Behavior Analysis of Social Media use among adolescents

Ardi Maulana Nugraha [1]*, Ichsan [2], Mustika Wati Alfia Ningtyas [3], Abdul Samad Arief [4], Pandu adi Cakranegara[5]

[1] Universitas Padjadjaran, [2] Politeknik Negeri Pontianak, [3] Universitas Airlangga (UNAIR) Surabaya,[4] Universitas Fajar Panakkukang[5] Universitas President

[1] ardi.maulana@unpad.ac.id, [2]ichanida@yahoo.com, [3] mustiikawati@gmail.com, [4] abdulsamad@unifa.ac.id, [5]pandu.cakranegara@president.ac.id

Abstract: This study intends to find out how the influence of adolescent behavior on social media users. Currently, almost the majority of teenagers in Indonesia use social media. Social media is something that cannot be left behind in the daily life of teenagers. Researchers in this case analyze the behavior of teenagers in using social media. used in this research. This research is included in quantitative research with data collection methods through observation, interviews and questionnaires. The data analysis method used is normality test, linearity test, simple linear regression coefficient test and hypothesis testing using determination test or R2. Sampling in this study using proportional random sampling technique. The number of samples obtained as many as 40 respondents with the criteria of teenagers who access social media facebook. Research results Based on the results of research and discussion of the influence of facebook media on behavioral deviations in adolescents, it can be concluded that there is a significant influence between the use of facebook media on behavioral deviations of adolescents who includes the words of students can be seen from the words of students who are not polite, the use of dirty words in daily communication. Students' addiction to Facebook makes students tend to use Facebook whenever and wherever there is an opportunity, even during lessons. Students' individualism can be seen from the use of Facebook to communicate and rarely meet directly with friends which results in a decrease in social attitudes in students and tend not to care about the surrounding environment.

Keywords: social media; Adolescent; Facebook; Behavior

INTRODUCTION

Introduction

Today it is almost certain that everyone who has a smartphone, also has social media accounts, such as Facebook, Twitter, Path, Instagram, and so on. This condition is like a kelaiziman that changes the way of communicating in the digital era as it is now (Haug et al., 2015). If in the past, introductions were done in the conventional way, which is accompanied by exchanging business cards, now every time meeting new people tend to exchange addresses. account or make friends on social media (Mourra et al., 2020; Park, 2020). The evolution that occurred in the field of technology and internet innovation caused not only the rise of new media. Various aspects of human life, such as communication and interaction, also experienced changes that had never been expected (Fitriawati, 2017; Himawan et al., 2020; Zahra, 2021). The world seems to have no borderless boundaries, no secrecy that can be covered. We can find out other people's activities through social media, while we do not know and never meet face-to-face or be out of network (offline) with the person. The presence of social media and the growing number of users by the day is an interesting fact how powerful the internet is for life (Abdillah, 2014; Bala, 2014; Fergie et al., 2016; Gibbs et al., 2015; Li & Chan, 2017; Pulido et al., 2020; Voramontri & Klieb, 2019).

Social media is a site where one can create a personal web page and connect with everyone who joins the same social media to share information and communicate. If traditional media uses print media and broadcast media, then social media uses the internet (Ambar, 2017; Anggraini, 2020; ptkomunikasi, 2012; Tea,

*name of corresponding author

2014). (Felita, n.d.) "The most dominant or widely used use of social media is Facebook, followed by twitter, Instagram, google+, skype and Pinterest".

Facebook is an application that is often used by many people since the introduction of Facebook by the creator of the Facebook application (Ni Wayan Ekawati, SE, 2012). Judging from the popularity of Facebook is much more users than other applications. This is seen from the ease in using Facebook so that children can already use it. Facebook causes a wider network of relationships because new discoveries of relationships are always created. Facebook can open the communication gate so that contacts can continue to be made. In addition, Facebook has a newsfeed facility that makes it easier for users to access information with organized and reminders such as activity notifications, as well as messages like email.

