



## The Analysis of Social Media Addiction Level on Adolescents

Netrawati<sup>1</sup>, Rizki Wulandari<sup>2</sup>, Yeni Karneli<sup>3</sup>, Yarmis Syukur<sup>4</sup>

Universitas Negeri Padang

\*Corresponding author, e-mail: [netrawati@fip.unp.ac.id](mailto:netrawati@fip.unp.ac.id)

### Abstract

The ease of long-distance interaction makes social media a necessity that must exist in every individual's life, which causes a person to have an uncomfortable feeling if they cannot access social media. Indirectly, accessing social media can result in some people who have social media addiction. Others desire to be noticed by others, difficulty communicating directly in their social environment, which makes them prefer to spend time interacting through social media. The phenomenon that happens is excessive and repeated use of social media every day, loss of self-control, which causes the long duration of use, unconsciousness of negative consequences to themselves and those around them, tolerance of social media. Emerges the withdrawal symptoms when trying not to access social media, such as feelings of discomfort in addicted adolescents. This study aimed to find out the description of the level of social media addiction among adolescents in Padang. The method used in this study was descriptive research with quantitative methods. The sample used in this study was 250 adolescents. From the data collection results, it was generally found that adolescents are in the low category with an achievement of a percentage, 51.2%. Then, adolescents are in the medium category with a percentage, 42.4%, and some adolescents are in the high category with an achievement, 1.6%.

**Keywords:** Social media addiction, Adolescents

**How to Cite:** Netrawati, N., Wulandari, R., Karneli, Y., & Syukur, Y. (2020). The Analysis of Social Media Addiction Level on Adolescents. *International Journal of Research in Counseling and Education*, 4(1), pp. 46-50, doi: <http://doi.org/10.24036/00347za0002>



This is an open access article distributed under the Creative Commons 4.0 Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited. ©2020 by author.

## Introduction

The developments in this digital era have brought changes that are more focused on advances in technology, information, and communication. One of the developments in the current millennial era is social media which helps and makes it easier for individuals to connect, interact and socialize with many people from a great distance. This progress also aims to facilitate the space and scope of humans which proves that people's thinking power and also human behavior patterns are progressing and developing rapidly (Primayuni & Neviyarni, 2020). This social media is an application that connects many people in one particular timeline (Xiacalisng et al., 2015; Carley & Spapens, 2017; Ardi & Sukmawati, 2017). Activities or activities that can be carried out on social media focus on sending messages to each other, sharing personal identities and other information (Roth, Bobko, Van, & Thatcher, 2016; Ngai, Tao, & Moon, 2015; Ardi & Maizura, 2018; Afdal et al., 2019; Ardi & Sukmawati, 2019). Social media has an interactive nature and feedback that allows users to connect, share information, and collaborate (Bosman & Zagenczyk, 2011).

Several applications on social media such as *Facebook*, *WhatsApp*, *Instagram* and others provide information for everyone to share information, photos, or videos on someone's events or activities. Surely, this social media is an alternative to build and connect people from various countries (Young & Abreu, 2015). The use of social media today can be termed a double-edged sword that can cause negative effects such as addiction or dependence on social media (Leong, L. Y., Hew, T. S., Ooi, K. B., Lee, V. H., & Hew, 2019). The term social media addiction has become a label for individuals who are difficult to let go of and control themselves from social media (Andreassen & Pallesen, 2014). An excessive use of social media in everyday life can make teenagers forget about time and neglect their obligations to study and help parents at home (Praditasari, Handayanto & Wulandari, 2019). The problem use is the constant urge to continue accessing social media and this inability to control them which causes addiction problems (Boer, Stevens, Finkenauer & Eijnden, 2020).

Obviously, adolescents are a stage of self-identity search that requires a role from the environment such as peers, at this time adolescents are also in a state of confusion due to the inability to determine activities that are beneficial to themselves, as well as curiosity about things they don't know (Aprilia, Sriati & Hendrawati, 2018). Adolescents are a group that is prone to experiencing social media addiction problems due to their curiosity, attention, and problems such as difficulty communicating directly in their surroundings so that teenagers prefer to spend time accessing their social media. Social media that is widely used by adolescents such as cell phones, video calls, and various liaison applications such as *Facebook*, *Instagram*, *WhatsApp* and other applications as multifunctional tools, which can cause them to use technology, especially social media, both positively and negatively (Sari, Ilyas & Ifdil, 2017).

