

THE INFLUENCE OF SOCIAL MEDIA ON THE MENTAL HEALTH OF GEN Z EMPLOYEES IN INDONESIA

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Abstract

This research is a quantitative research with an explanatory approach. The data used in this article is primary data that researchers obtained directly through online questionnaires. The data obtained was analyzed using the smart PLS 4.0 analysis tool. The result in this article show that the hypothesis in this study is that the Social Media variable can have a positive relationship direction and a significant influence on Mental Health. This is because the P-Values are positive and below the significance level of 0.05, namely 0.008. These results are because social media can facilitate existing work, reduce employee workload, as a medium of entertainment, and ultimately improve employee Mental Health. Thus it can be concluded that the hypothesis in this article can be proven.

Keywords: Social Media, Mental Health, Gen Z

INTRODUCTION

Social media consists of two words, namely media and social. Media is a tool, means of communication, intermediary, or connector. Social means related to society or likes to pay attention to public interests (likes to help, donate, etc.). From the language side, social media is interpreted as a means of communicating and sharing. Social media is an online media with its users can easily participate, share, and create content including blogs, social networks and wikis are the forms of social media most often used by people around the world. Social media is a website-based feature that can form networks and allow people to interact in a community. On social media we can do various forms of exchange, collaboration, and get to know each other in the form of visual or audiovisual writing. Examples such as twitter, facebook, blog, forsquare, and others (D. Yadi Heryadi, Dhiana Ekowati, and Dhety Chusumastuti 2023).

Here are some definitions of social media according to several experts according to Mandibergh social media is a medium that accommodates cooperation between users who produce content. Meanwhile, according to Shirky social media is a tool to improve users' ability to share, collaborate between users and take collective actions, all of which are outside the institutional or organizational framework. Furthermore, according to Boyd social media is explained as a collection of software that allows individuals and communities to gather, share, communicate, and in certain cases collaborate or play. Then according to Van Dijk social media is a media platform that

focuses on the existence of users who facilitate them in their activities or collaboration. Therefore, social media can be seen as an online medium (facilitator) that strengthens relationships between users as well as a social bond. Mike and Young also define social media as a convergence between personal communication in the sense of sharing between individuals and public media to share with anyone without any individual specificity (Made Aryandi Singa Gothama 2009).

From the definitions above, the author concludes that social media is a medium that allows its users to carry out social activities through the internet without being limited by distance, space, and time. There are various reasons why someone creates an account on social media, including to stay connected with family and friends, get information and news through news feeds provided by social media, and show their existence. A study stated that social media is related to introverted personalities. The more introverted a person is, the more active he or she will be on social media as an outlet. The rise and explosion of social media users among students, lately the assumption has begun to emerge that the more active someone is on social media, the cooler and more sociable they are. However, students who do not have social media are usually considered old-fashioned, outdated, and less sociable. In the end, this assumption will form the impression of a crisis of self-existence. It is not uncommon for students who use social media to be dramatic and continue to create an image of themselves. There are special characteristics that only social media has compared to other media. One of them is that social media starts from an understanding of how the media is used as a social medium in the virtual world (Azkiah 2023).

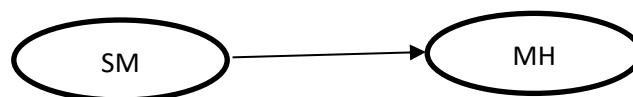
The characteristics of social media are (Nasrullah 2015): a) Network between users Social media has the character of a social network. Social media is built from a social structure formed in a network or the internet. The network formed between users is a network that is technologically mediated by technological devices, such as computers, mobile phones or tablets. The character of social media is to form a network between its users. It doesn't matter whether in the real world (offline) the users know each other or not, but the presence of social media provides a medium for users to connect through technological mechanisms. b) Information Information is an important entity of social media. Because unlike other media on the internet, social media users create representations of their identities, produce content, and interact based on information. Even information becomes a kind of commodity. On social media, information becomes a commodity consumed by users. The commodity is basically a commodity that is produced and distributed between users themselves. From this consumption activity, users and other users form a network that ultimately consciously or unconsciously leads to the institution of a networked society. c) Archives For social media users, archives become a character that explains that information has been stored and can be accessed at any time and through any device. ²¹ For example, any information uploaded on Facebook does not just disappear when the day, month, or

year changes. The information will continue to be stored and can even be easily accessed. d) Interaction Simply put, the interaction that occurs on social media is at least in the form of commenting on each other or giving signs, such as thumbs up on Facebook or hearts on Instagram. Interaction in media studies is one of the differences between old media and new media. e) Social Simulation Social media has a character as a medium for society to take place in the virtual world. Social media users can be said to be digital citizens who are based on openness without any limitations. Like society or the state, on social media there are also rules and ethics that bind its users. Social media no longer displays reality, but has become a reality in itself, even what is on social media is more real than reality itself. f) Content by users Another characteristic of social media is content by users or more popularly known as user generated content (UGC). This user generated content is a sign that on social media, the audience does not only produce content, but also consumes content produced by others. This content is a new format of interaction culture where users simultaneously act as producers on one side and as consumers of content produced in online spaces on the other side. g) Distribution (Share) Distribution or sharing is another character of social media. Sharing is a characteristic of social media that shows that the audience actively distributes content while developing it. The purpose of this development, for example, is comments that are not just opinions, but also data on the latest facts. On social media, content is not only produced by the audience, but also distributed manually by other users (Salsabila and Harti 2021).