.

LITERATURE REVIEW

Behavior

According to (Fithri, 2015; Parnawi, 2019) human behavior cannot be separated from the circumstances of the individual itself and the environment in which the individual is located. Behavior is a person's physical and psychological activity towards others or vice versa to fulfill themselves or others in accordance with social activities. Behavior is an atmosphere of interdependence that is a necessity to ensure human existence, meaning that human survival takes place in an atmosphere of mutual support in the process. togetherness (Suhayati, 2020; Wirawan, 2012). Behavior focuses its attention on the relationship between the individual and his environment consisting of various social and non-social objects or does not like the object. A person's social behavior is the relative trait of responding to others in different ways. For example, in cooperation , some do diligently, patiently, and always attach importance to the common interests above his personal interests.

Types of individual behavior according to (Okviana, 2015) a. Conscious behavior, the behavior that initiates the work of the brain and the center of the nervous system. Unconscious behavior, inappropriate behaviors. Behavior is visible and invisible. d. Cognitive, affective, conative and psychomotor behavior. 3. Forms of behavior According to (Arif et al., 2019), judging from the form of response to stimulus, then behavior can be divided into two, namely: a. Passive form/ closed behavior A person's response to a stimulus in covert or closed form. The response or reaction to this stimulus is still limited to attention, perception, knowledge or awareness and attitudes that occur in someone who receives the stimulus, and it cannot be clearly observed by others.b. The response to such stimulus is obvious in the form of actions or practices .

Behavioral Shaping Factors (Hayati, 2017) argue that there are four main categories that can shape a person's social behavior, namely; a. The behavior and characteristics of others. If a person is more often hanging out with people who have a well-mannered character, there is a good chance that he will behave like most people of good character in the world. the environment of the association. Conversely , if he associates with people of arrogant character then he will be affected by such behavior.b. Cognitive Processes of Memory and thoughts that contain ideas, beliefs, and considerations on which a person's social awareness is based will affect his social behavior.c. Environmental factors of natural environment can sometimes affect a person's social behavior. For example, people who come from coastal or mountainous areas who are used to saying loudly, then the social behavior seems loud as well, when in the community environment that is accustomed to soft and smooth in speaking words, then children tend to speak meek words as well. d. Tatar Culture As a place of cross-legged and social thought it occurs. For example, someone who comes from a certain cultural ethnicity may feel socially strange when in a society that is ethnically different cultures. 5. Forms of behavior change the forms of behavior change vary greatly, according to the concepts used by experts in their understanding of behavior. The forms of behavior are grouped into three parts, namely: a. Natural changes in human behavior is always changed partly due to natural events. If in the surrounding community there is a change in the physical or social environment, culture, and economy then the members of the community in it will experience changes. b. This change in behavior occurs because it is planned by the subject itself. c. Willingness to change If there is an innovation or development program in society then what often happens is that some people are very quick to accept the innovation or change (change in behavior). But some people have been very slow to accept the change. This is because everyone has a willingness to change differently. 6. Deviations of Socialization Behavior that individuals do not always succeed in fostering social values and norms in the individual's soul. As a result of the failure to socialize social values and norms, sometimes individuals perform actions that are not in accordance with the rules that apply in mascara or so-called social deviations or pervert behavior.