Addiction is an addictive behavior with a facility that becomes a habit. Nearly 80% of adolescents aged 10-19 years spread across 11 provinces in Indonesia are addicted to the internet, and 24% of them use the internet to interact with strangers, which without realizing it can be bad for themselves (Hapsari & Ariana, 2015; Adiarsi, Stellarosa & Silaban, 2015; Hakim & Raj, 2017). Based on a research conducted on American students aged 13 to 17 years, 90% of them were social media users, and 35% of them used social media repeatedly every day which allowed them to get social media addiction (Kiracaburun, 2016). Concerning about missing information is also the reason for a teenager to use social media with high intensity, leading to addictive social media behavior (Fathadhika & Afriani, 2018).

Social media addiction can be seen as a form of internet addiction, in which individuals show compulsion to access social media excessively and repeatedly every time (Hou, Xiong, Jiang, Song, & Wang, 2019). This social media addiction has the potential to be a mental health problem for some users who access it freely without having a time limit in using social media (Griffiths, Kuss & Demotrovs, 2014). This addiction is included in non-psychoic addictions which are commonly referred to as compulsive behavior. This behavior makes adolescents feel better, escape from problems and to get social status or attention from others which greatly affects the lives of adolescents (Finley & Lenz, 2014). The negative impacts included in social media addiction include bullying, excessive shopping activities, hoaxes, and even pornography (Montag & Reuter, 2017).

Moreover, some of the characteristics of people who are addicted to social media, namely excessive use, anxiety when unable to access social media, increased tolerance for social media addiction and social isolation (Rosyidah, 2016). A study conducted by Swansea University in Wales found that some people will get withdrawal symptoms if they stop using their social media (Rashid & Kenner, 2019). The symptoms displayed by someone who is addicted to social media are loss of self-control, conflict (internal and personal), preoccupation with accessing social media, accessing social media to change moods, and withdrawal (Fabris, Marengo, Longobardi & Settanni, 2020). Gradually, this social media addiction turns humans into zombies who do not have free will, and remain shackled in social media applications (Lanier, 2018). Social media users should be able to think precisely and logically to place and receive functions and facilities in the form of features on social media according to the needs of teenagers (Vera & Netrawati, 2019).

However, this addiction phenomenon is very worrying, especially because many adolescents have addiction problems that cause adolescents to be unproductive in their daily activities (Novrialdy, Nirwana & Ahmad, 2019), such as spending a lot of time on social media activities that have negative impacts in life such as neglecting social obligations and interfere with youthful daily productive activities (Bozoglan, 2019). The factors that influence social media addiction are internal factors (personality) and external factors caused by external activities carried out on social media (Thompson, 2014).

## Method

This study was a descriptive type of research with a quantitative method which aims to describe the level of social media addiction of adolescents. The sample used in this study was 250 teenagers. The sample in this study was taken by using a random sampling technique. The research instrument used was a questionnaire about social media addiction behavior with a Likert scale model.

## Results and Discussion

Based on the results of the data processing that has been done, it can be presented and analyzed in accordance with the research objectives, namely to find out the description of the level of social media addiction of adolescents. The level of social media addiction of adolescents Padang is seen based on the characteristics of the adolescents or users who have social media addiction. The following is the distribution of the frequency and percentage of social media addiction behavior.

**Table 1 The frequency and percentage of social media addiction behavior**

No	Category	Interval	F	%
1.	Very High	161 – 190	0	0
2.	High	131 – 160	4	1,6
3.	Moderate	101 – 130	106	42,4
4.	Low	71 – 100	128	51,2
5.	Very Low	≤ 70	10	4
<b>Total</b>			<b>250</b>	<b>100</b>

In the following table, the data on social media addiction behavior among adolescents in general were in the low category consisting of 128 adolescents with an achievement percentage, 51.2%. Even so, there were 106 students with moderate social media addiction with an achievement, 42.4%. However, there were also adolescents have social media addiction who were in the high category with an achievement of a percentage, 1.6%, and in the very low category with a percentage, 4%. Nevertheless, there were no adolescents who were in the very high category in having the social media addiction.

The characteristic components that affect the emergence of social media addiction behavior were salience (salience), mood modification (mood), tolerance (tolerance), withdrawal (withdrawal), conflict (conflict), and relapse (Griffiths, 2005). Addiction is a serious psychological diagnosis based on specific criteria that interfere with human life (Parks, 2013). Furthermore, in line with the previous component, there are several criteria possessed by users who experience addiction, including: 1) compulsive use, 2) loss of control, 3) continued use despite adverse consequences, 4) tolerance, 5) withdrawal (Coombs & Howatt, 2005). These criteria are the desire to always open social media, the desire to spend time on social media, feel uncomfortable when you cannot open social media, cannot control yourself when using social media so that they ignore other productive activities (study, sports, hobbies, etc.) (Bilgin, Sahin & Togay, 2020).

