



## Social media and social behavior of adolescents in Puseurjaya, Karawang

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### Abstract

Nowadays, adolescents are facilitated by the means applied through practical knowledge of the method, rationally leading to efficiency in the application of adolescent life. We can say that adolescents today are influenced by technology. This article's goal is to clarify the reasons why adolescents in Puseurjaya Village are interested in using social media, especially Tiktok, in their daily lives. Furthermore, the author has a hope that this article will provide sufficient knowledge in the field of social media, especially for adolescents and their parents, to support their education. This research uses a descriptive-qualitative approach, which means searching for facts, researching social issues, and specific circumstances, such as relationships and activities, that exist in the nomena world, the invisible world, or the human senses, as well as affect his life. In conclusion, adolescents in Puseurjaya Village are interested in using social media, especially Tiktok, based on following their friends and current trends. Overall, the support and supervision provided by parents regarding adolescent use of social media has a positive impact on maintaining their mental health, manners, and physical health. Through open communication, guidance, and attention, parents can help adolescents develop healthy and responsible behavioural patterns in the digital world.

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## INTRODUCTION

Essentially, adolescents are in the midst of a struggle to find themselves, and when viewed from an external perspective, it can be easy for them to become ensnared in inner conflicts, a life filled with unrest, uncertainty, and anxiety. The phenomena occurring today have led adolescents in Indonesia to fall into behavioral abnormalities that can bring disaster to these individuals in the present or in the future.

Furthermore, among identified behavioral abnormalities can be seen as drug abuse, student brawls, alcohol consumption, smoking, and casual sex (Ni Made & Ni Ketut, 2020). Other behaviors include a shift towards consumerist lifestyles, becoming predominantly lazy, cases of extramarital sexual activity, and alcohol consumption (Gigih Novanda & Achmad Supriyanto, 2020). Moreover, the influence of social media on adolescent behavioural abnormalities extends to sexual aspects. Data from research indicate that adolescents have been exposed to pornography content while accessing the internet, with as many as 50% intentionally seeking out pornography content (Shefa Dwijayanti Ramadani., 2019). The Ministry of Communication and Information Technology stated that Indonesia was among the top ten countries visiting pornographic websites on the internet six years ago, and this ranking has been increasing every year. Worstly, there are underage children visiting pornographic websites (Jatmika & Puspitasari, 2019). As reported by *kompas.com*, a total of 101 school dropouts involved in brawls and other juvenile delinquencies in Surabaya, East Java, were asked to provide comments. This situation is attributed to the influence of social networks (Sihotang, 2017).

Nowadays, adolescents are navigating their lives with the aid of practical tools and methods, driven by a rational pursuit of efficiency in their daily activities. It can be said that adolescents today live in the shadow of technology and the internet. According to data from *Goodstats.id*, as reported by the Indonesian Central Bureau of Statistics (BPS) in 2023, the age group of 19-24 years ranked second in internet usage. Among individuals aged 19-24, 14.69% have accessed the internet. Additionally,

7.47% of adolescents aged 16-18 have also used the internet in the last three months. The age group of 13-15 years follows closely, with 6.77% accessing the internet (Pierre Rainer., 2023). Based on Hootsuite & We Are Social, In January 2020, there were 175.4 million internet users in Indonesia. This positioned Indonesia as the third highest in the world for internet user growth, following India and China (Hootsuite & We are Social).

The internet and social media platforms like TikTok or Instagram have become primary tools for spreading news in today's world. In response to this, it has transformed the face of media as a whole. Social media, specifically TikTok and Instagram, are not only used as means of communication and interaction but also as tools for self-expression and self-branding. For instance, in terms of self-expression, adolescents can easily utilize TikTok. This accessibility allows adolescents to express themselves by creating and editing videos (Buana & Maharani, 2020). Another example of self-branding is how adolescents can gain fame through viral content on TikTok, making it an effective promotional tool on social media. They experience satisfaction from receiving positive responses, accepting praise gracefully, and being open to criticism and advice, willing to improve themselves for the better (Mustaqimmah & Sari, 2022). This concerns the social behavior patterns of adolescents in Puseurjaya Village. To be exact, it refers to how adolescents interact with each other or with individuals older than them.

