THE INFLUENCE OF SOCIAL MEDIA ON CHANGES IN SOCIAL BEHAVIOR AMONG ADOLESCENTS

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Abstract
Social media has become an inseparable part of teenagers' lives in the digital era. This research aims to examine the influence of social media on changes in social behavior among teenagers through a literature review approach. The data sources used come from scientific journals, books, articles and previous research discussing the impact of social media on the social and psychological aspects of teenagers. The analysis technique used is content analysis to identify patterns and trends in research that has been carried out previously. The study results show that social media has both positive and negative impacts on teenagers' social behavior. Positive impacts include improving communication skills, broadening horizons, as well as opportunities for teenagers to express themselves and build social identities. However, negative impacts were also found, such as decreased direct social interaction, risk of addiction, and increased cases of cyberbullying and social pressure. Factors that moderate this impact include the role of the family, social environment, digital literacy education, and policies and regulations related to social media use. The conclusion of this research emphasizes that although social media provides various benefits for teenagers, its use needs to be controlled and directed so that it does not have a negative impact on their social development. Synergy between families, schools, government and digital platforms is very necessary to create a social media ecosystem that is safer and more beneficial for teenagers.
Keywords: social media, teenagers, social behavior, positive impact, negative impact, digital literacy.

INTRODUCTION

The development of information and communication technology has brought major changes to human life, one of which is the emergence and rapid development of social media. Social media has become an inseparable part of everyday life, especially for teenagers growing up in the digital era. With various platforms such as Instagram, TikTok, Facebook, and Twitter, teenagers can easily communicate, share information, and express themselves in the virtual world. This phenomenon reflects significant changes in the way humans interact and build social relationships (Iskajyan, 2024).

The high number of social media users among teenagers shows that the younger generation is very dependent on this platform for various activities, from entertainment, communication, to learning. Based on various studies, the majority of teenagers spend several hours a day accessing social media, both to socialize with peers and keep up with the latest trends (Li, 2023). This shows that social media is not just a communication tool, but has also become part of a lifestyle that influences the way teenagers think, act and interact with their surroundings.

However, despite its benefits, excessive use of social media can have a negative impact on teenagers' social behavior. One of the most visible impacts is the decline in direct social interaction (face-to-face). Many teens are more comfortable communicating via a phone screen than talking in person, which can ultimately impact their social skills. Reduced face-to-face interactions can cause difficulties in understanding facial expressions, body language, and empathy for other people (Knopf, 2024).

Apart from that, social media also plays a role in shaping the identity and behavior patterns of teenagers. Exposure to diverse content on social media can influence the way they see themselves and shape their perceptions of applicable social norms. Not infrequently, teenagers feel compelled to conform to certain standards of beauty, lifestyle or trends popularized by influencers and digital celebrities. This phenomenon can impact teenagers' self-confidence and self-concept, both positively and negatively (Kang & Yoo, 2022).

On the other hand, social media also has a positive impact on adolescent development if used wisely. This platform allows them to develop communication skills, expand social networks, and gain new information and insights. With online communities and discussion forums, teenagers can exchange ideas and learn from other people's experiences, both in academic and non-academic fields (Walters, 2024). Apart from that, social media is also a forum for creativity and innovation, where teenagers can express their interests and talents through various digital content.

However, one of the biggest challenges of using social media is the increasing cases of cyberbullying among teenagers. The anonymity offered by the internet is often exploited by certain individuals or groups to carry out online bullying. This can have an impact on teenagers' mental health, causing stress, anxiety, and even depression (Alizadehfanaeloo, 2023). Apart from that, the spread of inaccurate information or hoaxes also poses a threat to

teenagers who do not yet have the critical skills to sort out the information they receive from social media.

Therefore, it is important for parents, educators and policy makers to understand the influence of social media on teenagers and provide appropriate guidance in their use. Education regarding digital literacy must be strengthened so that teenagers can use social media wisely and responsibly. Appropriate supervision and regulation are also needed to create a healthy and safe digital environment for the social development of adolescents (Mohamed, 2024).

Seeing the large influence of social media on teenagers' lives, research on its impact on changes in social behavior is becoming increasingly relevant. By understanding how social media shapes adolescent behavior, effective strategies can be found to minimize its negative impacts and optimize its benefits. Therefore, this research aims to analyze in depth the influence of social media on adolescent social behavior based on existing literature reviews.

RESEARCH METHOD

This research uses a literature review method with a qualitative approach. The literature review was chosen because this research aims to analyze and interpret the results of previous research regarding the influence of social media on adolescent social behavior. With this approach, research does not collect data directly from respondents, but instead examines relevant scientific sources to obtain a more comprehensive understanding of the phenomenon being studied.

