



Social Media Intensity Correlates with Adolescent Hedonistic Lifestyle

Fikhi Amana¹, Effy Wardati Maryam^{1*}

¹Psychology Program, Universitas Muhammadiyah Sidoarjo, Sidoarjo, Indonesia

*Corresponding Author Email: effywardati@umsida.ac.id

Abstract. General Background: Adolescence represents a critical developmental phase characterized by identity formation and susceptibility to environmental influences, including lifestyle patterns shaped by digital media. Specific Background: Social media has become a dominant platform for interaction and self-expression, where adolescents are frequently exposed to content reflecting pleasure-oriented lifestyles. Knowledge Gap: Although prior studies have examined social media and hedonistic tendencies, limited research specifically investigates their relationship among junior high school adolescents in Sidoarjo. Aims: This study aims to examine the relationship between social media usage intensity and hedonistic lifestyle among adolescents. Results: Using a quantitative correlational design with 221 students, the findings reveal a strong positive correlation ($r = 0.918$, $p < 0.05$) and an effective contribution of 84.1%, indicating that higher social media intensity is associated with higher levels of hedonistic lifestyle. Novelty: This study provides empirical evidence from a specific adolescent population, highlighting the magnitude of the relationship using robust statistical analysis. Implications: The findings suggest the need for guidance from parents, schools, and adolescents themselves to manage social media usage and mitigate the development of excessive pleasure-oriented behaviors.

Keywords: Social Media Intensity, Hedonistic Lifestyle, Adolescents

1 Introduction

Adolescence is a developmental phase that marks the transition from childhood. In this phase, adolescents usually experience changes ranging from biological, social, emotional, and cognitive. Adolescents are known by the term "*adolescence*," which comes from the Latin word "*adolesce*," meaning to grow into adulthood or in adult development [1]. During this period, adolescents experience adolescent egocentrism, which is also included in adolescent development according to Elkind [2]. Adolescent egocentrism contains two components, namely *imaginary audience* and *personal fable*. The first component, *imaginary audience*, refers to the belief that other people are as interested in oneself as one is in oneself, including behavior that attracts attention, trying to be seen, noticed, and become the center of attention. They consider themselves to be the main factor and others to be spectators. The second component, *personal fable*, is the belief that they are unique and invincible. In their daily lives, adolescents like to try new things, including activities that they will do [3].

Teenagers always try various activities to find something that suits them. In their development, teenagers will experience information processing. At this stage, teenagers are faced with situations that involve more decision-making, such as who they want to be friends with, what clothes they want to wear, what they want to be, and so on [3]. At this stage, they are no longer children but cannot yet be called adults. This phase also involves a process of self-discovery, during which they are very susceptible to the influence of their surroundings. One aspect that often influences them is lifestyle [2].

Hedonism is an approach to life that centers on the pursuit of pleasure. The hedonistic lifestyle is characterized by the pursuit of pleasure in various activities, such as doing more outdoor activities, playing more, enjoying the dynamic atmosphere of urban life, acquiring unnecessary possessions, and constantly seeking attention [4]. According to Vionalita [5], hedonism is a philosophical view that considers pleasure and material enjoyment as the main goals in life, characterized by seeking pleasure and engaging in luxurious social activities. For them, comfort is the main aspect of life, regardless of other people's perceptions of their enjoyment because they believe in the concept of living only once, so they want to enjoy life to the fullest. According to Engel [6], hedonists have several aspects, including: activities, interests, and opinions. These aspects include behavioral indicators such as spending more time outside the home, buying many unnecessary items, going to shopping centers, fashion, luxury items, food, gathering places, being the center of attention, and an individual's perspective on maintaining their lifestyle [6].

The results of research conducted by Hersika [7] found that 72.4% or 70 teenagers aged 18-21 were categorized as having a moderate hedonistic lifestyle, 11.4% had a low hedonistic lifestyle, and 16.2% or 18 teenagers were categorized as having a high hedonistic lifestyle. Research conducted by Nadia [8] revealed that 19% of adolescents were categorized as having a hedonistic lifestyle by buying trendy accessories and expensive, sophisticated cell phones. They owned these items not because they needed them but to fulfill their lifestyle in order to be accepted by their social group. Research conducted by Razali [9] revealed that teenagers spend a lot of time at the mall and make the mall their favorite hangout spot, with a result of 30.8%. In addition, 49.4% of teenagers prioritize spending on food, while 9.8% engage in activities such as walking and having fun, and 19.5% allocate their funds to buy school or college equipment. Meanwhile, Prastika's [10] research reveals that the level of hedonism is at 58%. A large number of teenagers place great importance on following current trends, dedicating most of their time to socializing in shopping malls, coffee shops, and buying high-end products. Based on data from research conducted by Aplaha [11], there is a high hedonistic lifestyle of 60.6% of the research sample among junior high school teenagers. Another study conducted by Kuserewati [12] revealed that teenagers living in Sidoarjo have a hedonistic lifestyle with a sig p of 0.014 ($p < 0.05$), which means that there is hedonistic behavior among adolescents living in Sidoarjo. Based on the results of previous studies, some adolescents have a hedonistic lifestyle.