The social behavior of adolescents typically reflects either positive behavior aligned with local values and norms, or behavior that may be deemed inappropriate. Adolescents are considered a mirror of future generations. In the context of the social behavior observed in Puseurjaya Village, adolescents exhibit both positive and negative social behaviors. Positive social behaviors include diligence in religious rituals such as prayer and Quranic recitation, mutual cooperation, and participation in religious gatherings (*tahlilan*). However, alongside these positive behaviors, there are negative social behaviors such as gossiping, defiance towards elders, lack of etiquette, and similar actions.

This phenomenon is partly driven by the attraction of adolescents to using social media, where there is a wide variety of content that appeals to young people. It is undeniable that this interest leads adolescents to freely and enthusiastically navigate the online world, particularly through platforms like TikTok. Sadly, this interest sometimes causes adolescents to become engrossed in content that may not be beneficial for them. Although there is also positive content available to support their development.

In Puseurjaya Village, there are approximately 300 adolescents aged 16-22, which falls within the adolescent school-age range (Desa Puseurjaya, 2021). According to a survey conducted by the Ministry of Communication and Information Technology in 2017, 26.69% of individuals use smartphones for 3-5 hours daily. Referring to student or university student work, many use smartphones, amounting to 70.98%. The age group of 9-19 years shows a significant figure, accounting for 43.90%. Furthermore, in the same survey, more than 50% of people use the internet for communication and interaction, while the rest use it for website browsing, streaming, online shopping, and a small percentage for e-book searches (Kominfo, 2017).

This article aims to explore the factors driving adolescents to initially adopt social media and the motivations behind their usage. Additionally, it dives deeper into the ways in which communities, particularly families, support and supervise adolescents in their social media usage. It is expected that this current research is able to provide valuable insights into social media, particularly for adolescents and their parents, and to acquire better understanding and navigation its role in education and development.

## **METHOD**

The descriptive qualitative approach was utilized in this research to study specific societal issues and situations. This includes examining relationships, activities, and phenomena—both tangible and intangible—that influence people's lives, using human senses. The researchers employed a phenomenological research design because the study explores the phenomenon of rapid

social media development resulting from technological advancements and its impact on adolescents losing their direction in Puseurjaya Village and as Indonesian individuals. This phenomenon did not emerge abruptly but went through several processes. Further, drawing on Bandura's assertion that adolescent behaviours are influenced by what they see and hear, the comprehensive understanding of Bandura's statement involves phases of attention, retention, reproduction, and motivation in adolescents. The situation observed among adolescents in Puseurjaya Village aligns with Bandura's framework. Therefore, the researcher needed to immerse directly in the field to analyse this phenomenon.

The focus of this research is on the social behavior of adolescents, specifically examining and drawing conclusions about the influence of TikTok social media on their lifestyle, social attitudes, and interaction styles within their environment. Shortly, this current research employed a case study approach conducted in Puseurjaya Village, considering research objectives, research instruments, data analysis, research ethics, and interpretation of results.

The information gathering methods used in this research included observation, interviews, and documentary studies. The informants were divided into two groups: primary informants and additional informants. There were 5 (five) primary informants, each paired with a parent or guardian. The additional informants comprised 4 (four) individuals, including village officials, a military liaison officer (Babinsa), and elders from Puseurjaya Village.

The informants were divided into two groups for specific reasons. The first group consisted of primary informants who were key actors in the phenomenon of adolescents' avid use of social media and their interactions with each other. Additionally, each primary informant was accompanied by a parent during interviews to cross-check and ensure the accuracy of statements made by both the adolescent and their parent, thereby providing a more comprehensive understanding of the situation. The parents of these adolescents are individuals who are constantly present and aware of their children's activities around the clock, seven

days a week, making them highly knowledgeable about their children's actions and experiences. The second group of informants, referred to as additional informants, served to provide supplementary data about the daily life and community dynamics in Puseurjaya Village. The researcher aimed to obtain insightful responses that could potentially offer solutions for the development of adolescents in Puseurjaya Village.

