hungry or thirsty, respondents prefer friendships, expressing themselves, communicating and spending time on social media.

Based on the results of the study, students who experience Negative Self-Concept are caused by not being able to control and maintain emotions properly, they sometimes do bad things and do not have regretted the mistakes made, because the respondent does not have the same abilities as others so that his existence makes his parents embarrassed, the respondent becomes easy desperate in the face of problems.

In this study, there is a positive relationship between adolescent self-concept in terms of social media addiction in Kepanjen Kidul Village strongly, adolescent self-concept in terms of social media addiction in Kepanjen Kidul Village that occurred was strong, according to this researcher because most of the respondents as many as 21 respondents

(61.8%) experienced negative self-concept so that the strength of the relationship that ensued became strong. So it can be concluded that the higher the addiction of social media in adolescents the higher the Negative Self-Concept that occurs in adolescents and the lower the addiction of Social Media which occurs in adolescents, the lower the Negative Self-Concept in adolescents.

This research is not in line with research that shows that the level of dependence of students of the Faculty of Ushuluddin, Adab and Da'wah on social media is classified as moderate, the level of positivity of self-concept is relatively low. Thus, there is no relationship between social media dependence and students' self-concept. This is due to other factors related to their self-concept, such as factors such as the distance between children's closeness to parents, self-motivation, experience and academic achievement (Yuliana, 2018).

The implications of this research include being able to increase knowledge for health workers regarding adolescent self-concept in terms of social media addiction in Kepanjen Kidul Village and can be used as input and increase the knowledge of health workers in knowing the self-concept of teenagers in terms of social media addiction in Kepanjen Kidul Village.

## **CONCLUSION**

Based on the results of the research that the researcher conducted, it can be concluded that a strong relationship with a positive direction the higher the addiction to social media has an impact on the higher the Negative Self-Concept experienced.

The results of the research obtained by researchers at the Kepanjen Kidul Village can provide information and understanding of self-concept in terms of social addiction in adolescents in Kepanjen Kidul village, made a competition event and made a Karangtaruna group. Providing education to adolescents on how to overcome negative self-concept from social media addiction in adolescents in Kepanjen Kidul Village. The results of this study can add sources of reverence and bibliography related to Adolescent Self-Concept in terms of social media in Kepanjen Kidul Village. Researchers should then improve research results by controlling other factors that influence this study by adding variables to the study, so that better research results can be obtained.

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