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Article

### The Influence of Social Media on Adolescent Attitudes at State Senior High School 10 Pekanbaru

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#### ABSTRACT

Adolescence is a phase between childhood and Adulthood between the ages of 10 and 19. Social network usage in Indonesia reaches 3 hours and 18 minutes a day. That period is the best in the world. Excessive use of social media can affect many factors, one of which is the attitude of adolescents. This study aims to determine the impact of social media on Adolescent Attitudes at SMA Negeri 10 Pekanbaru. Used in this type of research a quantitative method with a correlational Research Approach using online questionnaire distribution through G-From samples This study uses the slovin method obtained a sample of 263 Selecting people and samples technique used stratified Random sample, and statistical testing using the Chi-square test. The results of the study were shown that the majority Social Network use was high, amounting to 141 (53.6) respondents, the majority of attitudes tended to be negative, namely 167 (63.5%) based on the results of the Chi-Square test The Influence of social media on Adolescent Attitudes at SMA Negeri 10 Pekanbaru obtained P-Value <0.05 (0.000). It can be concluded that social networks have an impact on the Attitudes of Adolescents at SMA Negeri 10 Pekanbaru. It is expected that the teaching staff at SMA Negeri 10 Pekanbaru can control and provide understanding to students not to use social media excessively.

## 1. Introduction

Putri et al. (2016) state that the word "adolescent" is derived from the Latin word "adolescent." This entails expansion. This word refers to a wide range of maturity, including mental, emotional, social, and physical development. According to WHO (2022), adolescence is the time between the ages of 10 and 19 that separates childhood from adulthood. The phrase suggests that adolescence encompasses cerebral, emotional, social, and physical maturation. Since teenagers are no longer considered children and have not yet attained adult status, they exemplify the nature of transition. Similar sentiments were made by Santrock, who described adolescence as a time of biological, cognitive, and socioemotional changes that occur between childhood and adulthood.

During adolescence, adolescents' attitudes become unstable, and it is during this period that many turmoils occur within them. Their personalities tend to change, so many teenagers seek alternative technology-based entertainment such as social media (Saputra, 2016). With technological advances, human life has undergone significant changes, one example being social media, which is increasingly popular with teenagers and has the ability to change their ethics. Social media has transformed into a platform where users can communicate and express their experiences through images, videos, voice, and text. Indonesia is the world's largest active social media user, but experienced a 12.57% decline in January 2023 compared to 2022, with 191 million people, as evidenced by research conducted by We Are Social. However, this decline occurred because the sources used by We Are Social in January 2023 had made significant revisions.

Indonesia has the tenth-highest average daily social media usage time in the world, at three hours and eighteen minutes. People use social media on the internet. A survey carried out by the Indonesian Internet Service Providers Association (APJII) provides proof of this. By 2023, 215 million of Indonesia's 275 million inhabitants were using the internet, or 78.19% of the country's entire population. Addiction and other harmful effects of prolonged usage of social media can rapidly become apparent to teenagers. Restricting social media use is essential to preventing teenage issues like addiction (Fitriana et al., 2020).

Based on a preliminary study conducted at

SMA 10 Pekanbaru on January 18, 2024, researchers obtained 32 informants from students who were interviewed. On average, they use social media for more than 5 hours a day. From the interview results, it was found that 20 students said they use social media to access negative content on social media and there were also those who said that social media has a good influence for finding positive information. The students interviewed also said that they use social media for learning purposes while at school, they only use social media when there is a need such as accessing material given by teachers, 12 other students said that social media influences the character of behavior in acting or talking to parents or peers.

Based on an initial investigation that was at SMA 10 Pekanbaru on January 18, 2024, researchers obtained 32 informants from students who were interviewed. On average, they use social media for more than 5 hours a day. From the interview results, it was found that 20 students said they use social media to access negative content on social media and there were also those who said that social media has a good influence for finding positive information. The students interviewed also said that they use social media for learning purposes while at school, they only use social media when there is a need such as accessing material given by teachers, 12 other students said that social media influences the character of behavior in acting or talking to parents or peers.

## 2. Literature Review

Users can develop, share, and exchange ideas and information through social media, an online platform ideas, and content in the form of text, images, audio, and video interactively. Social media also serves as a two-way communication platform that facilitates social networking, collaboration, and the formation of virtual communities (Nasrullah, R., 2015).

Social media has experienced rapid development since its inception. Initially, social media took the form of simple discussion forums and blogs in the late 1990s. It then evolved into social networking sites that let users create networks of friends and personal profiles, such as Friendster (2002), MySpace (2003), and Facebook (2004).

Entering the 2010s, social media became increasingly diverse with the arrival of Twitter, Instagram, YouTube, WhatsApp, and TikTok.