This study involved a total of 5 (five) pairs of primary informants (each comprising an adolescent along with their parent or guardian), as well as 4 (four) additional informants. The data collection technique employed in this study included snowball sampling, which means initially starting with a small number of sources and gradually expanding the sample size. This approach was necessary because the initial sources of data were limited and did not provide sufficient information, prompting the researcher to seek additional informants to gather more comprehensive data. Snowball sampling allowed for the identification of new informants through referrals or connections from the initial participants, thereby enriching the dataset and enhancing the depth of the research findings.

## RESULT AND DISCUSSION

### The Beginning an Reasons of Social Media Used

Based on the findings, it is evident that adolescents utilize social media due to influences from their environment and in response to peer influence. This aligns with Albert Bandura's social learning theory, which emphasizes the importance of attention to models in the initial phase of learning through modeling. Bandura defines a model as anything that serves as a source of information, including individuals, entertainment, television programs, exhibitions, images, or instructions (Bandura, 1977). Furthermore, various characteristics exhibited by models influence the extent of attention they receive. Specific studies have found that models are more likely to be observed if they are similar to the observer (for example, in terms of gender, age, and other factors), respected individuals or those with high social status, possess greater abilities, are attractive, or exert power. The attention process determines what is selectively observed from the myriad influences

of modeling to which an individual is exposed and what is extracted from that exposure.

Adolescents in Puseurjaya Village did not start using social media abruptly; there are underlying reasons that drove their utilization. One key factor is the influence of their environment and peers. The social environment, particularly peer groups, holds significant sway over adolescent behavior. Adolescents often seek acceptance and recognition from their peers, prompting them to engage in various actions, including using social media, to achieve this acceptance. Social media serves as a platform for adolescents to connect with friends, whether they are nearby or distant. Through sharing information, photos, and videos of their activities, they can maintain connections with friends and foster closer relationships. Furthermore, social media provides a pathway for adolescents to gain social validation. By posting photos or videos that portray an exciting and enjoyable lifestyle, adolescents can enhance their popularity and sense of belonging among their peers. This phenomenon can be categorized based on various types of social media, including collaborative projects, blogs, community-generated content, virtual gaming environments, virtual social worlds, and social networking sites. Each type offers unique opportunities for adolescents to interact, share, and seek validation within their social circles. (Sudiyatmoko, 2015).

Furthermore, this classification is supported by unique characteristics of social media that differentiate it from other software applications. These characteristics include networking capabilities, information dissemination, archiving functions, interactivity, social simulation, and sports content (Nasrullah, 2015)

Instagram focuses on addressing five user needs within media consumption: cognitive, affective, social integration, and entertainment (Prihatiningsih, 2017). In addition to the aforementioned needs, adolescents use social media to communicate with their friends (Afriluyanto Roli Tegar, 2017). Furthermore, Instagram, with all its features, is used by adolescents as a medium for self-discovery. The unique experiences and motivations of each individual greatly influence the process of adolescent identity formation.

Additionally, every person has distinct experiences and motivations, and their interactions within their environment shape those experiences. Adolescents who actively use Instagram and other social media platforms engage in self-construction based on how others perceive them (Bulan Cahya Sakti & Muchammad Yulianto, 2018).

### **Community And Parental Support And Supervision For Adolescents' Used Of Social Media**

Another finding from this research is the duration and intensity of social media usage among adolescents in Puseurjaya Village. Parents in Puseurjaya Village commonly restrict their children's use of social media, not directly but through other activities they assign to their children. This is motivated by several underlying concerns, including worries about the negative effects of social media on their children's development and well-being. It is considered a beneficial strategy for adolescents, as there are potential negative consequences if social media use is not regulated. Parents typically limit social media use for adolescents to 3-4 hours per day. This limitation is indirect and often achieved through school and religious school activities in their home environment, coupled with the school assignments given to them.