Based on a preliminary survey conducted by the researcher using *Google Forms* with 21 junior high school students in Sidoarjo as respondents, the results showed that 20 adolescents admitted to often going to malls or shopping centers, 17 adolescents admitted to liking to buy trendy items, 9 teenagers admitted to often hanging out with friends outside, 11 teenagers admitted to often being in cafes/coffee shops, 3 teenagers admitted to liking to buy luxury and expensive items, 19 teenagers admitted to liking and being interested in following popular fashion trends, and 21 teenagers admitted to often buying items that were not really needed. Based on the initial survey above,

several teenagers exhibited hedonistic lifestyles, as described by Wells & Tigert [13], who explain that there are three aspects of hedonistic lifestyles, namely activities, which are how individuals use their time, as manifested in actions such as spending more time outside the home, playing, going to shopping centers/cafes, then interests consisting of fashion, food, expensive and branded luxury goods, gathering places, wanting to be the center of attention, enjoying the hustle and bustle of the city, and opinions, which are individuals' defenses to maintain their lifestyle. The hedonistic lifestyle has several characteristics, including socioeconomic characteristics in the family and school. Teenagers' purchasing behavior towards clothing is greatly influenced by socioeconomic status, namely their parents' income. This is because higher parental income provides teenagers with greater financial resources to spend, and vice versa [11]. According to data from the Ministry of Education and Culture, one of the junior high schools in Sidoarjo used as a research site for this study is categorized as one of the best junior high schools with complete and luxurious facilities. Quoted from the website panduanterbaik.sidoarjo.id, one of the junior high schools in Sidoarjo is categorized as the best and most expensive private Islamic junior high school. The emergence of a hedonistic lifestyle can be influenced by several factors.

One of the factors causing a hedonistic lifestyle is the flow of globalization and information technology [5]. Social media refers to a collection of internet-based applications developed using certain technological ideologies and principles. Social media refers to internet platforms that allow users to engage, collaborate, and generate content [5]. Ahlqvist [14] Social media is a platform that facilitates human contact by enabling the production, sharing, and exchange of information, including ideas and various types of material, among virtual communities. The development of the times has made humans increasingly closely related to technology, one of which is social media. This closeness is referred to as intensity. Social media intensity refers to the level of involvement and interest a person has in using social media, as indicated by the extent and intensity of its use. According to Del Barrio [14], the basis for social media use is the Uses and Gratification Theory (UGT). The intensity of social media use can be seen from the depth of attention and appreciation when using social media in terms of the amount of duration and frequency of use. Teenagers today are often exposed to lifestyles presented through the media, thus many teenagers are tempted by these lifestyles [3].

Based on the results of research conducted by Shafa [15] entitled "The relationship between self-concept and intensity of Instagram social media use with a hedonistic lifestyle," significant results were obtained between intensive social media use and a hedonistic lifestyle among students aged 18-24 years, which means that the intensity of social media use is related to a hedonistic lifestyle among adolescents. Based on research conducted by Wahyuningsih [16] entitled "Intensity of Instagram social media use and hedonistic lifestyles among teenagers," high results were found in the 12-24 age range, with the results showing that the higher the intensity of social media use on the Instagram platform, the more it increased hedonistic attitudes among teenagers, which means that these hedonistic attitudes are related to the intensity of social media use. This is in line with the results of research conducted by Prasetyo [4], which revealed a correlation between excessive social media use and hedonistic lifestyles among adolescents.

Based on the explanation above, it can be concluded that external factors influencing the hedonistic lifestyle of teenagers are influenced by Instagram as a social media platform that they use. Some teenagers have a hedonistic lifestyle due to the intensity

of their social media use. Previous studies have revealed several positive results regarding the relationship between the intensity of Instagram social media use and hedonistic lifestyles. This suggests that intensive use of social media on the Instagram platform is related to hedonistic lifestyles, but no research has been conducted on the relationship between the intensity of social media use and hedonistic lifestyles among teenagers. In this study, the researcher wanted to investigate the relationship between the intensity of social media use and hedonistic lifestyles among teenagers.