These platforms serve not only for communication but also as a means of entertainment, education, marketing, and even politics. The development of social media has led to the integration of artificial intelligence (AI), personalization algorithms, and live streaming, which strengthen real-time interactions. Social media is also a primary source of information and news, despite the challenges it poses, including hoaxes, disinformation, and digital addiction (Kaplan, A. M., & Haenlein, M., 2010).

Adolescents are the age group most active on social media. During this period, they are in the process of discovering their identity, making them vulnerable to the influence of their surroundings, including the content they consume on social media (Santrock, 2018). Adolescents are in a developmental phase characterized by the search for identity and character formation. At this stage, they are highly susceptible to environmental influences, including those from social media (Santrock, 2018). Social media can have positive impacts, such as broadening horizons, enhancing creativity, and facilitating communication with others. However, on the other hand, social media can also have negative impacts, such as the emergence of consumerist behavior, addiction, decreased direct social interaction, and even cyberbullying (Boyd & Ellison, 2007; Wahyuni, 2020).

Adolescents' wise use of social media is crucial because it can determine the direction of their personal and social development. Positive use of social media, such as to seek information, broaden horizons, hone creativity, and build healthy social networks, will positively impact character development (Nasrullah, 2015).

Conversely, unwise behaviors, such as excessive use, engaging in cyberbullying, or being influenced by consumerist behavior, can negatively impact adolescents' psychological and social development (Boyd & Ellison, 2007; Wahyuni, 2020). Therefore, it is necessary to cultivate a critical, selective, and responsible attitude in using social media so that adolescents can utilize technology optimally without harming themselves or others.

### 3. Research Methodology

This kind of study employs a quantitative methodology, a correlational approach, and a research design that distributes online questionnaires using G- Using the Slovin formula, a

sample of 263 individuals was drawn from the study's sample. Stratified random sampling and the Chi-square test were employed in the sample selection process.

#### 3.1 Sample Preparation and Analysis of the influence of social media on adolescent behavior

A population describes a large and extensive amount of data in a study, where the population is also a collection of all possible people, objects, and other measurements that are the object of interest in a study (Yuniarti Reni Renggo, 2022). The population of this study consisted of students enrolled at State Senior High School 10 Pekanbaru during January-June 2024. The population of SMA Negeri 10 Pekanbaru students in grades X, XI Science, and Social Studies totaled 772. The sample for this study was drawn from a subset of students at State Senior High School 10 Pekanbaru. The sample size was calculated using the Slovin formula (Sastroasmoro & Ismael, 2014), resulting in a total of 263 students.

#### 3.2 Sampling Technic

The sampling technique employed in this study was stratified random sampling, which entails dividing the population into strata, selecting a simple random sample from each stratum, and subsequently combining them to form a sample representative of the population parameters.

**Table.3.2 Sample**

No	Class	Population	Sample
1	X	414	$\frac{414 \times 263}{772} = 141$
2	XI IPA	251	$\frac{251 \times 263}{772} = 85.6 = 86$
3	XI IPS	107	$\frac{107 \times 263}{772} = 36.4 = 36$
		772	263

#### Sample criteria as follows:

The inclusion criteria of this study comprised students enrolled at State Senior High School 10 Pekanbaru, specifically those in grades X, XI Science, and XI Social Studies, who were actively attending school and agreed to participate as respondents. Conversely, the exclusion criteria included students who declined to participate or were absent during the study.

## 4 Results and Discussion

### Univariate Analysis

#### 4.1 Social media.

The univariate analysis outlines the distribution of respondents according to the characteristics of social media use among adolescents at State Senior High School 10 Pekanbaru.

**Table 4.1** Frequency Distribution of Respondents Regarding Social Media at State Senior High School 10 Pekanbaru

Social media	<i>f</i>	%
High	167	63,5%
Low	96	36,5%
<b>Total</b>	263	100,0%

Based on Table 4.1, it is known that of the 263 respondents, the majority of respondents accessed social media, namely 167 people (63.5%).

The majority of respondents (167, or 63.5%) out of 263 utilize social media, according to study done by social media users. One online platform that enables people to communicate with one another in a variety of ways is social media. On social media, people frequently engage in a range of activities, such as conversing with others and sharing articles, photos, and videos. Users can access a wide range of shared content at any time (Wijaya et al., 2022).

This research is in line with research conducted by Sherlyanita.A, (2016) from 46 respondents, it was found that 18 respondents (39%) stated that teenagers have a high level of dependence on the internet. According to research conducted by Irfan M, et al., (2019) from the total sample of 51, 38 students used social media at a high frequency with a percentage of 74.51%. Research conducted by MDK, H, et al., (2022) stated that from 45 respondents, 24 people were in the high category with a percentage of 53%.