Some definitions of social deviation or deviant behavior (social deviation) are as follows: a. social dispossession is behavior that is reprehensible and beyond the limits of tolerance by many people. b. social

*name of corresponding author

deviance is all actions that deviate from the norms that apply in a social system and give rise to the efforts of those authorized in that system to correct the behavior. c. social deviance is any behavior that is declared a violation of the values and norms of a group in society. 7. Characteristics of Behavioral Deviations Many experts have researched about the characteristics of deviation of social behavior in society. S. Nisrima, M. Yusuf, Ema Hayati (2016: 199) the characteristics that can be known from deviations of social behavior are as follows: a. An act is called deviant when it is declared as deviant. b. Deviation occurs because of the regulations and the application of sanctions carried out by others against the deviant perpetrator. c. There is a perverted behavior that is acceptable, and the tone is rejected. d. Most people do not fully obey the rules so that there is a disguised form of deviation and absolute tone. e. Deviations can occur against ideal culture and real culture. Ideal culture is a behavior and habit that is formally approved and expected to be followed by members of society. Real culture includes the things they really do. f. When the law rule that prohibits an act that many people want to do, usually appears the norm of avoidance.

Social Media

Basically, social media is a new web development based on the internet, which makes it easier for everyone to be able to communicate, participate, share and form a web. network online, so it can spread their own content. In accordance with the opinion (Anggraini, 2020) social media is a situation where people communicate with their friends, who they know in the real world and cyberspace. According to (Nasrullah & Rulli, 2018) stated "Social media is a media platform that focuses on the existence of users who facilitate them in their activities and collaboration. Therefore, social media can be seen as an online medium (facilitator) that strengthens relationships between users as well as a social bond. According to (Nasrullah & Rulli, 2018) stated "Social media and social software is a tool to improve the ability of users to share (to share), cooperate (to co-operate) among others. users and collective actions that are all outside the international and organizational frameworks

METHOD

This type of research is a quantitative study with a population of all teenagers who use Facebook as many as 40 students. The sampling technique used proportional random sampling, namely the sample was taken with a specific purpose because the researcher considered that the sample had the necessary information. The variables used in this study included independent variables and dependent variables. This data is collected directly from the field, which is obtained by distributing online questionnaires. The data collection method used is the questionnaire method. This method contains a number of questions posed in writing to students to obtain data about the use of facebook media and student behavior deviations. The instrument used is a closed questionnaire in the form of multiple choice. To obtain a good questionnaire, expert judgment is carried out by the supervisor and the validity and reliability tests are carried out. To process the data results obtained with the help of the SPSS 18 application for windows

No	Gender		Sum
1	Male	Woman	40
	15	25	

RESULT

The results of the analysis are then classified based on the above categories can be seen that most respondents with a percentage of 51% included high categories in utilizing content or features from the media. Facebook social media, meanwhile , 40% belong to the category of in utilizing content or features from Instagram social media . Based on the data above it can be concluded that respondents' interest in utilizing content or features from Facebook social media with a high category of 51% means social media. Facebook has an influence on the behavior of teenagers.
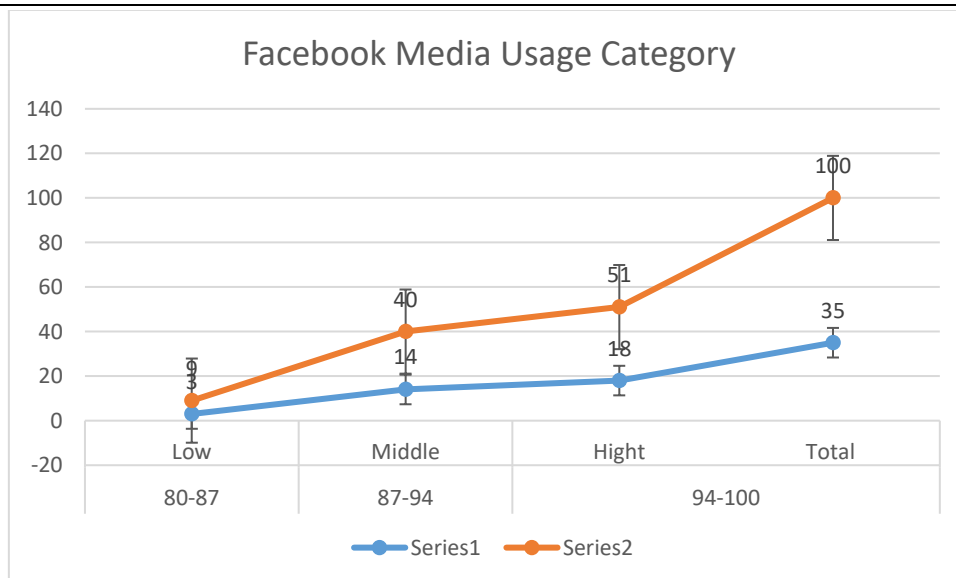
*name of corresponding author

