The Influence of Social Media on Teenagers' Lifestyles: Behavioral Analysis Among Adolescents in Bandung

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Abstract
Learning activities can be disrupted due to students' dependence on social media because more time is used to access social media than studying and to support the lifestyle of teenagers in general. This study aims to determine the effect of social media on the lifestyle of adolescents among young students in the city of Bandung. The method used is a survey with a simple random sampling technique. The results of the study show that the use of social media has a positive and significant influence on the lifestyle of adolescents in the city of Bandung by 43%. The practical implication of this research is the importance of socialization about the healthy and wise use of social media for adolescents.

Keywords: Social Media, Adolescent Lifestyle, Bandung.

INTRODUCTION

The development of information technology in this modern era is increasing rapidly in people's lives. The internet is one of the media for this information technology which has the fastest development compared to other technologies (Hakim & Raj, 2017). Technological developments are developing very rapidly over time in both developing and developed countries, especially Indonesia (Raodia, 2019).

Alterations in technology developed at an equally quick pace throughout time, running concurrently with advances made in scientific understanding. The advancement of such technology is unquestionably highly beneficial to human life in that it makes it simpler to carry out each and every activity (Anggraeeni et al, 2022). Technology that facilitates communication is incredibly important for humans since it makes it simpler for us to communicate, engage, and socialize, among other things.
Smartphones are the most recent breakthrough in terms of communication technology (Astuti & Nurmalita, 2018).

The use of this smartphone has replaced the lifestyle of its users; smartphones, which should be controlled by humans, have instead turned humans into being controlled by smartphones; in addition to this, there are some users who are unable to control time, which results in their use of the smartphone being excessive (Agianto et al, 2020). This is because cellphones already include a great deal of sophistication, and in addition to that, smartphones are also equipped with social media programs that make users feel more at ease to continue using them. This is why this phenomenon occurs (Arifin, 2015).

The presence of social media today cannot be denied anymore, because social media is something that is inherent and seems to be a necessity for every human being (Oktaviani, 2019). In the information age like today, the internet or social media plays an important role in all aspects of human life. Social media is a medium that is widely used by students to meet information needs to support their activities (Haniza, 2019).

Of the many benefits provided, social media also has some disadvantages or negative sides. The emergence of new people with unknown identities often makes social media users nervous, the privacy of which is often violated by the users themselves by exaggerating personal information on social media (Purwanto, 2021). The world of teenagers and students is also overshadowed by a number of negative sides due to the use of social media because the users are also teenagers and students. Uncontrolled use of social media will affect students' learning motivation. Learning activities can be disrupted due to students' dependence on social media because more time is spent accessing social media than studying (Fitriansyah, 2018).

All media users can definitely be enchanted to become addicted to various kinds of interesting things in it. Because of that, some social media users are tempted by what is presented on social media. And make this social media a trigger for lifestyle changes, especially among teenagers (Prisgunanto, 2015). Think rationally with the development of existing social media, don't choose satisfaction but need. Temptation with what is published on social media among teenagers, especially students in our country, can affect their lifestyle. Some people who are at the middle economic level also follow a consumptive lifestyle due to social demands (Mukti et al, 2021).

Lifestyle alone is an art cultivated by everyone. Lifestyle is a pattern of daily behavior of a group of people in society. Lifestyle is closely related to the times and technology (Nawangsari et al, 2015). In comparison with social reality, the individual chooses a series of actions and appearances which according to him are in accordance with which are not suitable to be displayed in social space. Hobbies are hanging out, hanging out with classmates, eating snacks at your favorite cafe, don't miss uploading selfies on social media. Not much like everyday life.

Based on this phenomenon, it is interesting to study more about the Influence of Social Media on Teen Lifestyles: Behavior Analysis among teenagers in the city of Bandung, in the following
questions: is there any influence from social media on the lifestyle of teenagers in the city of Bandung and how much influence does the media have? social impact on today's youth lifestyle?

LITERATURE REVIEW

Social Media

Social media is an online medium in which users may easily produce, share, and participate in material such as blogs, social networks, wikis, and virtual worlds (Mayfield, 2008). Blogs, social networks, and wikis are the most widely utilized types of social media around the world. According to a second viewpoint, social media are online media that facilitate social contact and web-based social media that transform communication into interactive discourse (Carr & Hayes, 2015). In simple terms, the media can be explained as a communication tool, as the definition that has been known so far. However, all existing definitions have the same tendency when mentioning the word media, which appears together with it is a means accompanied by technology.