The data sources used in this research come from various academic literature, such as scientific journals, books, articles and previous research discussing related topics. The data analysis technique used is content analysis, namely the method used to identify, interpret and draw conclusions from various written sources. This analysis allows researchers to examine patterns, trends, and relationships in existing literature to gain in-depth insight into the impact of social media on changes in social behavior among adolescents (Earley, M.A. 2014; Snyder, H. 2019).

RESULT AND DISCUSSION
The Positive Impact of Social Media on Teenage Social Behavior

Social media has brought major changes in the way teenagers communicate and interact with their surrounding environment. One of the

most prominent positive impacts is improved communication skills. With social media, teenagers can communicate more quickly and efficiently, both with peers, family, and people from various cultural and geographical backgrounds (Knopf, 2024). This ability is very important in the digital era, where technology-based communication has become a primary need in various aspects of life, including education and the world of work.

Apart from improving communication skills, social media can also expand teenagers' social interactions. They can connect with more people, both locally and globally. Teenagers who previously had limitations in building social relationships due to geographic or socio-economic factors can now find communities that match their interests and values (Ageeva, 2022). This not only helps in building a wide social network but also increases the sense of togetherness and social support among fellow social media users.

Social media also plays an important role in broadening horizons and access to information for teenagers. Through platforms such as YouTube, Instagram, Twitter, and TikTok, they can get the latest information on various topics, from education, health, to global issues. Many educational institutions, non-profit organizations, and professionals use social media to share useful insights and knowledge (Tamanna & Singh, 2023). In this way, teenagers can increase their literacy in various fields without being limited by time and space.

Apart from that, social media is a means for teenagers to express themselves and build their social identity. Teenagers often use social media to share their thoughts, interests, hobbies and personal experiences (Gruzd et al., 2023). This gives them the opportunity to explore who they are and how they want to be known to the outside world. With various features such as uploading photos, videos and blogs, teenagers can build the self-image they want, while also finding a community that has similar interests.

This ability to express oneself also has a positive impact on the psychological development of adolescents. They can get feedback from peers or supportive online communities, which can increase their self-confidence (Virgilio, 2022). Additionally, social media allows teenagers to share their aspirations and creativity with a wider audience. Many teenagers have successfully built careers in art, music or business through social media, which previously might have been difficult to achieve without this digital technology.

Social media can also be used as a tool to increase social awareness and concern for global issues. Many social campaigns and humanitarian movements have developed through social media, such as campaigns for the environment, human rights and mental welfare. By engaging in these

activities, teenagers can learn about the importance of empathy, solidarity and collective action in creating positive change in society (Kovalova, 2024). This helps them develop a sense of social responsibility and increases their participation in various social activities.

Overall, although social media has negative impacts that need to be watched out for, its benefits in improving communication skills, broadening horizons, and providing space for self-expression and the formation of teenagers' social identities cannot be ignored. With wise use and proper supervision, social media can be a very useful tool in supporting the social and intellectual development of teenagers in this digital era.

The Negative Impact of Social Media on Adolescent Social Behavior

One of the most significant negative impacts of social media is the decline in direct social interaction (face-to-face) among teenagers. Many teenagers prefer to communicate via cellphone screens rather than face to face. As a result, they become less accustomed to interacting directly, which can affect their ability to read facial expressions, body language, and understand other people's emotions (Patil et al., 2024). If not addressed, this can cause difficulties in building healthy interpersonal relationships in the real world.

In addition, excessive use of social media risks causing addiction, which impacts various aspects of teenagers' lives. Many teenagers spend hours every day scrolling through social media feeds, without realizing that they are losing a lot of time that could be used for other productive activities. This addiction can cause disturbances in sleep patterns, decreased concentration in studying, and reduced participation in physical activities, which ultimately has a negative impact on their physical and mental health (Sallimah, 2023).

Social media addiction is also closely related to its impact on mental health. Many teenagers feel pressured to continue to be active on social media, maintain their self-image, and compare their lives with the lives shown by other people (Findley et al., 2022). This often triggers feelings of low self-esteem, anxiety, and even depression, especially when they feel they cannot live up to the standards they see on social media. Several studies have shown a link between excessive social media use and increased levels of social anxiety and mental health disorders in adolescents.

One other problem that often arises due to the use of social media is cyberbullying, or bullying that occurs in cyberspace. In contrast to conventional bullying, cyberbullying can occur anytime and anywhere, without

any time or space limitations. Anonymity on the internet often makes perpetrators feel freer to spread negative comments, hate speech, or even threats to victims. The impact of cyberbullying can be very serious, including loss of self-confidence, prolonged stress, and even in extreme cases leading to mental disorders or the desire to end one's life (Gu, 2024).