Figure 1: Facebook Social Media Usage Graph

The results of the analysis of the questionnaire answers are known that the use of Facebook media by teenagers in the category is moderate. The results of the analysis of respondents' questionnaire answers also showed that deviations in adolescent behavior in the category were moderate. Deviant behavior in question includes profanity and irreverent words, addiction to Facebook and attitudes of individualism in students.

The results of linear regression analysis proved that Facebook media had a significant effect on adolescent behavior deviations. The use of Facebook media causes teenagers to use profanity and irreverence even in jokes, addiction to Facebook and attitudes of individualism in   teenagers. Some of the characteristics of people who are exposed to the internet, namely excessive use, anxiety when not accessing the internet in certain time intervals, increased tolerance for internet addiction itself, and negative impacts (including social isolation).
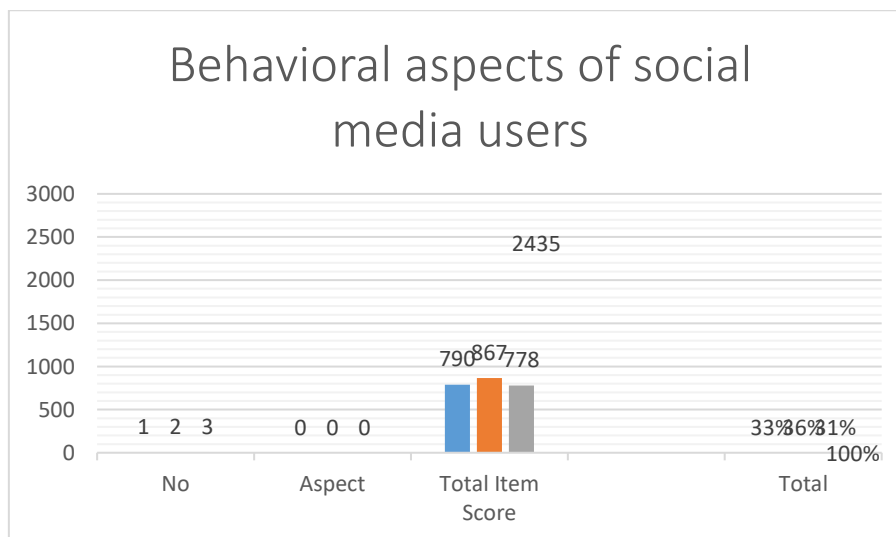

Figure 2. Aspects of Social Media Users

Facebook is a social network, which is a social structure formed from nodes (individuals or organizations) that are connected or united by a site. Facebook is a social networking website where users can join communities such as cities, work, schools, and regions to connect and interact with people. other. People can also add their friends, send messages, and update their personal profiles so others can see about them.

Facebook, which is currently widely used by the community, especially students who are growing in adolescence can affect the daily behavior of students who are still very unstable. The deviant behavior that is caused can be seen from the words of students who are disrespectful, the use of profanity in everyday communication. Addiction to Facebook makes students tend to use Facebook anytime and anywhere when there

*name of corresponding author

is an opportunity even during the lesson. Another deviant behavior due to Facebook is the attitude of student individualism that is getting higher. Students tend to use Facebook to communicate and rarely meet in person with friends. This can result in decreased social attitudes in students and tend not to care about the surrounding environment.

