

# Effect of Usage of Social Media on Motivation of Teens

(Survey on high school students and students Budi Luhur Karang Tengah)

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**Abstract**—This research is motivated by the use of social media is rampant in Indonesia so that the impact of social media itself so significantly affect aspects of community life Indonesia, especially adolescents, so that this study considers it necessary that the use of social media, motivation teenagers and behavior of adolescent communication in social media is considered necessary for research , So the purpose of this study was to determine how much influence the variable use of social media to motivate teens in social media. This study uses the concept of apply theory using the concept of the use of social media, the concept of motivation. The research methodology uses quantitative research methodology with survey research method whereby selected population is high school students and Budi Luhur rock central, south Tangerang city with a technique using the technique quota sample of 100 respondents. These results indicate that the hypothesis is H0 rejected H1 be to accept and where there is a strong influence among the variables of social media use to motivate teens.

**Keywords**—use of social media; motivation; behavior; teens

## I. INTRODUCTION

- The use of social media is growing in Indonesia so the impact on the motivation and behavior of adolescent communication in social media
- Based on data from 2017 APJII largest social media use is juvenile

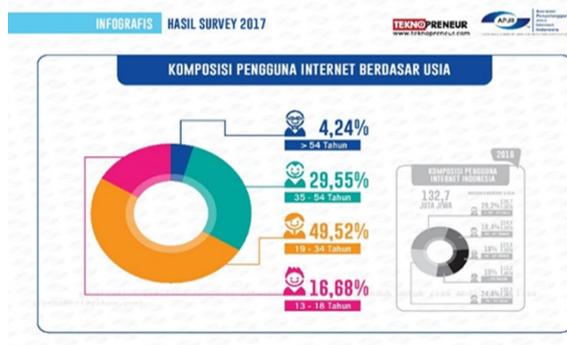


Fig. 1. Internet users based on age.

- Motivation on the use of social media in adolescents include self-existence in social media, friendship and actualization of creativity of teenagers, but a phenomenon that appears today most motivated young people in using social media is not mentioned above include spreading hatred, violence in social media, sexual behavior free, even spread negative understanding the other teen

## II. LITERATURE REVIEW

The study of social media usage ever conducted by Agus Efendi et.al., the results showed that the level of use of new media among children aged 8-12 years in Sukoharjo district in the medium category (1.89) and social interaction in the high category (2.45) [1]. The assumption is that the higher the use of new media social interaction will tend to lower the child can be accepted as true with a correlation coefficient of 0.54 at 0.05 degrees of freedom or confidence level of 95%.

It is based on the data table is known that means gratification sought (GS) in accessing sports news in online media detik.com at 57.15 while the gratification means Obtained (GO) in accessing sports news in online media detik.com at 56.80. Seen that sought gratification (satisfaction is sought) is greater than Obtained gratification (satisfaction derived), or  $GS > GO$ . There is a gap between GS dar means and means of GO at  $57.15 - 56.80 = 0.35$  The GS is greater than GO. 2. There is a significant relationship between motivation detik.com use of online media to media consumption patterns detik.com to meet the needs of sports news information among male students of SMA Negeri 1 Klaten Karanganom in 2014, so the hypothesis stated in chapter I can be accepted 15 while the means gratification Obtained (GO) in accessing sports news in online media detik.com at 56.80. Seen that sought gratification (satisfaction is sought) is greater than Obtained gratification (satisfaction derived), or  $GS > GO$ . There is a gap between GS dar means and means of GO at  $57.15 - 56.80 = 0.35$  The GS is greater than GO. 2. There is a significant relationship between motivation detik.com use of online media to media consumption patterns detik.com to meet the needs of sports news information among male students of SMA Negeri 1 Klaten Karanganom in 2014, so the hypothesis stated in

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Research conducted by Rorimpandey the research was conducted at the Department of Communication Studies University of Sam Ratulangi Fispol for approximately one month. The method used in this research is descriptive method with data collection techniques by a questionnaire distributed to the respondent. The results showed that most students use the path of social media as a means of self-existence, as a medium to show off, and the media to interact [2]. There are three forms of behavior that is brought on by social media users path is scripted behaviors, behaviors contrived and spontaneous behavior. Social media path into a routine by a user who is a habit that should always be done because most of the science students of Social Communication at Sam Ratulangi University social media access path at any time. Based on the author's suggestion results research should use other social media should not excessive and in accordance with its use, and increase direct interaction with colleagues, family or friends who are close to you in comparison with interaction via social media