2 Method

This study uses a quantitative correlation research design. The independent variable (X) in this study is the intensity of social media use, and the dependent variable (Y) is hedonistic lifestyle. This study was conducted in Sidoarjo Regency, East Java. The population in this study was 600 junior high school students in Sidoarjo. The sample in this study was taken from 5% of the population in junior high schools using the Isaac & Michael formula [17], resulting in 221 samples. The sampling technique used in this study was *accidental sampling*. The data collection technique in this study was to distribute the scale directly. The scale used by the researcher was a social media usage intensity scale containing statements related to aspects of social media usage intensity, and a hedonistic lifestyle scale containing statements related to aspects of hedonistic lifestyles. The measuring instrument for the variable of intensity of social media use was an adoption scale compiled by Mafazatil Umami [18] containing 37 items using Del Barrio's theory, translated by Anggi Erman, which included attention, appreciation, frequency, and duration, with a reliability of 0.787 to measure these aspects. The measurement tool for the hedonistic lifestyle scale variable uses an adoption scale compiled by N. Utari [19] containing 32 items using Engel's theory, which includes: activities, interests, and opinions, with a reliability of 0.888 to measure these aspects. The research data was analyzed using the product moment correlation technique with SPSS for Windows software.

3 Results and Discussion

3.1 Results

Classical Assumption Test

Table 1. Normality Table

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual
Kolmogorov-Smirnov Z	.539
Asymp. Sig. (2-tailed)	.933
a. Test distribution is Normal.	
b. Calculated from data.	

Based on the test results in Table 1 above using the Kolmogorov-Smirnov test of the variables of social media usage intensity and hedonistic lifestyle behavior in adolescents, a Sig value $> 0.05 / 5\%$ was obtained. With this, the data in the study can be said to be normally distributed.

Coefficients^a

Table 2. heteroscedasticity Table

Coefficients ^a		
Model	T	Sig.
(Constant)	3.733	.000
	-1,140	.255

Based on Table 2 above, it can be seen that the sig value is $0.255 > 0.05$, so it can be concluded that there is no heteroscedasticity between variables.

ANOVA Table

Table 3. Linearity Table

		F	sig
Hedonic (Y)* Intensity (X)	(Combined)	20,822	.000
	Linearity Deviation From Linearity	1,120,012 .837	.000 .776

Based on Table 3 above, the linearity test results obtained $F=20.822$ and $\text{sig} = 0.776 > 0.05$, so the data in this study is said to be linear.

Hypothesis Test

Table 4. Table for simple regression test

Model Summary					
Model	R	R Square	Adjusted R-Square	Standard Error of the Estimate	
1	.918 ^a	.842	.841	5.15009	

a. Predictors: (Constant), INTENSITY

Table 5. Correlation Product Moment Table

		INTENSITY (X)	HEDONIC (Y)
INTENSITY (X)	Pearson Correlation	1	.918**
	Sig. (2- tailed)		.000
HEDONIC (Y)	Pearson Correlation	.918**	1
	Sig. {2- tailed)	.000	

The results of the study using the Pearson Product Moment correlation coefficient technique show the output results in Table 5 correlation sig value (2-tailed = 0.000) < 0.025, so the hypothesis is accepted, leading to the conclusion that there is a relationship between the intensity of social media use and hedonistic lifestyles among adolescents at SMP 1 Muhammadiyah Sidoarjo. Meanwhile, in Table 4, the value (r) = 0.918 shows a positive correlation between the intensity of social media use and hedonistic lifestyles. This indicates that the higher the intensity of social media use, the more hedonistic the lifestyle. A correlation coefficient of 0.918 can be concluded to be a very strong correlation because it is in the range of 0.80 – 1.000. In addition, an R square value of 0.841 shows that the intensity of social media use contributes 84.1% to the hedonistic lifestyle of adolescents and 15.9% is influenced by other variables.

3.2 Discussion

With a correlation coefficient of 0.695 and a significance level of $0.000 < 0.05$. This means that the higher the intensity of social media use, the more hedonistic the lifestyle of teenagers [21]. The results of this study indicate that there is a positive relationship between the intensity of social media use and hedonistic lifestyles, supported by statistical results using *Pearson's correlation product moment* with a sig value (2-tailed = 0.000) < 0.025, which means that the higher the intensity of social media use, the higher the hedonistic lifestyle among adolescents. This is in line with previous research conducted by Amalia, which revealed that there is a positive and significant influence between the intensity of social media use and hedonistic lifestyles. This is illustrated by the fact that the more often social media is used, the more interest is generated in things that other people have and expose on their social media pages, encouraging people to want the same things as others without considering the price and their needs [20]. Another study conducted by Monanda showed that there is a relationship between the intensity of social media use and hedonistic lifestyles among teenage *followers*

Initially, teenagers will observe behavior, attitudes, or lifestyles on social media. The more intense the observation, the greater the opportunity to imitate what they see. This is in line with Albert Bandura's theory, which states that humans will absorb information and then make decisions based on that information. An individual's behavior is influenced by their environment and the behavior of others [21]. In this situation, a person can internalize the lifestyle depicted by someone else through social media. Previous research conducted by Wahyuningsih found a significant correlation ($r = 0.844$) between the intensity of social media use and hedonistic lifestyles among adolescents aged 12-18 years. This supports the findings of our current study. There is

a significant relationship between the intensity of social media use and the level of hedonistic lifestyle among adolescents. Among other things, the more adolescents use social media, the greater their tendency to engage in a hedonistic lifestyle [16].