According to the Global Web Index research in 2017, compared to other countries in the region such as the Philippines (78%), Malaysia (72%), and China (67%), Indonesia had the highest active social media users at 79.7%. The average daily usage of social media among adolescents is approximately 2-4 hours. This data is supported by a study conducted by Aprinta among adolescents in Semarang City in 2017, which reported an average social media usage of 1-3 hours per day (Gita Aprinta E.B & Errika Dwi S.W, 2017). According to another study, adolescent apathy is related to the frequency of social media usage (Bangkit Ary Pratama & Defie Septiana Sari, 2020). On another aspect, excessive use of social media can lead to insomnia or sleep disturbances, affecting health (Kezia Woran et al., 2020). Multiple studies have indicated a consistent association between excessive social media use and sleep disturbances among adolescents. This

research highlights a reciprocal and positive relationship, meaning that when adolescents excessively engage with social media, it can lead to difficulties in sleeping (I Gede Purnawinadi & Stela Sali, 2020).

Based on field findings and previous research conducted by scholars, it is evident that restricting social media usage is highly beneficial for the physical and social well-being of adolescents. This is intricately linked to their future as agents of change for the nation; when they have healthy bodies, they are likely to possess strong spirits and moral characters.

Discussing morality, it encompasses more than just outward appearances; it guides individuals' thoughts and behaviors toward what is considered good. Discipline forms the cornerstone of morality. Achieving moral development without discipline does not equate to immorality. To cultivate good character, preparation should begin in early childhood. This period is crucial as children absorb values from their parents and environment. Indonesia places significant value on religious and moral principles, which serve as spiritual inspiration for upholding Pancasila's values. According to Siti Nurjanah, rapid advancements in communication technology each year significantly influence adolescents' thinking and social interactions. These technological changes can have both positive and negative impacts on adolescents, particularly during this transitional phase of seeking identity (Nurjanah, 2018).

Another aspect that researchers have discovered is the correlation between restricting adolescents' use of social media and the support and supervision provided by parents and the surrounding environment. The support and supervision of social media usage by parents in Puseurjaya Village serve as a good foundation for adolescents. According to other research, internet usage behaviors such as excessive use of social media can have negative impacts on individuals' daily functioning and adolescent mental health (Younes et al., 2016). Nearly 75 million people in Indonesia use the internet, with those aged between 12 and 18 being the most frequent users. Ironically, their parents and environment often fail to supervise and support adolescents effectively, leading to

instances of ridicule and bullying (Naufal Mafazi & Fathul Lubabin Nuqul., 2017). Another study suggests that the lack of support and supervision from parents and the community can lead adolescents to experience cyberbullying. This phenomenon is influenced by five factors affecting cyberbullying among Adolescents: individual factors, family dynamics, peer relationships, school environment, and internet usage (Heni Agusputa Dewi et al., 2020). Furthermore, from a psychological and emotional perspective, the role of parents and the environment in supervision and support plays a crucial role in adolescent development. The less conducive home and school environments encourage Adolescents to seek spaces for expression that align with their inherently unstable nature (Damara Putra Prasadana., 2017). Considering the findings of researchers in the field and previous studies regarding the support and supervision provided by parents to adolescents, it is evident that the role of parents and the environment has a significant impact on the future of Adolescents.

Moreover, parents' support for their adolescent children includes providing them with smartphones, allowing them to use these devices for recreational purposes, and ensuring access to fast and ample internet data. It is not uncommon for parents to also facilitate online gaming for their Adolescents. In addition to these provisions, parents often verbally advise their children. Furthermore, parents typically conduct periodic checks on their Adolescents' smartphones and impose limits on their usage.