In general, if more open society increasingly emerging tendency to develop the technology to a higher potential if the availability of universal and widely used mainly regime more closed or repressive usually will limit developments or set strict limits on the use of media technologies. Media history has shown some important differences in society eg broad diversity of readers of newspaper book or the extent and speed of deployment as TV and radio to spread of the Internet [3]. According to Papacharissi and Rubin in the use of the Internet, namely: (1) Purpose for interpersonal, (2) Purpose for Charge spare time, (3) Uses for search information [4].

#### *A. Use of Social Media*

Social media has been used very effectively for social change issue ranged from corruption, human rights, the environment, education, infrastructure and health [5]. In the development of social media is developing a social network that previously known. According to Boyd and Ellyso, social networking is a web-based service that allows individuals to (1) construct a public profile or semi-public system bound, (2) Connecting a group of users who are sharing connections [6].

In this study, the use of social media will be restricted ie social media Facebook and Instagram social media that is currently in Gandrung by teenagers as a means of friendship media and media gather information and media entertainment. Indicator used in this research According Papacharissi and Rubin in the use of the internet, namely: (1) Purpose for interpersonal (2) Purpose for Charge time (3) utilities to search for information (4) Purpose for Ease of convenience (5) Purpose for Entertainment [4].

#### *B. Youth Motivation in Using Social Media*

Hikmat states that motivation is the impulse or stimulus given to a person in order to have the will to act [7]. Sardiman confirms that motivation can be considered as the overall driving force in the student who raises the activities [8]. Blanchard and Spencer Johnson there are three types or levels of one's motivation, namely: (1) motivation based on fear (fear motivation). Somebody do something because of fear or else something bad will happen. (2) The motivation for wanting to achieve something (achievement motivation). Someone willing to do something because he wanted to achieve a specific goal or achievement. (3) The motivation is driven by the strength of the (inner motivation), that is because it is based by the mission or purpose of his life. Someone who has found his life's mission to work based on values he believes [9].

According to Dimiyati and Mudjiono, there are two properties motivation become the driving source of personal motivation, namely: (1) Intrinsic motivation is the motivation that come from within the individual's own personal self without any influence from outside the individual. Reinforcement on intrinsic motivation should be because of self-discipline is the key to success in learning. (2) Extrinsic motivation is a boost to the behavior of someone who is beyond the act of doing. someone to do something because of the encouragement from the outside as their reward and avoid punishment. The motivation arising from within oneself called intrinsic motivation, where students have the desire to learn without being influenced by others [10].

According to Santrock, there are two types of intrinsic motivation, namely: (1) Intrinsic motivation of self-determination and personal choice view of the self-determination assumes that the student does something of his own accord, not because of the success or external rewards. Internal motivation and intrinsic interest in the task of riding schools if students have a choice and an opportunity to take personal responsibility for their learning. In particular, they are given the opportunity to determine its own purpose, its own plan of how to achieve goals, and monitor their own progress toward goals. (2) optimal experience this form of feelings of

pleasure and a great happiness. Many optimal experiences occurs when people feel able to master and fully concentrate when performing an activity [11].

C. Social Communication Mediated Adolescent Behavior

Behavior is any reaction or response way human beings live on the environment. Behavior is action, reaction to stimulation from the environment [12]. communication behavior is an activity or human action of the stimulus on the organism, then the organism is responding, which influenced the five elements of communication According to Harold Lasswell ie, who, what, with what channel, to whom, with the result or outcome (who? Says what? in which channel? to Whom? with what effect?). and communication will take place with a good and successful what if there is a similarity of meaning between the communicator and the communicant are already shown to the communicant with the non-verbal messages or gestures.

