THE IMPACT OF SOCIAL MEDIA ON ADOLESCENTS' COMMUNICATION PATTERNS

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Keywords	*Abstract*
Social Media, Youth Communication	*Social media has become an integral part of adolescents' lives and has a significant impact on their communication patterns. This study aims to examine the impact of social media use on adolescent communication patterns, both from positive and negative sides. This study uses a descriptive qualitative method with a literature study approach. Data was collected through the review of various literature sources in the form of books, scientific journals, articles, and online sources relevant to the research topic. The results of the study show that social media has a positive impact in the form of ease of communication, expansion of social networks, increased access to information, and support for adolescent self-development. However, uncontrolled use of social media also has negative impacts, such as decreased quality of face-to-face communication, low social empathy, mental health disorders, decreased learning achievement, and the risk of behavioral deviations. Therefore, the active role of parents and educators is needed in providing assistance, supervision, and digital literacy education so that adolescents are able to use social media wisely, responsibly, and in a balanced way in their social lives.*

Kata kunci	*Abstrak*
Media Sosial, Komunikasi Remaja	*Media sosial telah menjadi bagian yang tidak terpisahkan dari kehidupan remaja dan berpengaruh signifikan terhadap pola komunikasi mereka. Penelitian ini bertujuan untuk mengkaji dampak penggunaan media sosial terhadap pola komunikasi remaja, baik dari sisi positif maupun negatif. Penelitian ini menggunakan metode kualitatif deskriptif dengan pendekatan studi pustaka. Data dikumpulkan melalui telaah berbagai sumber literatur berupa buku, jurnal ilmiah, artikel, dan sumber daring yang relevan dengan topik penelitian. Hasil kajian menunjukkan bahwa media sosial memberikan dampak positif berupa kemudahan berkomunikasi, perluasan jaringan sosial, peningkatan akses informasi, serta dukungan terhadap pengembangan diri remaja. Namun demikian, penggunaan media sosial yang tidak terkontrol juga menimbulkan dampak negatif, seperti menurunnya kualitas komunikasi tatap muka, rendahnya empati sosial, gangguan kesehatan mental, penurunan*

prestasi belajar, serta risiko penyimpangan perilaku. Oleh karena itu, diperlukan peran aktif orang tua dan pendidik dalam memberikan pendampingan, pengawasan, serta edukasi literasi digital agar remaja mampu menggunakan media sosial secara bijak, bertanggung jawab, dan seimbang dalam kehidupan sosialnya.

Introduction

Adolescence is the time when a human being is in the transition from childhood to adulthood. According to Erickson, adolescence is a time of identity crisis or self-identity. During this time a person gets all kinds of growth and pressure. The problems and pressures that arise are related to the growth and development experienced by adolescents. When they enter adolescence, humans will experience changes in physical and psychological terms. Growth in adolescents usually includes physical growth such as increased height, enlarged breasts, growth of armpit and pubic hair. Development in adolescence includes the maturation or functioning of the reproductive organs, having the courage to make big decisions and daring to take responsibility for something. The emotional increase that occurs in adolescents is unstable, this is caused by the pressure that adolescents experience in the social environment.[1] They are required to be more responsible and independent, no longer like children. This sense of responsibility and independence will be clearly seen in the late teens, namely those who are 19-20 years old or those who have graduated from high school. A change of interest to teens is about the way they relate to others. Adolescents are no longer in contact only with the same sex but also with the opposite sex and adults. The appearance of feelings of liking the opposite sex is also normal in adolescents. Socialization in teenagers is certainly wider than in children and this will greatly affect their mindset. The increasing extent of adolescent association must also be supervised by parents because many teenagers are wrongly involved in promiscuity/mischief.[2]

Social media is a way of communicating between a group of people and other people that is done online or does not need to meet face-to-face and is not limited by distance. With social media, people between continents can communicate with each other without having to meet. Social media removes human limitations to socialize, space and time limitations. With social media, everyone can communicate whenever and wherever they want. Social media has a great impact on the lives of teenagers in the era of globalization like today, as if they have been united. Social media seems to have become an addiction for teenagers, not a day goes by without accessing social media even every time they hold a smartphone that helps them to access social media. The most popular social media today such as Youtube, Path, Line, Instagram, Facebook, WA have their

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[1]Karjaluoto, E. A Prime in Social Media: examining the Phenomenon, itsRelevance, Promise and Risk. dari (http://www.smashlab.com/updates/a-primer-in-social-media/)