DISCUSSIONS

Adolescent deviant behavior due to the use of Facebook can be seen in the words and actions of students when they use Facebook as well as in everyday life. They tend to worsen the way they communicate and damage grammar. In everyday conversation, many students use profanity that is not commonly used even in joking. They use new and disrespectful words that they used to use third using Facebook / twitter.

Deviant behavior of students can also be seen from the frequency, duration, and intensity of students when utilizing Facebook / twitter. Students always use Facebook whenever and wherever included in the study time in school. They have not been able to control themselves from opening Facebook while the lesson takes place. So, when teachers don't know it, most students take advantage of Facebook in the classroom. This has an impact on the decreased concentration of student learning so that the learning capture of students will also be reduced. The use of Facebook / twitter is also influenced because of the supportive environment, where when all the friends around them use social networking sites then they will also do the same thing. This will be very useful for students in finding new friends to strengthen relationships with existing friends, also believe or vice versa to people who are new known through Facebook / twitter, get a lot of information, knowledge, and new knowledge while entertaining and entertaining others through Facebook / twitter or vice versa get problems / enemies due to Facebook / twitter.

The use of Facebook in adolescents' forms student attitudes that can be seen directly, namely the influence of Facebook media attitudes of high individualism. They prefer to communicate through Facebook rather than meet in person or face to face with their friends.

Cases that have a negative impact on Facebook tend to be experienced by students who are in their teens. This can be due to the immaturity of a student in recognizing his identity and environment. Considering the age of students is a period of searching and strengthening identity before entering adulthood . Further development for students who are in adolescent age includes mental, emotional, social, and physical maturity. Teenagers who are still unstable and emotional often misinterpret what they get both from the mass media and from friendship sites. Such circumstances make teenagers often provoked curiosity to try and follow what is offered to them through Facebook media then bring up Behavioral changes are both positive and negative in adolescents.

CONCLUSION

Based on the results of research and discussion about the influence of Facebook media on behavior deviations in adolescents, it can be concluded that there is a significant influence between the use of Facebook media on deviations of adolescent behavior which includes student speech can be seen from the words of students who are disrespectful, the use of profanity in everyday communication. Student addiction to Facebook makes students tend to use Facebook anytime and anywhere when there is an opportunity even during the lesson. Student individualism is seen from the use of Facebook to communicate and rarely meet in person with friends which results in a decrease in social attitudes in students and tends not to care about the surrounding environment.

REFERENCES

Abdillah, L. A. (2014). Social media as political party campaign in Indonesia. *ArXiv Preprint ArXiv:1406.4086*. https://arxiv.org/abs/1406.4086

Ambar. (2017). 20 Pengertian Media Sosial Menurut Para Ahli. In *Pakarkomunikasi.Com*.

Anggraini, V. (2020). *Media Sosial : Pengertian, Jenis, Fungsi dan Tujuan*. Dosen Pintar.

Arif, M., Situmorang, N. Z., & Tentama, F. (2019). Bentuk-bentuk perilaku agresif pada remaja. *Prosiding Seminar Nasional Magister Psikologi Universitas Ahmad Dahlan*, 299–304.

Bala, K. (2014). Social media and changing communication patterns. In *Global Media Journal: Indian Edition*. caluniv.ac.in. https://caluniv.ac.in/global-mdia-journal/ARTICLE-JUNE-2014/A_3.pdf

Felita, P. (n.d.). dkk.(2016)."*. Pemakaian Media Sosial Dan Self Concept Pada Remaja*.

Fergie, G., Hunt, K., & Hilton, S. (2016). Social media as a space for support: young adults' perspectives on producing and consuming user-generated content about diabetes and mental health. In *Social Science & Medicine*. Elsevier. https://www.sciencedirect.com/science/article/pii/S0277953616305652

Fithri, R. (2015). *Psikologi belajar*. IAIN Press.

Fitriawati, M. (2017). Perkembangan infrastruktur teknologi informasi dari evolusi infrastruktur. *Jurnal*

*name of corresponding author

Teknologi Dan Informasi, *7*(1).