The support and supervision provided by parents have a significant impact on the mental, behavioral, moral, and physical health of adolescents. Parents who offer emotional support and maintain open communication with Adolescents teach them how to navigate online experiences and manage associated feelings. Discussing experiences and challenges encountered on social media can help Adolescents feel heard and understood. Moreover, setting time limits and monitoring the content accessed by Adolescents can reduce exposure to potentially harmful material. Feeling supported and protected, adolescents are likely to be more confident and have a better

understanding of how to handle online pressures. Adolescents generally agree with parental supervision on the internet but still desire freedom and do not favor authoritarian oversight (Adi Sudrajat., 2017).

According to the theory proposed by Lev Vygotsky, individuals, especially adolescents in this context, learn effectively through collaboration with others or groups within a supportive environment, guided by more capable individuals like teachers or adults (Vygotsky, 2003). (Ormrod, 2012) elaborates further on the key concepts in Lev Vygotsky's constructivist theory. According to Ormrod, the concepts articulated by Vygotsky that are examined in detail include the following:

- a. The interaction between adults and children, whether formal or informal, provides children with an understanding of their development.
- b. Every culture has meanings that enhance children's cognitive abilities, and cultural meaningfulness for children aims to assist them in learning.
- c. During the child's first year of development, their thinking and speaking abilities develop. According to Vygotsky, cognitive development is highly dependent on the child's language development and mastery.
- d. The development of complex mental processes occurs after a child engages in social activities and gradually becomes internalized within the child's cognitive abilities that can be used independently. Vygotsky emphasized that social interactions greatly influence the process of complex thinking. As children talk about things, objects, and problems with adults and other knowledgeable individuals, the outcomes of these discussions gradually enter the child's thought structure.
- e. If children are given tasks that are more challenging than their current abilities, they will become more capable of completing difficult tasks. Challenging tasks encourage cognitive development.

Technology can be used to engage in negative activities without guidance and supervision from family or close individuals. According to Ana Puji Astuti in Santrook (2012), adolescence is also a period of critical thinking. Cognitive changes that

lead to improved critical thinking include: (1) increased speed, automation, and ability to process information, enabling the use of acquired information for other purposes; (2) more knowledge in various fields; and (3) enhanced ability to think critically more accurately (Santrock, 2012).

Based on the theories and research findings above, adolescents inherently possess high levels of understanding and reasoning ability. Not only that, they are also adept imitators and social learners. This phenomenon can be a positive influence but can also backfire on them, affecting their own future, their environment, and even their parents. Therefore, adolescents in their development need guidance, direction, and nurturing to become a better generation. While this is not an easy task, if adolescents, parents, the home environment, and the community work together in synergy, these challenges can be overcome and the planned goals can be achieved successfully.

However, this responsibility should not solely rest on parents; it requires the involvement of the community and the village to support and supervise adolescents in their use of social media. Ironically, this support is still lacking from the village and community where adolescents reside, relying solely on parents to manage. Ideally, village authorities as the local government should have programs or plans to guide the well-being of adolescents involved in social media. Villages could organize activities such as video editing training, regular socialization and monitoring of adolescents in using social media, empowerment of adolescents in social media fields like online sales training, and other initiatives. These efforts are crucial to ensure that adolescents navigate social media in a healthy and productive manner with the support of their entire community, beyond just parental efforts.

As a result, the likelihood of adolescents engaging in negative social behaviors remains a concern in Puseurjaya Village. Over the long term, if these behaviors go unnoticed by parents, they may lead to conflicts and social imbalances within the community.

## CONCLUSION

The daily use of TikTok by adolescents comes with pros and cons. In this phenomenon,

parents and the village play crucial roles in supporting and monitoring their activities. Parents in Puseurjaya Village typically monitor their children through various means, including verbal warnings, setting limits on smartphone usage, and conducting periodic checks on their devices. Not only monitoring but also support is crucial for adolescents from their parents in their social media use. This support includes providing smartphones and fast, ample internet access. We know that these efforts would be less effective without support from their environment, including the village. Unfortunately, village support and monitoring are often limited to verbal advisories. Overall, the support and supervision provided by parents in regulating adolescent social media usage have positive impacts on their mental health, behavior, and physical well-being. Through open communication, guidance, and attention, parents can help adolescents develop healthy and responsible digital behaviors.

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