[2]Al Aziz, A. A. (2020). Hubungan antara intensitas penggunaan media sosial dan tingkat depresi pada mahasiswa. *Acta Psychologia,* 2(2), 92-107.

own advantages to attract the interest of their users. Each of these social media has positive advantages and benefits, but this social media has a lot of negative impacts on teenagers who use it incorrectly. This social media often interferes with study time, for example when they are doing an assignment and suddenly there is a WA sound from their friend then they are engrossed in chatting with friends and ignoring their study assignments. Often teenagers access social media such as twitter and facebook just to make posts that contain their complaints to parents, schools, and their heartfelt feelings about romance. These things are of course not useful at all and are just a waste of time. The increasing amount of time teenagers spend accessing social media for non-essential things also makes them rarely communicate with those closest to them. The more worrying thing is the case of teenagers of the opposite sex who get acquainted on social media and then they are too engrossed in sending messages to each other and meeting which ends up being too far away to forget time. Social media also does not guarantee that all its users are good people. There are many cases of teenagers who get acquainted on social media when they meet one of them instead becomes a victim of kidnapping and rape.[3]

Another negative impact of social media is the emergence of various diseases in adolescents such as obesity. With the rise of online shops, teenagers no longer have to travel to buy something, even ordering food can be done through social media. Another disease that many school teenagers experience is nearsightedness, with a long time staring at a smartphone will certainly damage the eyes. Based on observations, 6 out of 30 school students experience nearsightedness, headaches and even blurred eyes and have to wear glasses every time they attend lessons. Diverse cases arise because of social media, and the role of parents is also very important in their development and growth. Parents must also often supervise their children so that they do not become one of the victims of social media. Social media does provide very promising facilities, but teenagers cannot use social media properly. Adolescent growth and development is also disrupted because they often spend time on unimportant things. Teenagers should be able to know a lot of insights to support their careers or goals. Let's teenagers be aware of the stupidity we do, take the best time possible to read books or other things about learning at school and also hope that teenagers do not become victims of crime or fraud on social media.[4]

Method

This research uses a descriptive qualitative approach with the library research method. This approach was chosen to gain an in-depth understanding of the impact of social media use on adolescent communication patterns through theoretical studies and relevant previous research results.

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[3] Ilat, I. P., Tapada, J., Durandt, C., & Koyongian, F. (2023). Dampak Penggunaan Media Sosial Bagi Kesehatan Mental Remaja. *Jurnal Ilmiah Wahana Pendidikan*, 9(10), 830-837.

[4] Nayla, M. R. (2024). Memahami Dampak Media Sosial terhadap Kesehatan Mental Mahasiswa. JIMAD: *Jurnal Ilmiah Mutiara Pendidikan,* 2(1), 44-56.

The data sources in this study consist of secondary data obtained from various literature, such as scientific books, national and international journals, research articles, scientific reports, and credible online sources related to the topics of social media, communication, and adolescent development.

The data collection technique is carried out through literature review, namely by identifying, selecting, and reviewing various written sources that are relevant to the focus of the research. The data that has been collected is then analyzed using content analysis, by grouping data based on certain themes, interpreting the meaning contained in each source, and comparing findings between literature.

The stages of data analysis include: (1) data collection and classification according to the focus of the research, (2) data reduction by selecting relevant information, (3) descriptive-analytical presentation of data, and (4) drawing conclusions based on the results of data interpretation. Through these stages, it is hoped that a comprehensive picture of the positive and negative impacts of social media on adolescent communication patterns will be obtained.

Results and Discussion

Initially, technology was created to make every human activity easier. Now technology has developed rapidly and is increasingly sophisticated so that there is an addition of technological functions that further pamper human life. An example is social media. It is undeniable that now social media has become an important factor in human interaction. Especially teenagers. Just remember how difficult it was to relate to other people outside the city, off the island, or abroad a few years ago. Expensive phone rates or letters that take a long time to deliver, making people, relationships, and families far apart will be very difficult to contact. But the rapid development of technology makes connecting with others even thousands of kilometers apart and different time zones as easy as flipping the palm of your hand.

However, with this social media, it makes a person too open about himself in front of other people or with people he doesn't know, especially teenagers. Coupled with the emergence of smartphones that provide freedom of social media and providers that provide cheap social media services. This clearly causes teenagers to forget the social boundaries that they should know.

