

THE INFLUENCE OF SOCIAL MEDIA USE ON THE SELF-PERCEPTION AND SOCIAL RELATIONS OF TEENAGERS IN THE DIGITAL ERA

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Abstract

Objective study This study aims to determine the influence of social media use on adolescents' self-perception and social relationships in the digital era. The method used is a quantitative study with linear regression. As for the data, it was obtained through the researchers distribution of questionnaires to high school teenagers in Subang Regency and then analyzed using SPSS version 16. The result of the study, namely the deep F test, is equal to 0.000 0.05. As a result, we can conclude that variable simultaneous together influences variable Y1 and Y 2 and Based on the SPSS coefficients output table on Sig. variable X, which is equal to 0.00 < 0.05, the buffer concluded that there is an influence of variable X against variables Y1 and Y2. From this data, the research presents a comprehensive picture of the influence of social media use on teenagers' self-perception and social relationships in the digital era. Other factors, such as personality, family background, and social environment, can moderate the impact of social media on adolescent behavior and well-being.

Keywords: Social media, self-perception, social relationships

Abstrak

Tujuan penelitian ini untuk mengetahui pengaruh penggunaan media sosial terhadap persepsi diri dan hubungan sosial remaja di era digital. Metode yang digunakan adalah metode penelitian kuantitatif dengan menggunakan regresi linier. Adapun data, diperoleh melalui kuesioner yang peneliti sebarkan kepada remaja SMA di Kabupaten Subang dan kemudian di analisis menggunakan SPSS versi 16. Hasil penelitian yakni dalam uji F adalah sebesar 0.000 < 0.05. maka sebagai dasar pengambilan keputusan dalam uji F dapat disimpulkan bahwa variabel X secara simultan bersama-sama berpengaruh terhadap variabel Y1 dan Y2 serta Berdasarkan tabel output SPSS Coefficients diatas Sig. variabel X adalah sebesar 0.00 < 0.05 maka dapat disimpulkan bahwa ada pengaruh variabel X terhadap variabel Y1 dan Y2. Dari data tersebut penelitian menyajikan gambaran yang komprehensif tentang pengaruh penggunaan media sosial terhadap persepsi diri dan hubungan sosial remaja di era digital. Faktor lain seperti kepribadian, latar belakang keluarga, dan lingkungan sosial dapat memoderasi dampak media sosial pada tingkah laku dan kesejahteraan remaja.

Kata kunci: Media sosial, persepsi diri, hubungan sosial.

INTRODUCTION

Social media has become a global phenomenon that influences various aspects of people's lives. In recent years, the rapid growth of social media use has represented a significant transformation in the way people communicate, interact, and share information (Amin, 2023). This phenomenon is attracting research attention to better understand its impact on social interactions, psychological well-being, and social change. According to Cahya et al. (2023), the rapid growth in the use of social media has raised several problems that need to be researched. These problems involve the impact of social media on social interactions directly and indirectly, its influence on individual psychological well-being, and its contribution to social change in society.

Fatmawati & Sholikin (2019) explain that social media can be defined as a digital platform that allows users to participate, share, and interact with content online. Some examples of social media include Facebook, Twitter, Instagram, and LinkedIn. Furthermore, Felita et al. (2016) described that the use of social media has experienced exponential growth in recent years. Active user statistics and platform variety show that social media has become an integral part of the daily lives of many individuals around the world. Social media not only serves as a tool for sharing information but also plays an important role in facilitating social interactions. Through these platforms, individuals can engage in online communications, participate in discussion groups, and build their social networks.

Previous research from Kundari et al. (2020) shows that the use of social media can influence an individual's psychological well-being. Some aspects examined include levels of life satisfaction, stress, and other mental behaviors. Social media is also recognized as an agent of social change. Its ability to disseminate information quickly can trigger changes in thought patterns, social norms, and even social structures in society.