The researcher's assumption, based on the results of the study above, is that social media use among teenagers today is very high. Because adolescence is a time of curiosity, and social media is a very easily accessible source of information, this can affect various aspects of their lives, such as social interactions, sleep patterns, and mental health. Excessive use of social media can also influence changes in adolescent attitudes.

#### 4.2 Attitude

Table 4.2 shows that among the 263 respondents, the majority displayed negative attitudes, totaling 141 individuals (53.6%).

**Tabel4.2** Frequency Distribution of Respondents Regarding Attitudes at SMA Negeri 10 Pekanbaru

Sikap	<i>f</i>	%
Negatif	141	53,6%
Positif	122	46,4%
<b>Total</b>	263	100,0%

Based on the results of the research that has been conducted, it was found that out of 263 respondents, 141 people (53.6%) had a negative attitude. According to Notoadmodjo (2002) in Sukesih, et al. (2020), attitude is a reaction or response that is still closed from a person to a stimulus or object. The manifestation of attitudes cannot be seen directly but can only be interpreted first from closed behavior. Attitudes clearly show the connotation of the suitability of reactions to certain stimuli which in everyday life are emotional reactions to social stimuli. This research is in line with research according to Lutfianawati D & Ananingsih, (2014) of 30 respondents, 16 teenagers (53.3%) had a negative attitude. Research by Fathona S, (2021) found that out of 80 respondents, 51 people (63.8) had a negative attitude. According to research by Setiawati N, et al., (2023) of 452 respondents, 296 people (65.5%) had a negative attitude. Research by Hidayat, F.R. (2020) also found that of 188 respondents, 97 (51.6%) had negative attitudes.

The researcher's assumption from the above research results is that the majority of attitudes among adolescents tend toward the negative. At Pekanbaru State Senior High School 10, adolescent attitudes tend toward the negative. Negative attitudes are usually caused by various factors such as pressure from the surrounding environment, peers, and family problems, all of which can lead to adolescents' negative attitudes.

#### 4.3Attitude

Table 4.2 indicates that among the 263 respondents, the majority exhibited negative attitudes, totaling 141 individuals (53.6%).

**Table 4.2** Frequency Distribution of Respondents Regarding Attitudes at State Senior High School 10 Pekanbaru

Attitude	<i>f</i>	%
Negatif	141	53,6%
Positif	122	46,4%
<b>Total</b>	263	100,0%

The results of the study revealed that out of 263 respondents, 141 individuals (53.6%) demonstrated negative attitudes. According to Notoadmodjo (2002) as cited in Sukesih et al. (2020), attitude is defined as an internal reaction or response of an individual toward a stimulus or object. Such attitudes are not directly observable but can only be inferred through covert behavior. Attitudes also reflect the appropriateness of an individual's reactions to specific stimuli, which in daily life are often expressed as emotional responses to social interactions.

This research is in line with research by Lutfianawati D & Ananingsih, (2014) of 30 respondents, 16 teenagers (53.3%) had negative attitudes. Research by Fathona S, (2021) found that out of 80 respondents, 51 people (63.8%) had negative attitudes. According to research by Setiawati N, et al., (2023) of 452 respondents, 296 people (65.5%) had negative attitudes. Research by Hidayat, F.R (2020) also found that out of 188 respondents, 97 people (51.6%) had negative attitudes.

The researcher's assumption from the above research results is that most adolescent attitudes tend toward the negative. At Pekanbaru State Senior High School 10, adolescent attitudes tend toward the negative. Negative attitudes are usually caused by various factors such as pressure from the surrounding environment, peers, and family problems, all of which can lead to negative attitudes among adolescents.

## Bivariate Analysis

### 4.4 Chi Square Test

Based on the results of the Chi-Square test on the influence of social media on the attitudes of adolescents at State Senior High School 10 Pekanbaru, the following results were obtained:

**Table 4.3** The Influence of Social Media on the Attitudes of Adolescents at State Senior High School 10 Pekanbaru

SCHOOL TO PERKAMPARAN							
Sosial Media	Attitude						<i>p-value</i>
	Negatif		Positif		Total		
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	
Tinggi	112	42,6%	29	11,0%	141	53,6%	.000
Rendah	55	20,9%	67	25,5%	122	46,4%	
Jumlah	167	63,5%	96	36,5%	263	100,0%	

Table 4.3 illustrates that among the 263 respondents, adolescents with high levels of social media use predominantly exhibited negative attitudes, totaling 112 individuals (42.6%). In contrast, only 29 respondents (11.0%) with high social media use demonstrated positive attitudes. Meanwhile, among those with low levels of social media use, a greater proportion showed positive attitudes, amounting to 67 respondents (25.5%), compared to 55 respondents (20.9%) who displayed negative attitudes. The Chi-Square test further revealed a *p*-value of 0.000 ( $p < 0.05$ ), indicating a significant influence of social media use on adolescents' attitudes at State Senior High School 10 Pekanbaru.