Then, based on one of the aspects that characterize adolescents who have social media addiction, namely, withdrawal which is a psychological or physical impact on a person who is addicted because he tries not to carry out his behavior or habits in accessing social media (Williams & Kraft, 2015). This social media addiction often starts because it feels better when faced with difficult situations and makes adolescents relax when making social media an escape (Albin & Bailey, 2013). This addiction is often triggered by hyperactivity in the appreciation or judgment of each individual (He, Turel & Bechara, 2017). Following are the data obtained from the results of research on social media addiction based on the withdrawal aspect.

**Table 2. Social media addiction based on the withdrawal aspect**

Aspect	Interval	Information	F	%
<i>Withdrawal</i>	35 – 40	Very High	2	0,8
	29 – 34	High	14	5,6
	23 – 28	Moderate	125	50,0
	17 – 22	Low	94	37,6
	≤ 16	Very Low	15	6,0
<b>Total</b>			<b>250</b>	<b>100</b>

Based on the table above, it was found that the level of social media addiction in adolescents was dominated by 125 adolescents who were in the moderate category with a percentage, 50%. Then, it was followed by 94 adolescents who were in the low category with a percentage, 37.6%. After that, there were 15 adolescents in the very low category with a percentage, 6%. Next, there were 14 adolescents who were in the high category with a percentage, 5.6%. Lastly, there were 2 adolescents who were in the very high category with a percentage, 0.8%.

Adolescents access social media as a means of communicating with family and friends, especially for someone who has difficulty communicating directly, looking for various information, news, entertainment, or popular posts that are happening (Lestari, Dewi & Chairani, 2020). Then, It was found that there are other causes that make someone addicted to social media, such as the expert argued that social media addiction is also caused by the application itself, a feature that is made very attractive and stimulates someone to keep using and difficult to avoid (Nakaya, 2015).

## Conclusion

Based on the results of this study, it revealed that half of the respondents have social media addiction at a moderate level, amounting to 125 students. Thus, it is really hoped that various parties such as school teachers and parents can be responsible for efforts to overcome and prevent social media addiction by

providing a good understanding of the correct use of social media so as to minimize the negative impact of excessive social media use.

## References

- Albin, J., & Bailey, E. (2013). *Cognitive Behavior Therapy*. Alpha.
- Andreassen, C., & Pallesen, S. (2014). Social network site addiction - an overview. *Current Pharmaceutical Design, 20*(25), 4053–4061. <https://doi.org/10.2174/13816128113199990616>
- Aprilia, R., Sriati, A., & Hendrawati, S. (2018). Tingkat kecanduan media sosial pada remaja. *JNC, 3*(1), 41–53.
- Ardi, Z., & Sukmawati, I. (2017). Social media and the quality of subjective well-being ; ounseling perspective in digital era. *International Conseling and Education Seminar : The Responsibility of Counselor and Educator in Millennium Era*, 28–35.
- Ardi, Z., & Sukmawati, I. (2019). The Contribution of Social Media and Mobile Application to Individual Subjective Well-Being in Counseling Perspective. *Journal of Counseling and Educational Technology, 2*(1). <https://doi.org/10.32698/0571>
- Bilgin, M., Şahin, İ., & Togay, A. (2020). Social Media Addiction in Adolescents and Parent-Adolescent Relationship. *Education and Science, 45*(202), 263–281. <https://doi.org/10.15390/eb.2020.8202>
- Boer, M., Stevens, G., Finkenauer, C., & Eijnden, R. van den. (2020). Attention Deficit Hyperactivity Disorder-Symptoms, Social Media Use Intensity, and Social Media Use Problems in Adolescents: Investigating Directionality. *Child Development, 91*(4), e853–e865. <https://doi.org/10.1111/cdev.13334>
- Bosman, L., & Zagenczyk, T. (2011). Revitalize your teaching: creative approaches to applying social media in the classroom. *Social Media Tools and Platforms in Learning Environments*, 3–15.
- Bozoglan, B. (2019). Psychological, Social, and Cultural Aspects of Internet Addiction. In *IGI Global*. <https://doi.org/10.4018/978-1-5225-8900-6.ch002>
- Coombs, R. H., & Howatt, W. A. (2005). *The addiction counselor's desk reference*. John Wiley.
- Fabris, M. A., Marengo, D., Longobardi, C., & Settanni, M. (2020). Investigating the links between fear of missing out, social media addiction, and emotional symptoms in adolescence: The role of stress associated with neglect and negative reactions on social media. *Elsevier, 106*. <https://doi.org/10.1016/j.addbeh.2020.106364>
- Fathadhika, S., & Afriani. (2018). Social media engagement sebagai mediator antara fear of missing out dengan kecanduan media sosial pada remaja. *Jurnal Psikologi Sains Dan Profesi, 2*(3), 208–215. <https://doi.org/10.4018/978-1-5225-5187-4.ch054>
- Finley, J. R., & Lenz, B. S. (2014). *Addiction treatment homework planner* (Fifth Edit). Wiley. <http://search.proquest.com/docview/1528882999?accountid=48425>
- Griffiths, M. (2005). A 'components' model of addiction within a biopsychosocial framework. *Journal of Substance Use, 10*(4), 191–197.
- Griffiths, M. D., Kuss, D. J., & Demetrovics, Z. (2014). Social networking addiction: an overview of preliminary findings. *Behavioral Addictions. Academic Press*, 119–141.
- Hakim, S. N., & Raj, A. A. (2017). Dampak kecanduan internet ( internet addiction ) pada remaja. *Prosiding Temu Ilmiah Nasional X Ikatan Psikologi Perkembangan Indonesia*, 280–284.
- He, Q., Turel, O., & Bechara, A. (2017). Brain anatomy alterations associated with Social Networking Site (SNS) addiction. *Scientific Reports, 7*(February), 1–8. <https://doi.org/10.1038/srep45064>
- Hou, Y., Xiong, D., Jiang, T., Song, L., & Wang, Q. (2019). Social media addiction: Its impact, mediation, and intervention. *Cyberpsychology, 13*(1). <https://doi.org/10.5817/CP2019-1-4>
- Kiracaburun, K. (2016). Self esteem, daily internet use and social media addiction as predictors of depression among Turkish adolescents. *Journal of Education and Practice, 7*(24), 64–72.
- Janier, J. (2018). *Ten Arguments for Deleting Your Social Media Accounts Right Now*. Random House.
- Leong, L. Y., Hew, T. S., Ooi, K. B., Lee, V. H., & Hew, J. J. (2019). A hybrid SEM-neural network analysis of social media addiction. *Expert Systems with Applications, 133*, 296–316.
- Lestari, Y. M., Dewi, S. Y., & Chairani, A. (2020). Hubungan alexithymia dengan kecanduan media sosial pada