Apart from cyberbullying, social pressure that appears on social media can also have a negative impact on teenagers. Many of them feel they have to always follow trends, get lots of "likes" and positive comments, and appear perfect in cyberspace. This pressure can cause feelings of anxiety and stress, especially if they feel they are not getting the expected social validation (Jarmani, 2024). As a result, they may become more introverted, avoid social interactions in the real world, or even develop unhealthy behaviors to meet the standards set on social media.

Not only that, social media can also be a place for spreading inaccurate information or hoaxes, which can influence teenagers' thinking patterns and behavior. Lack of ability to sort and verify information can make teenagers easily influenced by negative content, such as propaganda, conspiracy theories, or calls to take dangerous actions (adiid, 2023). If they are not given proper education about digital literacy, they can easily get lost in the flow of irresponsible information.

By considering the various negative impacts that arise, it is important for teenagers to use social media wisely and in a balanced manner. The role of parents, teachers and the social environment is very necessary to provide guidance in using social media healthily. With a good understanding of the benefits and risks of social media, teens can optimize their use without compromising their mental health and social interactions in the real world.

Factors Moderating the Influence of Social Media

The influence of social media on adolescent social behavior is not absolute, but can be moderated by various factors, one of which is the role of family and environment. Parents and family members have an important role in controlling and guiding teenagers' use of social media. By providing clear rules regarding the duration and type of content that can be accessed, families can help teenagers use social media more wisely (Suyatmi, 2022). In addition, open communication between parents and children regarding the potential risks and benefits of social media can encourage teenagers to be more aware of its impact on their lives.

Apart from family, the social environment such as peers and school also play a role in shaping patterns of social media use by teenagers. If a teenager is in a positive environment, where his friends use social media for productive things such as studying or sharing useful information, then it is likely that the teenager will follow the same pattern (Dung, 2023). On the other hand, if their social environment tends to use social media for negative things such as spreading hoaxes, online bullying (cyberbullying), or simply excessive consumption of entertainment, then teenagers are more vulnerable to being pushed in a less useful direction.

Apart from the influence of the immediate environment, digital literacy education is also an important factor that can help teenagers manage their use of social media. Schools and educational institutions can play a role by providing education about ethics in using social media, how to sort credible information, and the psychological impact of excessive use of social media. With better understanding, teenagers can be more selective in consuming and sharing information, and more aware of the potential risks they may face in the digital world (Ganesh, 2024).

On the other hand, policies and regulations related to the use of social media also play a role in controlling the impacts. The government and social media platform providers have implemented various policies, such as age limits for creating accounts, rules regarding content that can be uploaded, as well as reporting mechanisms for dangerous or harmful content (Alissa, 2024). This policy aims to protect teenagers from exposure to inappropriate content and reduce negative impacts such as the spread of hate speech or digital exploitation.

However, the effectiveness of this policy is highly dependent on good monitoring and implementation. Many teenagers can still access social media even though they have not reached the required age, either by using fake identities or through accounts created by other people (Tong, 2023). Therefore, there needs to be stricter supervision from related parties, including strengthening the age verification system and increasing security features that parents can use to limit their children's access to certain content.

Apart from regulations implemented by the government and technology companies, digital awareness campaigns are also a factor that can help shape healthier social media behavior. Non-governmental organizations, digital communities, and community leaders can play a role in disseminating information about the responsible use of social media (Sangma, 2023). This campaign can be carried out in various ways, such as seminars, workshops,

and educational content on social media itself, so that it can be more easily accessed by teenagers.

With a combination of the roles of family, environment, education and supportive policies, the negative impact of social media on adolescent social behavior can be minimized. Teenagers can be taught to use social media more productively and responsibly, so that they can gain the benefits without being trapped in detrimental risks (nafisahinayatulmaula@gmail.com, 2023). Therefore, synergy between various parties is needed to create a safer and healthier digital ecosystem for the younger generation.

CONCLUSION

Based on the literature review that has been carried out, it can be concluded that social media has two sides of influence on adolescent social behavior, both positive and negative. On the one hand, social media can improve communication skills, broaden horizons, and become a means for teenagers to express themselves and build social identities. However, on the other hand, excessive use of social media can also reduce direct social interactions, increase the risk of addiction, and cause negative impacts such as cyberbullying and social pressure.

Factors such as the role of the family, social environment, digital literacy education, and policies and regulations play an important role in moderating the impact of social media on teenagers. With the right guidance, the use of social media can be directed in a more positive and productive direction. Therefore, cooperation between families, educational institutions, government and digital platforms is needed to create a social media ecosystem that is safer and beneficial for the social and psychological development of teenagers.

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