



The Impact of Social Media Use on Adolescents

Fadhil Pahlevi Hidayat^(✉), Faizal Hamzah Lubis, Sigit Hardiyanto,
Fauzan Rizky Ananda, and Ilhamullah Anfasa

Universitas Muhammadiyah Sumatera Utara, Medan, Indonesia
fadhilpahlevi@umsu.ac.id

Abstract. The rapid development of communication and information technology has made various innovations in human life, one of which is the presence of social media. Social media is a platform that can be used in various human activities to find information, communicate, and others. The biggest users of social media are teenagers. The approach in this study uses a literature review to elaborate on the research topic. This study states that the impact of using social media on adolescents has a positive and negative impact. The positive impact of the use of social media for teenagers is that it makes it easier to find information and communicate, improves learning achievement and creativity, and can be socially and economically beneficial. Meanwhile, the negative impacts of using social media on adolescents are addiction and laziness, cyberbullying, pornography, and behavioral changes. Therefore, various efforts are needed so that the negative impact of using social media can be minimized on adolescents, such as having media literacy skills and supervision from parents.

Keywords: Impact · Social Media · Youth

1 Introduction

The rapid development of communication and information technology has made various new innovations in human life, one of which is the presence of social media. Social media is something that is needed by humans in carrying out all routines in everyday life.

Social media is a platform that makes it easy for users to communicate, find and share information, as well as various other activities that are connected to an internet network [1].

Another opinion states that social media is a media that is connected to a network or internet that allows users to express themselves, share information, communicate, and so on in a virtual social bond [2]. Various types of social media are often used, such as Facebook, Instagram, YouTube, WhatsApp, Twitter, and others.

The use of social media in Indonesia is mostly used by teenagers. Adolescent is a person or individual who, under the law, is between the ages of 10–18 years who is experiencing puberty or growth [3].

In the world, the number of teenagers is estimated at 1.2 billion people or 18% of the total population worldwide, while in Indonesia the number of teenagers is 43.5 million people or about 18% of the total population throughout Indonesia [4].

As many as 130 million or 48% of the total youth have used social media [5]. This is also supported by the increasing number of internet usage, which from 2018 has increased by 8.9% in 2020 [6].

Moreover, during the COVID-19 pandemic, where teenagers use social media as an alternative media when implementing social distancing, the use of social media continues to increase from year to year [7].

In addition, the average teenager in Indonesia can spend a minimum of 3 h 14 min per day accessing and using social media, where this can happen due to the ease of accessing social media, namely only through smartphones [8].

Therefore, with the ease and frequency with which teenagers access social media, there are a lot of impacts or changes experienced by teenagers that can affect their lives both positively and negatively [9]. So from the explanation above, the researcher aims to explore the impact of using social media on adolescents.

2 Research Methods

The methodology used in this study is a literature review. Literature review is a comprehensive study related to research that has been done on specific research topics in search of rational ideas for further research [10].

The literature review method is obtained from various sources from journals, books, documentation, internet, or libraries. Thus, literature review can be said as an activity related to the method or method of collecting library data, then reading, analyzing, processing and processing it to be used as research writing material [11].

3 Result and Discussion

Social media has experienced continuous development from year to year. In 2002, Friendster became a very widely used social media because Friendster was the only social media that existed in that era [12]. However, in the following years, social media continued to experience development and innovation so that various other types of social media emerged.

After innovating, various other social media have emerged that have been created from year to year, such as Myspace (2003), Facebook (2004), Youtube (2005), Twitter (2006), Path (2011), Instagram (2012), Line, Whatsapp, Tiktok and more [13].

Currently, in Indonesia the most frequently used social media by teenagers in the first place are Youtube with a percentage of 93.8%, then Whatsapp with a percentage of 87.7%, Instagram with a percentage of 86.6%, Facebook with a percentage of 85, 5%, Twitter with 63.6%, Line with 44.3%, Tiktok with 38.7%, and others [14] can be seen in Fig. 1.

Thus, it can be said that these social media have the most users, especially teenagers in Indonesia. Although several types of social media have the same service, each social media has its own characteristics as a special attraction for its users.