In the digital era, social media has become an inseparable part of everyday life. The presence of platforms such as Facebook, Instagram, Twitter, and TikTok provides unlimited access to various forms of interaction and information. In this context, the role of social media in shaping individuals' self-perception becomes increasingly significant (Isni et al., 2021). The growth in social media use has created an environment that influences how individuals see and understand themselves. Problems arise related to self-concept, body image, and self-esteem, which can be influenced by online interactions, social comparisons, and exposure to norms and success that are often unrealistic (Meilinda et al., 2020).

Meanwhile, it is known that humans have self-perception, which refers to the way individuals see and evaluate themselves (Muhyatun, 2023). This includes looking at an individual's physical appearance, abilities, personality, and accomplishments. Nissa & Hatta (2022) explain that self-perception plays a key role in forming identity and psychological well-being. Social media serves as a platform where individuals construct and present their identities. Through posts, photos, and online interactions, individuals are continually engaged in the process of forming and maintaining their self-image.

In the use of social media, social comparison is a phenomenon where individuals judge themselves by comparing themselves with other people. Social media, with features such as

"likes" and "followers," can increase the intensity of social comparisons and influence self-perception (Nainggolan et al., 2018). Social media is often a channel for spreading unrealistic norms of beauty and success. Continuous exposure to these standards can influence how individuals judge and feel about their own performance and achievements (Kundari et al., 2020).

Nulhakim (2023) explains that in responding to social pressures and norms faced on social media, individuals may take steps to regulate and manage their self-perception. This may include reducing time spent online, changing interaction patterns, or developing self-regulation strategies. The digital era, which is characterized by information technology advancements, has altered how teenagers interact and establish social connections. Social media, online gaming platforms, and instant messaging applications are becoming an integral part of teenagers' daily lives. This research aims to explore the dynamics of adolescent social relations in the digital era, identify the challenges they face, and understand the opportunities and impact on adolescents' social and emotional development.

The growth of technology and digital connectivity has major implications for teenagers' social relationships. Challenges such as cyberbullying, excessive social media use, and exposure to unhealthy content can affect teens' mental health and social well-being. This study aims to shed more light on how interactions in the digital world affect, maintain, and form teenagers' social relationships. Focus is also given to positive aspects such as social support, creativity, and social learning that may emerge through digital platforms (Pujiono, 2021).

Social media gives teenagers the opportunity to connect with their friends, build a digital identity, and express themselves through various forms of content (Rizaldy, 2022). However, there are also risks related to exposure to social pressure and mental health disorders, such as cyberbullying, understanding digital privacy, and the impact of excessive use of social media on the well-being of teenagers (Sakti & Yulianto, 2018). The influence of online norms and social comparisons is also a significant factor. Challenges aside, digital interactions also provide opportunities for positive growth. Creativity, learning social skills, and social support from online communities can enrich teens' social experiences. Social media plays a key role in shaping teenagers' digital identities. Self-expression through photos, writing, and other creative content allows teens to explore and develop their identities.

Based on the background above, researchers are interested in conducting research with the title *The Influence of Social Media Use on Self-Perceptio and Social Relationships of Teenagers in the Digital Era*.

METHOD

Methods of research used by the researcher There is a quantitative method study that employs linear regression. According to Darmawan (2013), regression is a technique of statistics used to analyze the connection between one or more variables that are independent and dependent. A simple linear regression test influences One variable is independent of the dependent variable, whereas multiple linear regression possible testing influences a number of independent variables. As for the study This researcher is using simple linear regression

analysis. Election sample in the study This was done using a random sampling of five high school students in Subang Regency, West Java. Variable-free study This is social media (X), variables bound self-perception (Y1), and adolescent social relations (Y2). Collection The data that researchers need uses a questionnaire, while for data analysis, they use SPSS version 16.