Lifestyle

Lifestyle is one of the secondary human requirements that can change with the times or an individual's desire to alter their lifestyle. Alfred Adler and Ferdinand the Bull, two Austrian psychiatrists, created the term lifestyle in 1929. Its broader meaning, as understood today, came into use since 1961 (Ansbacher, 1990). Lifestyle can be seen from how to dress, habits, and others. Lifestyle can be judged relatively depending on the assessment of other people (Juwita et al, 2015) . Lifestyle can also be used as an example and can also be used as a taboo. Examples of a good lifestyle: eating and resting regularly, eating 4 healthy 5 perfect foods, etc. Examples of bad lifestyle: talking inappropriately, eating carelessly, and others.

Teenager

A teenager is a human being in their twenties. During adolescence, humans cannot be called adults, but they cannot also be called children (Sarwono, 1994). Adolescence can also be identified as a transitional period of development between childhood and adulthood, which includes biological, cognitive, socio-emotional changes. Biological, cognitive and socio-emotional changes in adolescents lie between the development range of social functions, to independent abstract thinking processes (Dariyo, 2004).

METHODS

A correlational strategy that takes a quantitative approach was employed to carry out the research for this study. According to Sugiyono (2011), quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to examine certain populations or samples, sampling techniques are generally carried out randomly, data collection utilizes research instruments, and data analysis is quantitative and statistical with the purpose of testing the hypotheses that have been set. This information can be found in Sugiyono (2011). Teenagers living in the city of Bandung who make use of social media on an undetermined scale
make up this study's demographic. A straightforward method of random sampling was utilized for the sample. As a result of this, the study's sample consisted of 96 adolescents who were active users of a variety of social media platforms. The distribution of questionnaires using the Google form served as the means by which the data collecting was carried out. The data that were gathered will then be examined with the assistance of SPSS 25.0 for windows through the use of a straightforward regression test, a t test, and the coefficient of determination.

RESULTS AND DISCUSSION

Validity test

In order to verify the reliability of this study, an examination was conducted by examining the indicators of each variable, specifically those related to lifestyle and social media factors. The validity test results demonstrated that the correlation value (r\text{count}) exceeded the probability r\text{table} value (which was 0.300), indicating that all the indicators for each variable were valid.

Reliability Test

The purpose of this assessment was to determine the reliability of an item in the research data. If the Cronbach's alpha value exceeded 0.60, the item was deemed to be reliable. The results of the assessment indicate that the item in question meets this criterion.

![Table 1. Reliability Test Results](image)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach's alpha</th>
<th>Std Reliability</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media (X)</td>
<td>0.714</td>
<td>0.60</td>
<td>Reliable</td>
</tr>
<tr>
<td>Lifestyle (Y)</td>
<td>0.655</td>
<td>0.60</td>
<td>Reliable</td>
</tr>
</tbody>
</table>

After analyzing the data presented in Table 1, it was discovered that the Cronbach Alpha value for each research variable was higher than 0.60. Therefore, it can be inferred that all variables investigated in this study were deemed reliable.

Simple Linear Regression Analysis

According to the SPSS output data presented in Table 3, the regression equation for simple linear is \( Y = 18.479 + 0.648X \). In this equation, the value of 18.479 represents the predicted value of lifestyle (Y) when social media (X) is equal to zero. This indicates that in the absence of social media, the estimated lifestyle value is 18.479. Additionally, the coefficient value of 0.648 suggests that for each 1% increase in social media (X), there is an expected increase of 0.648 in lifestyle (Y).
Coefficient of Determination (R2)

Table 3. The coefficient of determination (R2)

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>656</td>
<td>.430</td>
<td>.425</td>
<td>3,393</td>
<td></td>
</tr>
</tbody>
</table>

The SPSS version 25 output data in Table 3 indicates that the obtained R Square value is 0.430. This means that social media is only responsible for 43.0% of the variability observed in the lifestyle variable. The remaining 57.0% of the variability is influenced by other variables that were not examined in this study.

T Test

Table 4. Test Results t

<table>
<thead>
<tr>
<th>Coefficientsa</th>
<th>Unstandardized Coefficient</th>
<th>Standardized Coefficient</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
<td>b std. error Betas</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Constant</td>
<td>18,479 3,323</td>
<td>.545 5,573</td>
<td>5,573</td>
<td>.001</td>
</tr>
<tr>
<td>Social media</td>
<td>.648 .121 .545</td>
<td>6,514 .000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The output data from Table 5 of SPSS version 25 shows that a significant value of 0.000, which is less than the significance level of 0.05, was obtained along with a t-count value of 6.514, which is greater than the t-table value of 1.985. Based on these results, it can be concluded that Ho (null hypothesis) is rejected and the alternative hypothesis Ha is accepted, indicating that social media (X) has a positive and significant effect on lifestyle (Y).