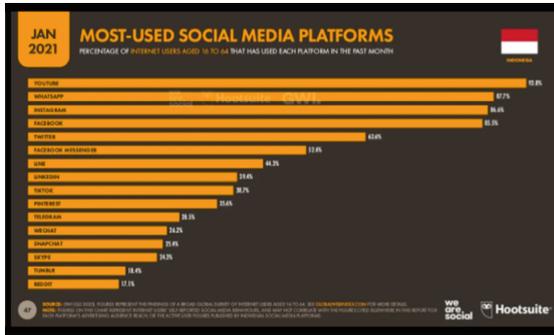


Fig. 1. Most Used Social Media Platforms in Indonesia [14]

There are main characteristics that must be owned by social media, namely [15]:

- a. It is interactive, which can make one user interact with another user.
- b. Users can create content, either in writing, images, photos, audio or video.
- c. Can define their own media account settings as desired by the user.
- d. Provides unlimited connection opportunities, can connect anywhere and anytime.

The presence of social media, especially in the lives of teenagers, has various positive and negative impacts. The impacts of social media must be observed, in order to create a better youth life.

From the positive side of the use of social media in adolescents, the first is that it can expand their network of friends. This is because social media can easily reach all people in the world. Although, in fact they cannot meet in person, they can still meet face-to-face through social media.

With the ease with which teenagers expand or make friends from all over the world by using social media, other positive things are also felt by teenagers. For example, being able to apply and use a foreign language, opening up insight and knowledge of countries they have not visited directly [16].

Then, another positive impact that is felt by teenagers with the presence of social media is that social media can be used as a medium of learning, looking for references, and enriching knowledge and knowledge.

Learning that is supported by the use of social media can improve aspects of collaboration and efficiency among teenagers so that they can have dialogue, discuss, without having to be in the same place, and also make learning more flexible [17].

In addition, teenagers like learning through social media. This is because learning material or content on social media is made based on microcontent, so that it makes the content interesting and not long-winded [18].

Furthermore, the positive impact received by teenagers in the use of social media is that it becomes a means of entertainment, where teenagers can find a variety of entertaining things on social media.

Then, teenagers can also take positive things from social media in the economic aspect. Social media can be used as a means to make money if used properly. This can

be realized if teenagers can be creative, consistent, and innovate to create content on social media.

However, all the positive things that exist in social media are also balanced with various negative impacts caused by social media on teenagers. The first thing that becomes the negative impact of social media is addiction to using social media.

Social media addiction is the most vulnerable thing experienced by teenagers today. This is evidenced by the results of previous studies which state that the level of adolescent addiction to social media is categorized as high [19].

In addition, the problem that must also be a serious concern for all groups faced by teenagers with the presence of social media is the emergence of a new problem called cybercrime.

In cybercrime there are various types of new crimes, namely, cyberbullying, pornography, identity theft, fraud, sexual predators, anxiety, panic, depression, violence, fear missing out (fomo), hoaxes, insomnia, and so on.

Then, apart from cybercrime, things that need to be jointly paid attention to regarding the negative impact of the high use of social media, namely the mental health problem of teenagers. Even in various social media content, mental problems are the most highlighted problems.

Various studies have shown that adolescents' mental health will experience problems if they use social media with high intensity. This will make teenagers can experience stress, mood disorders, anxiety, and even allow the occurrence of crime.

And lastly, the negative impact of social media that can arise on teenagers is the disappearance of local culture. With a variety of cultural information, local wisdom from various countries around the world, this is a concern that needs to be solved. The fading of culture has begun to be seen in teenagers, especially in Indonesia, where teenagers are starting to adopt their appearance or fashion from other countries.

Therefore, in order to anticipate the negative impacts of social media that arise on adolescents, the most basic thing that must be possessed by teenagers in this era of social media is media literacy skills. By having media literacy skills, teenagers at least already have the basic skills to understand, analyze, sort and choose which things can be taken from social media, and which things cannot be taken from social media.

In addition, the role of parents is the most important and significant thing in supervising the use of social media in adolescents, so that the negative impacts on social media will not appear or be minimized.

4 Conclusion

The conclusion in this study is that the use of social media in adolescents has positive and negative impacts. The positive impact of using social media on adolescents is that it is easy to expand or make friends, as a learning media, entertainment media, and can be an aspect to earn money. Meanwhile, the negative impacts of social media are addiction, cybercrime, adolescent mental health, and the fading of local culture. Therefore, various efforts are needed so that the negative impact of using social media can be minimized on adolescents, such as having media literacy skills and supervision from parents.

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