

## Social Media's Influence on Social Behavior: A Study of SMK PGRI 6 Malang Students

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### Abstract

Social media is an online platform that facilitates indirect interaction among its users, providing a space for anyone to comment, participate openly, and rapidly share information widely. It is widely recognized that this phenomenon exerts significant influence on individuals' lives, particularly among adolescents today. Consequently, they may become overly comfortable and forget their inherent social nature, which necessitates direct interaction within their social environment. This study examines the behaviors of students at SMKS PGRI 6 Malang when using social media. The aim is to investigate the impact of social media usage on the social behaviors of these students. Employing a qualitative method with a phenomenological research strategy, data collection techniques include observation, documentation, and interviews. Three students from SMKS PGRI 6 Malang participated in the study. Findings indicate that social media tends to have predominantly negative impacts. While social media influences the social behaviors of students, it does not necessarily foster empathy among the students of SMKS PGRI 6 Malang towards their environment.

**Keywords** social media impact; social behavior; students

### 1. Introduction

The influence of globalization is growing and spreading very quickly throughout corners of the world. The ongoing development of globalization has a direct impact on communication aspect. The era of globalization has made communication a major development the fastest compared to the development of other aspects. The proof is in the aspect this has brought rapid technological progress to give rise to platforms social media with different characteristics. Information technology in particular the internet serves various purposes, including social media (Fitria et al., 2021). This medium facilitates rapid interaction among individuals or groups of people.

Currently, social media has become an inseparable trend in human life. Social media itself is an interactive computer-based technology that provides information and facilitates various forms of user expression in finding communities and virtual networks. This information is packaged using software that is widely utilized today, such as WhatsApp, Instagram, Twitter, Line, Facebook, and others. This highlights the significant role of social media in expanding students' social networks. Research by Ellison et al. (2007) confirms that social media platforms, particularly Facebook, can enhance both the quantity and quality of social relationships. Social media enables students to interact with individuals from diverse backgrounds and cultures, enriching their social experiences and improving their communication skills (Steinfeld et al., 2008).

Social media platforms are designed to facilitate users in communicating with one another, sharing information, exchanging photos/videos, documenting daily activities, and expressing emotions. Users are also granted the freedom to comment and provide feedback to desired individuals within these platforms. Consequently, social media has garnered a large user

base among adolescents. Typically, adolescents enjoy sharing their daily activities, emotions, and documenting experiences with their friends on social media. Research conducted by Gonzales and Hancock (2011) indicates that updating statuses and sharing personal content can impact self-image and social acceptance. Regularly sharing personal content can help students feel more connected to their peers but may also increase pressure to maintain a perfect self-image (Chou & Edge, 2012). Notably, social media has become a benchmark for teenage lifestyles. Many perceive individuals who are not active on social media as passive, and those without social media accounts are often considered outdated and behind the times.

According to the Association of Internet Service Providers in Indonesia (APJII), internet users in Indonesia reached 221.5 million in 2024, out of a total population of 278.6 million. This represents a 1.9% increase from the previous percentage of 78.19% to 79.5%. APJII further announced that the majority of internet users are from Generation Z (born 1997-2012), comprising 34.40% of the total users, with teenagers in this year falling within the Gen Z cohort.

Analyzing the data provided by APJII reveals that Generation Z constitutes the largest group accessing the internet. During adolescence, individuals begin to explore their identity and exhibit a heightened curiosity, leading them to experiment with new experiences. However, without a supportive home environment, healthy social surroundings, and parental supervision, there is potential for deviant behaviors to emerge, resulting in undesired behaviors that contravene societal norms.

An individual's behavior significantly influences their social life within a community. It tends to reflect their sensitivity to their surroundings; individuals with positive social behavior are more attuned to situations, whereas the opposite may hold true. Each individual responds differently to circumstances, which can be linked to understanding their social behavior. Therefore, the sustained use of social media intertwines with our behavior and social conduct in society.

The essence of an individual's social behavior does not solely evolve on its own, but is influenced by the social relationships surrounding them. This is evidenced by the interactions individuals have with friends, groups, and institutions, whether directly or indirectly through current communication networks such as newspapers, television, radio, and others. Among these communication media, social media has become prevalent, particularly among teenagers in contemporary society. As previously outlined, the use of social media influences changes in social behavior. Social behavior refers to an individual's physical and psychological activities towards others or vice versa, in meeting needs that conform to social demands.