There are several previous studies (Sri Yuhana, Mariyati, and Puspitasari Sugiyanto 2023); (Putri and Miftahuddin 2024) & (Bikriyah 2020). Therefore, this study aims to analyze the influence of social media on employee mental health. Unlike the three studies above, in this study, the objects of questionnaire distribution were Gen Z employees spread across a number of BUMNs throughout Indonesia.

METHODS

Figure 1
Model



Noted:

SM: Social Media

MH: Mental Health

Based on the explanation in the introduction, it can be concluded that the research in this article aims to analyze the influence of social media on Mental Health. Actually, this research is in line with the three previous studies, namely (Sri Yuhana, Mariyati, and

Puspitasari Sugiyanto 2023); (Putri and Miftahuddin 2024) & (Bikriyah 2020). Unlike the three studies, the object of distributing the questionnaire in this article is Gen Z employees spread throughout Indonesia. This research is a quantitative research with an explanatory approach. The data used in this article is primary data that researchers obtained directly through online questionnaires. The data obtained was analyzed using the smart PLS 4.0 analysis tool with the hypothesis below.

Hypothesis:

H1: The Influence of Social Media on Mental Health

RESULT AND DISCUSSION

Background Analysis

Social media consists of two words, namely media and social. Media is a tool, means of communication, intermediary, or connector. Social means related to society or likes to pay attention to public interests (likes to help, donate, etc.). From the language side, social media is interpreted as a means of communicating and sharing. Social media is an online media with its users can easily participate, share, and create content including blogs, social networks and wikis are the forms of social media most often used by people around the world. Social media is a website-based feature that can form networks and allow people to interact in a community. On social media we can do various forms of exchange, collaboration, and get to know each other in the form of visual or audiovisual writing. Examples such as twitter, facebook, blog, forsquare, and others (D. Yadi Heryadi, Dhiana Ekowati, and Dhety Chusumastuti 2023).

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Validity Test

This study uses primary data as the main research material in this article to prove one hypothesis proposed in this article, namely that the Social Media variable can have a positive relationship direction to Mental Health. The main requirement to achieve this stage is the validity test stage (Ghozali 2016).

Table 1
Validity Test

Variable	Question Item	Loading Factor
Social Media (X)	Social media can make employee lifestyles better	0.882
	Easy social media can make employee work easier	0.895
	Gen Z employees definitely use social media in their daily lives	0.902
	Gen Z employees usually use social media to make their work easier	0.915
Mental Health (Y)	Employee Mental Health can be affected by social media	0.952
	Employee Mental Health can be affected by lifestyle	0.955

Valid > 0.70Tab

Reliability Test

The next stage is the reliability test stage which functions to ensure each variable used in this article is reliable or not. Based on this, here are the comprehensive results of the reliability test in this article (Sarstedt et al. 2014):

Table 2

Reliability Test

Variable	Composite Reliability	Cronbach Alfa	Loading Factor
Social Media	0.892	0.851	Reliable
Mental Health	0.962	0.912	Reliable

Reliable > 0.70

Path Coefisien

The last stage that can be used in this article is the Path Coefficient stage. This stage serves to ensure the hypothesis used in this article is successful or not. The hypothesis in question is that the Social Media variable can have a positive relationship direction and significant influence on Mental Health. Based on this, the following are the results of the Path Coefficient in this article (Hair 2010):

Table 3

Path Coefisien

Direct Influence	Variable	P-Values	Noted
	SM->MH	0.008	Accepted

Significant Level < 0.05

Based on the results of the third table of Path Coefficients above, it can be concluded that the hypothesis in this study is that the Social Media variable can have a positive relationship direction and a significant influence on Mental Health. This is because the P-Values are positive and below the significance level of 0.05, namely 0.008. These results are in line with a number of previous studies, namely (Sri Yuhana, Mariyati, and Puspitasari Sugiyanto 2023); (Putri and Miftahuddin 2024) & (Bikriyah 2020). These results are because social media can facilitate existing work, reduce employee workload, as a medium of entertainment, and ultimately improve employee Mental Health. Thus it can be concluded that the hypothesis in this article can be proven.

CONCLUSION

Based on the results of the third table of Path Coefficients above, it can be concluded that the hypothesis in this study is that the Social Media variable can have a positive relationship direction and a significant influence on Mental Health. This is because the P-Values are positive and below the significance level of 0.05, namely 0.008. These results are in line with a number of previous studies, namely (Sri Yuhana, Mariyati, and Puspitasari Sugiyanto 2023); (Putri and Miftahuddin 2024) & (Bikriyah 2020). These results are because social media can facilitate existing work, reduce employee

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