Discussion

Based on the results of the research that the author has done, using a research measuring tool in the form of a questionnaire which is then analyzed using data analysis techniques with the help of the SPSS 25 tool, it is found that the influence of social media on the lifestyle of adolescents in the city of Bandung has a strong level of relationship and contributes (contribution) by 43.0%.

Influencing factors that have a value of 43.0% include social media which is very easy to access wherever we are and its features which are very easy to use so that teenagers in the city of Bandung are very comfortable surfing on social media, social media also offers various ways communication either by chat, comments or directly face-to-face. Through the features provided by social media Facebook. can also be used to add insight or knowledge that might be obtained from information that is seen through social media and then applied in the daily lives of teenagers.

In addition to the influences mentioned above, social media can also affect the sleeping patterns of teenagers in Bandung. Teenagers who are too focused on social media tend to sleep late because they are busy using gadgets and accessing social media late into the night. This condition can disrupt sleep patterns and make it difficult for teenagers to get up early, so they become less productive and less focused while studying at school.
Not only that, social media can also influence the consumption behavior of teenagers in the city of Bandung. The presence of influencers on social media strengthens the consumption pattern of the products promoted by them. Teenagers who are influenced by product promotion on social media will buy the product being promoted without considering the side effects of using the product. This can make them spend money unwisely and not pay attention to health aspects in choosing products.

In addition, the excessive use of social media can affect the ability of teenagers in the city of Bandung to choose valid and accurate information. Teenagers who focus too much on social media tend to be less critical and too easy to believe invalid or hoax information. This can cause them to be misinformed and not have the right knowledge about something.

The impact of excessive use of social media on teenagers in the city of Bandung needs serious attention from parents, teachers and the government. Efforts are needed to educate adolescents about the healthy and wise use of social media, as well as limiting the time they use gadgets and social media so that they can be more physically active and have social interactions in the real world. In addition, stricter control is needed on the promotion of invalid products and information on social media so that youth can choose information and products that are correct and good for their health and development.

Top of Form According to Ayu's (2020) research, which aims to examine the influence of social media on the impulsive shopping behavior of adolescents in Indonesia, the research described above examines the influence of social media on impulsive buying behavior. This study indicates that adolescents who use social media more frequently tend to engage in more impulsive shopping. In addition, this study indicated that social media had a substantial impact on the impulsive shopping behavior of adolescents in Indonesia. This is consistent with Rosmalina and Khaerunnisa's research from 2021, which examines the impact of social media on the mental health of Indonesian adolescents. The findings of this study suggest that adolescents who use social media more frequently are more likely to have mental health problems. This was mostly connected with increased anxiety and depression in adolescents who often utilized social media.

The objective of Wulandari and Nurcahyo's (2019) study is to assess the impact of social media on Indonesian adolescents' academic progress. According to the findings of this study, adolescents who use social media more frequently tend to have inferior academic attainment. This is primarily due to a lack of concentration and focus on academic tasks, as well as bad peer influence on social media. Previous research demonstrates that social media have a substantial impact on the lifestyles of adolescents in Indonesia, including their buying behavior, mental health, and academic accomplishment, among other factors. Thus, it is crucial for parents, teachers, and the government to limit adolescents' social media use and educate them on how to use social media responsibly.
CONCLUSION

Based on the description above, it can be concluded that social media has a significant influence on the lifestyle of teenagers in the city of Bandung, especially in terms of consumptive behavior, irregular sleep patterns, and lack of physical activity. Teenagers who use social media more often tend to have unhealthy and less productive lifestyles. Nonetheless, social media can also provide positive benefits such as expanding social networks and access to useful information. Therefore, efforts are needed to limit the use of social media by teenagers, as well as educate them about the use of social media that is healthy and wise. A number of previous studies have also shown results similar to this study, indicating that the influence of social media on the lifestyle of adolescents in Indonesia is quite significant and can affect various aspects of adolescent life, such as shopping behavior, mental health and academic achievement. In order to support the growth and development of healthy and quality adolescents, parents, teachers and the government need to play an active role in regulating the use of social media by adolescents and educating them about the use of social media in a healthy and wise manner.

REFERENCES