This study aims to explore the impact of social media on the social behavior of students at SMKS PGRI 6 Malang. Conducting this research is crucial to provide insights into the behavioral conditions of students, specifically at SMKS PGRI 6 Malang. Understanding these social behavior conditions can serve as a guide for parents and teachers in formulating appropriate strategies to educate the current younger generation, particularly when there are shifts towards negative behaviors.

## **2. Method**

### **2.1. Research Design**

This research employs a qualitative descriptive approach. It investigates the social behavior of students at SMKS PGRI 6 Malang in their use of social media. The study utilizes a phenomenological strategy combined with qualitative research methods.

## 2.2. Research Subjects

Three students participated in this study. Participants were active students of SMKS PGRI 6 Malang, namely NL and PL from class X, and DL from class XI. The participants included two female students and one male student. Participants were selected based on the researcher's observations over approximately two months of monitoring their behaviors.

## 2.3. Location and Timing of the Study

The research was conducted at SMKS PGRI 6 Malang, Sukun, Kota Malang. It coincided with the Teaching Assistance activities at the Educational Unit of Universitas Negeri Malang in 2024.

## 2.4. Data Collection Methods

The following techniques were utilized for observation, documentation, and interviews, which form the data collection methodology in this study: 1) Observation: To ascertain the impact of social media usage on the social behavior exhibited by students, the researcher observed the study participants. 2) Interviews: To elucidate the consequences faced by students who frequently use social media, the researcher conducted interviews with three students and a guidance counselor. 3) Documentation: The researcher documented their findings to enhance the validity of the collected data.

In this study, the researcher served as the primary instrument and a supporting figure for the research subjects, ensuring the validity of the findings.

## 2.5. Research Phases

There are stages that researchers carry out in carrying out this this research includes:

1. Determine the time and place of research
2. Make a list of questions before the interview
3. Conducting interviews
4. Analyze the data obtained from the interviews
5. Draw conclusions from the data that has been analyzed

## 2.6. Data analysis

In this research, researchers adapted a data analysis model interactive developed by Miles and Huberman. Technical ones used in analyzing data can be explained as follows, the analysis process in this research was carried out in four stages, namely:

1. Data collection
2. Data reduction
3. Data presentation
4. Drawing conclusions

## **3. Results and Discussion**

Researchers conducted this research from June 17 to June 20 2024 to test the influence of social media on students' social behavior at SMKS PGRI 6 poor. Through observations and interviews with these three subjects, researchers obtained several findings as follows:

Table 1. The Result of Interview

Indicator	Aspect that observed	The Result of Interview	The Result of Observation
Activity social media	More open social interact direct	social media give that experience new and different from interactions in real	Social media brings them to prefer alone compared to must interact together direct. Social media give comfort with different flavors and pleasant.

Based on research involving three participants, it is proven that media social impact reduces the sense of direct social interaction. Social media has its own charm that is able to make them happier for more playing a lot on social media. Of course, this has a negative impact on behavior social. Students are less likely to perform reciprocal actions or influence the response received by the individual himself. This reflects major changes in social interaction patterns, where students prefer communication online rather than face to face. The impact of this change needs to be studied further understand the implications for students' social skills and mental health (Turkle, 2011). Too much time spent in cyberspace can be debilitating opportunities for students to interact directly, which is important for develop social skills and empathy (Kraut et al., 1998).

**Changes in attitudes and behavior**

Table 2. Interview results on the impact of using social media

Indicator	Aspect that observed	The Result of Interview	The Result of Observation
Change attitude and behavior	Things to see in social media can influence on attitudes and behavior	In no way straight away, what seen and read big impact in guiding for it to happen change of attitude and behavior	When students are enjoy watching the media social, students more sensitive when teachers calling his name, whereas if not is playing media social, students behave should be like normal

Another negative impact that occurs from the use of social media is changes in attitudes and behavior in students. Social media makes students more inclined sensitive and easily offended. The spectacle seen also has a big influence on what they would do in the real world.

Social media sets standards which makes students inevitably change their attitudes and behavior directly. Three participants felt that their attitudes, behavior and traits influenced by social media. This shows that there is a role social media plays a significant role in shaping student identity and character. By therefore, parents and educators need to understand the importance of this influence and can provide appropriate guidance so that the use of social media can provide positive impact (O’Keeffe & Clarke-Pearson, 2011). Content consumed and interactions that occur on social media can influence students' worldview, their values, and how they behave in social situations (Bandura, 2001).