Gibbs, C., MacDonald, F., & MacKay, K. (2015). Social media usage in hotel human resources: recruitment, hiring and communication. *International Journal of …*. https://doi.org/10.1108/IJCHM-05-2013-0194

Haug, S., Paz Castro, R., Kwon, M., Filler, A., Kowatsch, T., & Schaub, M. P. (2015). Smartphone use and smartphone addiction among young people in Switzerland. *Journal of Behavioral Addictions*, *4*(4). https://doi.org/10.1556/2006.4.2015.037

Hayati, U. (2017). Nilai-Nilai Dakwah; Aktivitas Ibadah Dan Perilaku Sosial. *INJECT (Interdisciplinary Journal of Communication)*, *2*(2), 175–192.

Himawan, Harjanti, T. W., Supriati, R., & Setiyani, H. (2020). Evolusi Penggunaan Teknologi Web 3.0 : Semantic Web. *Journal of Information System,Graphics, Hospitality and Technology*, *2*(02). https://doi.org/10.37823/insight.v2i02.107

Li, X., & Chan, M. (2017). Comparing social media use, discussion, political trust and political engagement among university students in China and Hong Kong: An application of the O–S–R–O …. *Asian Journal of Communication*. https://doi.org/10.1080/01292986.2016.1248454

Mourra, G. N., Sénécal, S., Fredette, M., Lepore, F., Faubert, J., Bellavance, F., Cameron, A. F., Labonté-LeMoyne, É., & Léger, P. M. (2020). Using a smartphone while walking: The cost of smartphone-addiction proneness. *Addictive Behaviors*, *106*. https://doi.org/10.1016/j.addbeh.2020.106346

Nasrullah, M. S., & Rulli, D. (2018). *Riset khalayak digital: Perspektif khalayak media dan realitas virtual di media sosial*. Bandung Institute of Technology.

Ni Wayan Ekawati,SE, M. (2012). Jejaring Sosial/Facebook Sebagai Media E-Pengecer. *Buletin Studi Ekonomi*, *17*(2).

Okviana, V. (2015). Tinjauan Undang-Undang Nomor 39 Tahun 2004 Tentang Penempatan Dan Perlindungan Tenaga Kerja Indonesia Di Luar Negeri Terhadap Perlindungan Hak Dan Dari Tindak Kekerasan Kepada Tenaga Kerja Indonesia Di Korea Selatan. *Dinamika Hukum*, *6*(3).

Park, J. H. (2020). Smartphone use patterns of smartphone-dependent children. *Child Health Nursing Research*, *26*(1). https://doi.org/10.4094/chnr.2020.26.1.47

Parnawi, A. (2019). *Psikologi belajar*. Deepublish.

ptkomunikasi. (2012). Pengertian Media Sosial, Peran serta Fungsinya. *1 Juni 2012*.

Pulido, C. M., Ruiz-Eugenio, L., Redondo-Sama, G., & ... (2020). A new application of social impact in social media for overcoming fake news in health. *International Journal of …*. https://www.mdpi.com/681614

Suhayati, E. (2020). *Definisi Perilaku, Sikap, Kode Etik Dan Etika Profesi*.

Tea, R. (2014). Media Sosial: Pengertian, Karakteristik, dan Jenis. In *Romeltea Media*.

Voramontri, D., & Klieb, L. (2019). Impact of social media on consumer behaviour. *International Journal of Information …*. https://doi.org/10.1504/IJIDS.2019.101994

Wirawan, D. R. I. B. (2012). *Teori-teori Sosial dalam Tiga Paradigma: fakta sosial, definisi sosial, dan perilaku sosial*. Kencana.

Zahra, H. F. (2021). Evolusi Teknologi 5G. *Artikel Mahasiswa Sistem Telekomunikasi*.

*name of corresponding author