Behavior is a function of the interaction between an individual and his environment. Human behavior according to Thoha, is a function of the interaction between the individual and his environment. Own communication behavior or behavior that is an act of communication whether it be verbal or non-verbal exist in a person's behavior. According to Kwick (in Notoatmodjo) are the actions or deeds behavior of organisms that can be observed and can even be studied [13]

Behavior is any reaction or response way human beings live on the environment. Behavior is action, reaction to stimulation from the environment [12]. Behavior is divided into two groups: (1) Conduct a closed or veiled (covert behavior. Behavior covered an aspect of mental, among others, perception, memory, attention (perception, attention, memory). Behavior that is not easily visible is divided into categories: ( a) Cognition: awareness by process sensory stimuli and interpretation. behaviors include anything that reaction to stimuli aware of and give meaning or learning and memory AAPA studies. (b) Emotion: effect, emotional, the atmosphere inside the self, which is raised by awarenes stimulus of the content. (c) conasi: thinking, the decision to choose some form of behavior. (D) sensing: includes delivery, delivering the message (the stimulus) to the central nervous, the central notion. (2) Conduct open (overt behavior) Behavioral directly open behavior that can be seen for example roads, running, laughing, writing and others [12]. Overt behavior can be divided into categories: (a) Behavior realizing it, with full awareness, depending on the action of the big brain (cerebrum associated with voluntary movement). (2) Conduct reflectors, reflexes which in the first phase related to the spinal cord has not been realized. Only later behavior unconscious reflex, when the impression has come to the center nerve. (3) Behavior outside the influence of the will, not recognized and centered on connecting cord (medulla obloganta) or because of the sensitivity of muscle movement.

The second element of the above behavior is not off to do with the environment, according to Gunarsa, the environment is everything that can stimulate a person causing a behavior [12]. The environment includes everything outside of the individual and in her physical and ideas that affect the easel

source of stimulation can cause a reaction or response. Then the environment can come from yourself or outside of oneself as geographic environment, social environment. From concept described, it can be seen framework that can be seen in Fig.1 below:

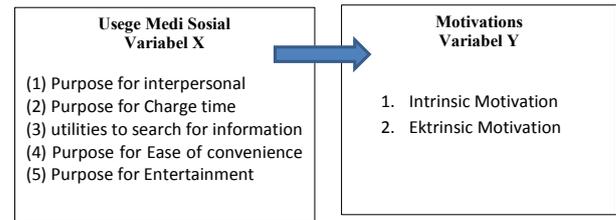


Fig. 2. Framework research.

III. METHODS

This research use paradigma positivist quantitative approach and using this type of method in the quantitative survey. This study used a questionnaire as a primary data source that is distributed to 100 respondents from high school students and Budi Luhur Middle Reef determined quota sampling technique. Analysis of the present study uses regression analysis that describes the results of each variable of variable X that use of social media and the variables Y adolescent motivation use social media.

IV. RESULTS

This research result data obtained in the field so that the data were then processed by several stages in accordance with the provisions laid down in the data processing quantitative research and using calculation software to see the magnitude of the effect of variable X to variable Y in order to obtain the results and analysis of the study as follows:

TABLE I. RESPONDENTS USING SOCIAL MEDIA FACEBOOK

		freque ncy	Percent	valid Percent	Cumulative Percent
valid	YES	46	46.0	46.0	46.0
	NOT	54	54.0	54.0	100.0
	Total	100	100.0	100.0	

Table 1 is a respondent's answer to social media use Facebook as much as 46 respondents have a Facebook account and 54 respondents did not have a Facebook account. These data explain that boys and girls aged 16 are not social media like Facebook and this is because social media Facebook social media considered that attracted many more adult age or older people.

TABLE II. RESPONDENTS USING INSTAGRAM

		frequency	Percent	valid Percent	Cumulative Percent
valid	YES	100	100.0	100.0	100.0

Table 2 is an answer to the respondent with Instagram social media use as many as 100 respondents have Instagram account means that all respondents have Instagram account. These data explain that respondents liked Instagram social media because social media is considered Instagram social media that contributes the exploitation of respondents in social media.