**Decreased empathy**

Indicator	Aspect that observed	The Result of Interview	The Result of Observation
Decreased empathy	<ul style="list-style-type: none"> <li>• If surrounding see there her friend which need help, no direct helped</li> <li>• Students are able understand feeling others</li> </ul>	<ul style="list-style-type: none"> <li>• They feel that while there are still friends the others are them no need to help him</li> <li>• Too fun viewing media social create students have indifferent</li> </ul>	<p>When students focus with social media, students as if forgot that he is a creature social because of attitude ignorant and indifferent shown and</p> <p>attitude with what happened in the environment</p> <p>reduced sense of empathy and caring towards each other</p>

Another negative impact arising from social media use is the reduced sense of empathy towards others. When a friend requires direct assistance, students often feel no need to help if they believe another friend is capable of providing aid. This behavior typically occurs when students are engrossed in their own social media activities. Furthermore, an attitude of indifference also emerges from improper use of social media. Students find it increasingly difficult to empathize with others' feelings. This is a concerning finding, as empathy is a crucial aspect of healthy social interactions. Empathy refers to an individual's ability to internalize the feelings experienced by others into themselves (Zen, et.al,2020). Reduced empathy can lead to increased individualism and a decreased ability to form deep connections with others (Konrath et al., 2011). Moreover, excessive social media use can cause students to become less attentive to others' needs and emotions, as they focus more on themselves (Turkle, 2015).

Excessive social media use is also worrying due to the potential for dependency. One participant, identified as NL, even stated, *“Without social media, it feels like life isn't alive.”* This dependency can impact various aspects of students' lives, including academic performance, social relationships, and psychological well-being. Other studies have also revealed that excessive social media use can lead to anxiety, depression, and sleep disturbances (Lin et al., 2016).

Besides at school, participants also mentioned that they spend more time on social media at home. This indicates that social media has become an integral part of students' daily lives, replacing time that might have been used for more productive activities or direct social interactions. Studies show that time spent on social media often comes at the expense of physical activity and face-to-face interactions (Twenge et al., 2018). The lack of physical activity and face-to-face interaction can negatively impact students' physical and emotional health (WHO, 2019).

Despite the many negative impacts discussed, social media use also has positive effects when used wisely. Social media can be an effective tool for learning and developing new skills. Students can access various learning resources, take online courses, and participate in discussions that enrich their knowledge. Additionally, social media can strengthen bonds with distant friends and family, provide emotional support, and build positive communities (Greenhow et al., 2009). DL mentioned, "The positive side is that we stay updated with current news, know what's trending, news about murders, corruption, and I feel less likely to be easily deceived." Participants feel that social media makes them more aware of global issues, particularly those in their own country. According to Boyd (2014), social media also used as a tool to follow trends and the latest information, which can influence students' views and attitudes towards various social and cultural issues.

All participants also agreed that, although it is easier to find new friends on social media, they feel that these interactions are not sufficient to build deeper and more meaningful relationships. Burke et al. (2010) found that online interactions do not always bring the same social satisfaction as face-to-face interactions. This may be due to the lack of nonverbal cues and physical proximity, which are often necessary for building trust and emotional closeness in relationships (Subrahmanyam & Greenfield, 2008).

Given the negative and positive impacts of social media use among students, the role of teachers and parents is crucial in guiding healthy social media use. Parents need to provide adequate supervision and set clear boundaries regarding social media usage time. Additionally, schools can implement educational programs about the wise use of social media and the potential negative impacts. Such education can help students understand the importance of managing their time and using social media responsibly (Livingstone et al., 2011).

Furthermore, to mitigate the negative impacts of social media use, several strategies can be applied. One of these is regulating social media usage time, such as setting daily or weekly limits. It is also important to encourage students to engage in positive offline activities, such as sports, arts, and community activities. Teaching digital literacy and the ethics of social media use can help students understand the consequences of their actions in the virtual world and avoid harmful behaviors (Collin et al., 2011).

#### **4. Conclusion**

Based on research results, the impact of social media use on behavior social studies of students at SMKS PGRI 6 Malang. It can be concluded that students experience dependency. Students do more activities on social media and social media influence social behavior in real life. Use of social media too reduces students' sense of empathy for their environment. Participants too agree that friendly interactions are more fun on social media. Therefore, it is hoped that this research will be able to provide input and evaluation for further research as well as for parents and teachers this research can be used a view of the social behavior experienced by students today.

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