- 
- remaja di Jakarta Selatan. *Scripta Score Scientific Medical Journal*, 1(2), 1–9.
- Montag, C., & Reuter, M. (2017). *Internet addicton: Neuroscientific approaches and therapeutical implications including smartphone addiction*. <https://doi.org/10.1009/978-3-319-46276-9>
- Nakaya, A. C. (2015). *Internet and social media addiction*. Reference Point Press.
- Novrialdy, E., Nirwana, H., & Ahmad, R. (2019). High school students understanding of the risks of online game addiction. *Journal of Educational and Learning Studies*, 2(2), 113. <https://doi.org/10.32698/0772>
- Parks, P. J. (2013). *Online Addiction*. Reference Point Press.
- Praditasari, E. L., Handayanto, A., & Wulandari, D. (2019). Penggunaan structural equation modeling (SEM) untuk mengetahui pengaruh kebiasaan mengakses media sosial terhadap minat belajar siswa. *Imajiner: Jurnal Matematika Dan Pendidikan Matematika*, 1(6), 306. <https://doi.org/10.26877/imajiner.v1i6.4858>
- Primayuni, S., & Neviyarni. (2020). Effectiveness of group guidance services using self-management techniques to prevent addiction to online game use ( in SMA Negeri 2 Sungai Limau ). *Jurnal Neo Konseling*, 2(2), 1–8. <https://doi.org/10.24036/00266kons2020>
- Rashid, I., & Kenner, S. (2019). Offline free your mind from smartphone and social media stress. In *John Wiley* (First). <https://doi.org/10.1049/oap-cired.2017.1227>
- Rosyidah. (2016). Pengaruh media sosial terhadap penyimpangan perilaku pada siswa. *Millah*, XIV(2), 47–66. <https://doi.org/10.20885/millah.volxiv.iss2.art3>
- Sari, A. P., Ilyas, A., & Ildil. (2017). Tingkat kecanduan internet pada remaja awal. *Penelitian Pendidikan Indonesia*, 3(2), 110–117.
- Thompson, T. L. (2014). *Encyclopedia of health communication*. SAGE Publications.
- Vera, N. A., & Netrawati. (2019). Addicted to online games among teenagers and their implication for counseling service. *Jurnal Neo Konseling*, 1(4). <https://doi.org/10.24036/00170kons2019>
- Williams, R. E., & Kraft, J. S. (2015). The mindfulness workbook for addiction. In *New Harbinger* (Vol. 53, Issue 9). <https://doi.org/10.1017/CBO9781107415324.004>
- Young, K. S., & Abreu, C. N. de. (2015). *Internet Addiction*. John Wiley. <https://doi.org/10.1017/CBO9781107415324.004>
-