*A. Descriptive Statistics Variable X Use of Social Media*

TABLE III. DESCRIPTIVE STATISTICS

Indicator variable X	N	Sum	mean	Std. deviation
Scor utilities Interpersonal	100	1782	17.82	2634
Scor Uses Children	100	1400	14.00	1,735
Scor Uses Information	100	1965	19.65	3,109
Scor comfort Usability And Convenience	100	1078	10.78	2,227
Scor Purpose Theme	100	882	8.82	1844
Valid N (listwise)	100			

Table 3 shows the number of scores of each indicator of the variable X is the variable use of social media from the average value based on the sum per-indicator. The mean per-statement in an indicator of the importance of the indicator that the highest average of his score is the indicator of media usage information 19.65, for an average indicator score usefulness of 17.82. While the average score indicator for leisure purposes at 14.00. Indicator score comfort and convenience with an average of 10.78 and an average score use for the entertainment of 8.82. It is addressing that social media use your teen's usefulness for the information related to the activities of the respondent's teenagers who are students. The usefulness of information to meet the needs of the respondent's desire of knowledge about the issues that develop social notably in the media Facebook, Instagram and WhatsApp. Besides entertainment indicator is a small part of the usefulness of respondents in using social media.

*B. Descriptive Statistics Variable Y Motivation Youth on Social Media*

TABLE IV. DESCRIPTIVE STATISTICS

Indicator variable Y	N	Min	Max	Sum	mean	Std. deviation
Scor total Intrinsic Indicator	100	15	36	2425	24.25	4,520
Total Skor Indikator ekstrinsik	100	9	30	1979	19.79	4,186
Valid N (listwise)	100					

Table 4 shows the number of scores of each indicator variable is the variable Y1 Motivation teens use social media than the average score per indicator based on the sum. The mean per-statement in an indicator of the importance of the indicator that the highest average of his score is indicator

amounted to 24.25 intrinsic motivation, extrinsic motivation for score indicator amounted to 19.79. It is addressing that adolescent motivation in using social media such as of respondents use social media as respondents in need of exploitation themselves, respondents use Instagram because respondents feel the need to get information from social media, and respondents using WhatsApp for entertainment for the respondent.

*C. Analysis of Effect of Variable X Against Y Variables (Influence of Social Media Usage Motivation)*

TABLE V. MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error Of The Estimate
1	.680a	.462	.456	5328

A. Predictors: (Constant), SCOR VARIABLE X (Use of Social Media)

Table 5 Model Summary above is output from the calculation of linear Regersi analysis where Table 4.70 shows that the value of R which is a symbol of the value of the correlation coefficient. Rated R in Table 4.7 is 0.680. This value can be interpreted that the relationship between the two variables of the study in the strong category. Through this table also obtained the value of R Square or the coefficient of determination (KD), which indicates how well a regression model that is formed by the interaction of independent variables and the dependent variable. KD value obtained was 46.2%, which can be interpreted to mean that the independent variable X has the effect of a contribution of 46.2% to 53.8% variable Y and more influenced by other factors beyond the variables X means.

TABLE VI. ANOVAA

Model		Sum Of Squares	Df	mean Square	F	Sig.
1	Regressi on	2386.219	1	2386.219	84.070	.000b
	residual	2781.621	98	28.384		
	Total	5167.840	99			

A. Dependent Variable: SCOR VARIABLE Y1 (Youth Motivation Using Social Media)

B. Predictors: (Constant), SCOR VARIABLE X (Use of Social Media)

Table 6 above is a table that shows the value of the significance level or linearity of regression. The criteria can be determined by F test or test of significance value (Sig.). To test is if the value Sig. < 0.05, then the model is a linear regression, and if the value Sig. > 0.05, then it is not a linear regression model. According to the table obtained by the Sig. 4.71 = 0.00 which means < significant criterion (0.05), thus the regression model based on research data is to have a significant meaning, the linear regression model meets the linearity criteria.

TABLE VII. COEFFICIENTS

Model	Coefficients unstandardized		standardized Coefficients	T	Sig.
	B	Std. Error	beta		
1 (Constant)	3,173	4489		.707	.481
SCOR VARIABL E X (Use of Social Media)	.575	.063	.680	9169	.000

Dependent Variable: Variable Scor Y1 (Youth Motivation Using Social Media)

Table 7 shows that the regression model obtained with constant coefficients and coefficients of the variables in the column unstandardized B. Based on Table 4.72 Coefficients obtained regression model:

$$Y = \alpha + bx$$

Note: Y1 = Motivation Teens  
 X = Use of Social Media  
 $\alpha$  = intercept (constant) or the price of Y1 when X = 0  
 b = Coefficient of regression

Thus the regression following equation  $Y = 3,173 + 0,575x$

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