The results of the study on the influence of social media on adolescent attitudes at State Senior High School 10 Pekanbaru, based on univariate analysis, indicated that among the 263 respondents, the majority were categorized as high social media users, totaling 141 individuals (53.6%). Moreover, most participants demonstrated negative attitudes, amounting to 167 respondents (63.5%).

The bivariate analysis further revealed that among the 263 respondents, those with lower levels of social media use included 55 individuals (20.9%) who exhibited negative attitudes, whereas 67 respondents (25.5%) demonstrated positive attitudes. In contrast, among those with higher levels of social media use, 112 individuals (42.6%) showed negative attitudes, while only 29 respondents (11.0%) displayed positive attitudes.

Based on the results of the test examining the influence of social media on adolescent attitudes, a *p*-value of 0.000 ( $p < 0.05$ ) was obtained, indicating that social media use significantly affects the attitudes of adolescents at State Senior High School 10 Pekanbaru. The findings suggest that the higher the intensity of social media use, the more likely adolescents are to exhibit negative attitudes, and

conversely, lower usage is associated with more positive attitudes. These results are consistent with the study by Pratama and Defi (2020), which reported that among 120 respondents, 62 individuals (51.7%) demonstrated frequent use of social media while 58 (48.3%) reported infrequent use. Furthermore, 56 respondents (46.7%) displayed positive attitudes, whereas 64 (53.3%) exhibited negative attitudes. The study also recorded a correlation coefficient of 0.528 with a significance value of  $p < 0.001$ , further confirming the significant relationship between social media usage intensity and adolescent attitudes.

A study conducted by Wulandari R. (2023) involving 82 respondents reported that social media usage was categorized as very low for 3 individuals (4%), low for 26 individuals (32%), high for 43 individuals (52%), and very high for 10 individuals (12%). In terms of social attitudes, 3 respondents (4%) fell into the very low category, 43 respondents (51%) into the low category, 31 respondents (38%) into the high category, and 6 respondents (7%) into the very high category. The statistical test results indicated a calculated t-value of -0.724, which was lower than the t-table value of 1.990, with a significance value of 0.471 ( $>0.05$ ). These findings suggest that  $H_0$  is accepted and  $H_1$  is rejected, meaning that, in this study, social media use did not have a positive or significant effect on the social attitudes of students at SMPN 1 Tajinan.

The researcher assumes, based on the findings, that social media use can influence adolescent attitudes in both positive and negative ways. On the positive side, social media may serve as a medium for fostering constructive relationships, developing self-branding, expanding social networks, and accessing educational information to support learning. While negative use of social media, namely excessive interaction can reduce face-to-face communication skills, dependency and addiction, and cause mental health disorders that cause feelings of dissatisfaction with oneself. Social media that tends to be less that can influence adolescent attitudes tends to be more positive can be proven from the results of the study, namely that low social media use has a positive attitude that tends to be high, namely 67 people (25.5%) high social media use influences attitudes that tend to be negative, proven from the results of the study, high social media use has a negative attitude that tends to be negative, namely 112 people (42.6%) and high

social media use has a lower positive attitude, namely 29 people (11.0%). Based on the study's findings Social media is a means of information that is easily accessible, with social media teenagers can find out various things such as educational information, express themselves such as sharing artwork or writings and videos they make.

Extensive use of social media can affect individuals' attitudes in various ways. For many users, social media serves as a principal source of information; whatever they see and read can shape their views and attitudes on various issues. Social media is also often a place for interaction and discussion, especially among teenagers. Excessive social media use can also harm adolescents' mental well-being and disrupt work or study productivity because it can distract attention. This study also shows that adolescents at SMA Negeri 10 Pekanbaru have high social media usage and tend to have negative attitudes.

## 5 Conclusion

Based on the findings of the study entitled "The Influence of Social Media on the Attitudes of Adolescents at State Senior High School 10 Pekanbaru", the following conclusions can be drawn:

1. A total of 141 respondents (53.6%) were identified as frequent users of social media.
2. Most respondents, amounting to 167 individuals (63.5%), exhibited negative changes in their attitudes.
3. Social media use was shown to have a significant effect on adolescents' attitudes at State Senior High School 10 Pekanbaru, as indicated by the Chi-Square test result ( $p = 0.000$ ;  $p < 0.05$ ), confirming the acceptance of the alternative hypothesis ( $H_a$ ) and the rejection of the null hypothesis ( $H_0$ ).

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