RESULTS AND DISCUSSION

The results of the analysis of validity, reliability and linear regression tests to test the influence of variable X on variables Y1 and Y2 are as follows:

Table 1. Validity Test Results

	Item-Total Statistics			
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	59.5700	42,808	,418	.64 1
X1.2	59.7133	43,726	,385	.6 5 7
X1.3	59.5495	42,940	,395	.6 5 4
X1.4	59.6143	43.121	,417	.6 5 3
X1.5	59.5939	42,824	,426	.64 2
X1.6	59.6007	42,905	,435	.64 0
X2.1	59.8055	38,479	,755	.59 9
X2.2	59.8532	39,235	,727	.6 1 5
X2.3	59.8055	38,568	,747	.6 2 0
X2.4	59.8089	39,011	,755	.6 1 2
X2.5	59.8191	39,731	,727	.6 1 8
X2.6	59.7918	39,583	,707	.6 1 8
X2.7	59.7884	40.126	,669	.61 3
X2.8	59.8089	39,820	,717	.6 2 9
Y1	60.9181	54,973	-.494	.7 4 4
Y2	60.8294	53,854	-.434	.7 4 5
Y3	60.8157	54,336	-.451	.7 4 0
Y4	60.7509	54.201	-.437	.7 4 0
Y5	60.6962	53,856	-.422	.7 3 7
Y6	60.7577	53,581	-.415	.72 5

Information :

Based on table on is known If the number of items is 20 with mark validity construct 0.05. based on table on score *Corrected Item-Total Correlation* so all items are declared valid and can used .

Table 2. Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
,672	20

Information :

If alpha value > 0.70 means reliability sufficient (*sufficient reliability*) temporarily if alpha > 0.80 this interpret all items are reliable And all over test in a way consistent own strong reliability And if alpha > 0.90 then reliability perfect.If alpha is between 0.70 – 0.90 then reliability tall. If alpha is 0.50 – 0.70 then reliability currently. If alpha < 0.50 then reliability

low. Based on results test reliability on is known If score 0.672 which means the item is stated own mark reliability currentl.

Table 3. F Test Results

		ANOVA ^b				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1663,743	2	831,871	19,761	,000 ^a
	Residual	2188,985	52	42,096		
	Total	3852,727	54			
a. Predictors: (Constant), Social Relationships, Self-Perception						
b. Dependent Variable: Social Media						

Information

Based on ANOVA output table above is known that Sig (significance) value in F test is equal to $0.000 < 0.05$. so as base taking decision in F test can concluded that variable _ _ simultaneous together influential against variable Y1 and Y 2 .

Table 4. Regression Test Results

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-8,362	14,947		-.559	,578
	Self-Perception	,478	,233	,258	2,051	,045
	Social Relations	,714	,188	,477	3,787	,000
a. Dependent Variable: Social Media						

Information

Based on SPSS Coefficients output table on Sig. variable X is as big as $0.00 < 0.05$ then buffer concluded that There is influence variable X against variables Y 1 and Y2

From the research results above, it can be explained that there is an influence of the use of social media on the self-perception and social relationships of teenagers in the digital era. Social media use has become a dominant phenomenon in the daily lives of teenagers in the digital era, and research has provided in-depth insights into its impact on their self-perception and social relationships. In this context, the research results show that teenagers' interactions with social media can have a significant influence on how they see themselves and how they form and maintain social relationships.

One aspect that is often revealed in research is the impact of social media on teenagers' self-perception. Various social media platforms, such as Instagram, Facebook, and TikTok, show a picture of life that is often considered ideal or perfect. Exposure to these images can trigger social comparisons, which in turn can influence adolescents' levels of self-confidence and body image.

Empirical research shows that teenagers who are heavily involved in social media tend to be more susceptible to anxiety and depression. They may feel they don't measure up to the standards of beauty or lifestyle presented by their friends or public figures on social media.

This pressure to achieve a perfect image can be detrimental to teenagers' mental health and interfere with the development of their self-identity (Triyaningsih, 2020).