The link between the widespread use of social media and hedonistic lifestyles among teenagers can be demonstrated by the socioeconomic conditions in families and schools. Teenagers' purchasing behavior regarding clothing is greatly influenced by their parents' socioeconomic status, particularly their income. Higher parental income provides adolescents with better financial resources and, consequently, more opportunities to spend money on clothing and vice versa. The influence of high socioeconomic status, coupled with parents who give their children freedom, will have a significant impact in encouraging a hedonistic lifestyle among adolescents [22]. The intensity of social media use and hedonistic lifestyles among adolescents can be influenced by certain factors, one of which is experience and observation. Through observation accompanied by intense social media use for 3-4 hours a day, adolescents will imitate or adopt behaviors that are often observed as a reference for their own behavior [23], because social media is a media center that focuses on the existence of users, facilitating them in their activities and collaboration. In this case, social media users are free to share and express themselves through their respective social media. Through observation, a desire to imitate something arises to be implemented in daily life, such as clothing trends, new hangout spots, malls, and so on. This makes someone who observes these things too often interested in also being able to get them and go to entertainment centers or new hangouts. Consciously or unconsciously, a teenager will splurge and continue to seek pleasure in life through the things they observe on social media [24]. This falls under the indicator of hedonistic behavior. The abundance of content presented on social media will influence a person to behave hedonistically, especially teenagers, because this phase is a stage of ego and identity development, so teenagers want to appear more narcissistic and want to be the center of attention [25].

Social media, apart from being a place to share photos and videos, has now begun to shift its function to a place where people display their chosen lifestyle, allowing them to be observed by other platform users. For example, the latest trends can enhance a person's personal aesthetics by using luxury items such as clothing, gadgets, and branded items. Regularly engaging with social media platforms while participating in various activities, such as uploading video and photo content and viewing other people's posts, instills a constant need to stay informed and avoid falling behind others. The desire to consistently follow current trends, allocate time to socialize, visit crowded places or the latest tourist attractions, and indulge in buying desired but not necessarily needed items. Therefore, social media has a significant impact on hedonistic lifestyles [21].

Based on statistical analysis results, it shows that the majority of teenagers at one of the junior high schools in Sidoarjo have a high hedonistic lifestyle, with an effective contribution from the variable of social media usage intensity to hedonistic lifestyle of 84.1% and 15.9% influenced by other variables. This indicates that the intensity of social media usage can influence the hedonistic lifestyle of teenagers. In Antonius' research journal [26], a hedonistic lifestyle is characterized by a person's behavior of pursuing pleasure in various activities, such as spending time outside the home, playing, enjoying the lively city atmosphere, making unnecessary purchases, and constantly seeking attention. This phenomenon is closely related to the widespread use of social media platforms to search for and share information. People often use these platforms to show off their possessions, motivating others who see these possessions to imitate

and buy similar items. Arifin's opinion (in Sudarmanto) supports the notion that individuals who behave hedonistically are always focused on pursuing happiness and pleasure alone. [27]

4 Conclusion

Based on the results of the study, there is a significant positive relationship between the intensity of social media use and hedonistic lifestyles among adolescents. This can be seen from the results of the study which show that the hypothesis is accepted, meaning that the higher the intensity of social media use, the higher the hedonistic lifestyle among adolescents. The effective contribution of the variable of intensity of social media use to hedonistic lifestyles shows that adolescents who use social media intensively are more likely to be influenced by hedonistic lifestyles.

Adolescents are expected to be able to use social media wisely by understanding the good and bad effects of the social media they use. In addition, the role of parents is important in helping adolescents manage the time they spend using gadgets to access social media. Schools are expected to help reduce the negative influence on the intensity of social media use through various programs and policies that support character education, digital literacy, and other positive activities. From the results of this study, it is hoped that readers can apply various strategies in their daily lives to reduce the negative impact of intensive social media use.

The limitations of this study are that the researcher only used one variable, while hedonistic behavior is not only influenced by social media. In addition to being influenced by social media, hedonistic lifestyles can be influenced by other factors, including consumptive behavior, peer groups, and so on. Therefore, it is hoped that future researchers conducting similar research will use other variables by considering factors other than the intensity of social media use on hedonistic lifestyles.

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