It's crucial to realize that social media gives teenagers a platform for online identity curation where they can choose how they want to present themselves to the outside world. While this can provide control and creativity in self-expression, it can also create pressure to maintain an image that is perceived as positive by others. The research results also highlight the role of social comparison in the formation of self-perception, where teenagers often judge their self-worth based on the success, physical appearance, or popularity they see on social media.

It is important to note that these impacts are not always negative. Some teens may be able to use social media as a tool to build a positive identity and support their mental wellbeing. However, a deeper understanding of how teens interact with social media is necessary to identify factors that may enhance or harm their self-perception.

In addition to self-perception, research also highlights the impact of social media on teenagers' social relationships. Social media provides a platform to communicate, share experiences, and connect with friends, family, and society at large. Most teens spend their time engaging in online activities, including interacting with others through comments, messages, and various forms of digital interaction.

Social media can facilitate positive and supportive relationships between individuals. Teens can feel more connected to their friends, even if they are in different physical locations. They can share their interests and experiences and support each other through this platform. Increasing communication accessibility can help strengthen interpersonal relationships, especially in an era where technology allows us to stay connected without being limited by geographic boundaries.

On the other hand, there is also the risk of social isolation due to excessive or unwise use of social media. Teenagers who are too focused on the digital world may miss out on social engagement in real life. Face-to-face interactions may decrease, and the ability to form and maintain interpersonal relationships in the real world may be affected. Therefore, it is necessary to investigate how the intensity and type of interaction on social media can influence the overall quality of adolescents' social relationships.

In looking at the impact of social media use on teens' self-perception and social relationships, it is important to remember that each individual is a unique entity. Factors such as personality, family background, and social environment can moderate the impact of social media on adolescent behavior and well-being.

Some teens may be better able to manage their social media use wisely, filter the information they receive, and understand that online images of life do not always reflect reality. Meanwhile, other individuals may be more susceptible to negative effects, and the influence of social media may exacerbate existing mental or social well-being problems.

In dealing with the impact of social media on teenagers, the role of parents and educators becomes very important. Digital education is key to helping teens develop a better understanding of how to use social media wisely. This includes recognition of possible risks and strategies for managing negative impacts.

Parents have a role in supporting their children to develop digital literacy, which involves understanding how to select appropriate content, understanding online privacy, and recognizing signs of discomfort or risk in online interactions. Open discussions between parents and teens about social media use can also help create an environment where teens feel comfortable sharing experiences and asking questions. Educators in schools can also play a role in providing a broader understanding of the social and psychological implications of social media use. This could include implementing digital literacy programs and psychosocial support that helps teenagers understand how to navigate the digital world wisely (Wahyutiar et al., 2023).

It is important to recognize that social media does not only have negative impacts. In some contexts, the use of social media can provide positive benefits for teenagers. For example, they can use the platform as a means to voice their opinions, participate in social campaigns, or develop their creative skills through sharing visual or written content. It is also important to explore how social media can be a positive learning and connectivity tool. By utilizing online resources, teens can access educational information, participate in educational discussions, and develop new skills. Educators and parents can play a role in guiding teenagers to use social media as a tool that enriches and supports their development.

CONCLUSION

Based on the results of the analysis and discussion above, the findings are: The F test is equal to $0.000 < 0.05$. So, based on the base-taking decision in the F test, it can be concluded that variable *X* is simultaneously influential against variables *Y1* and *Y2*, and based on the SPSS coefficients output table, Sig. variable *X* is equal to $0.00 < 0.05$. The buffer concluded that there is an influence of variable *X* on variables *Y1* and *Y2*. From this data, the research presents a comprehensive picture of the influence of social media use on teenagers' self-perception and social relationships in the digital era. Other factors, such as personality, family background, and social environment, can moderate the impact of social media on adolescent behavior and well-being. Then some teenagers may be better able to manage their use of social media wisely, filter the information they receive, and understand that the picture of life online does not always reflect reality. Meanwhile, other individuals may be more susceptible to negative effects, and the influence of social media may exacerbate existing mental or social well-being problems.

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