In recent decades we have often heard the word *social media* or social media or social networks. Social media is one of the technological developments that has a big role in making it easier for humans to communicate and socialize. Some of the characters from social media include:

1. Participation
2. Openness
3. Presence of conversation
4. Community
5. Presence of Connections[5]

In general, social media is divided into six major groups:

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[5]Pratama, B. A., & Sari, D. S. (2020). Dampak Sosial Intensitas Penggunaan Media Sosial Terhadap Kesehatan Mental Berupa Sikap Apatis di SMP Kabupaten Sukoharjo. *Gaster,* 18(1), 65-75.

1. Social Networks. Social networks open up opportunities for everyone to build their own accounts and connect with others to share content or information. For example, *My Space, Facebook,* and *Bebo*
2. Blog. A blog is an online journal that everyone uses to share usually writings, videos, photos and others.
3. Wikis. This *website* opens up opportunities for everyone to add content or to edit the information contained in it, and make the data like a shared document. For example, Wikipedia.
4. Forum. Services that are open to online discussion, for example, kaskus.com
5. Podcasts, such as *Apple's iTunes service*
6. *Content communities,* such as Flickr, delicious, and Youtube.[6]

Here are a few interesting facts that show the significant development of social media:

1. Twitter users have reached 175 million *members*, an increase of 133% from 2010 which amounted to 75 million *members*
2. There are about 95 million *tweets* per day, a 250% increase from 2010 which amounted to 27 million *tweets* per day
3. *Facebook* has 640 million active users. Half access *Facebook* every day
4. If *Facebook* were a country then *Facebook* would be the country with the most population no. 3
5. *LinkedIn* is recorded to have 100 million active users worldwide.[7]

The positive influence of social media on adolescent communication patterns

The positive influence of social media on adolescent communication patterns is as follows:

1. Makes it easy to interact with people. Through social media, you can set your steps and strategies without fear of looking like a worm overheating again. Communication flows more easily than when you speak directly.
2. Teens will be motivated to learn to develop themselves through the friends they meet online, as this is where they interact and receive feedback from each other.
3. Social networking sites make teenagers more friendly, caring, and empathetic, for example paying attention when their friends have a birthday, commenting on photos, videos and the status of their friends, maintaining friendships even if they can't meet physically.
4. Helping adolescents in self-appreciation
5. Distance and Time are not an issue. In today's era of social media, long-distance relationships are no longer a big obstacle (although they are still difficult). You no longer have to send weekly letters to your partner who is working out of town or abroad because social media has eliminated the distance and time constraints for those of you who have to foster long-distance relationships.

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[6] Wahyudi, H. S., & Sukmasari, M. P. (2018). Teknologi dan Kehidupan Masyarakat. *Jurnal Analisa Sosiologi,* 3(1).

[7] Astuti, A. P., & Rps, A. N. (2018). Teknologi Komunikasi dan Perilaku Remaja. *Jurnal Analisa Sosiologi,*

6. Data exchange media: By using email, newsgroups, FTP and www (world wide web) internet users around the world can exchange information quickly and cheaply.
7. Make it easier for youth to consult their lessons and assignments that they do not yet understand
8. Ease of obtaining information: the ease of obtaining information on the internet helps humans a lot so that humans know what is happening. In addition, the internet can also be used as a land of information for the fields of education, culture, and others.[8]

The Negative Influence of Social Media on Adolescent Communication Patterns

The negative influence of social media on adolescent communication patterns is as follows:
1. Children and adolescents become lazy to learn to communicate in the real world. The level of language understanding is disturbed. If children communicate too much in cyberspace, then knowledge about the ins and outs of communicating in real life, such as discussing bodies and tone of voice, becomes reduced.
2. Social networking sites will make children and teens more selfish. They become unaware of their surroundings, as most of them spend time on the internet. This can result in children becoming less empathetic in the real world.
3. For children and adolescents, there are no spelling and grammar rules on social networks. This will make it even more difficult for them to distinguish between communicating on social networking sites and the real world.
4. Declining achievement of adolescents in school. Most teenagers who have used social media spend more time communicating on social media than studying at home
5. It is most likely that teenagers are elements of kidnapping. This is happening rampantly, namely cases of adolescent kidnapping.
6. Easy access to pornographic networks will damage the morals and behavior of teenagers as students. The easy access to social media also makes it easier for teenagers to access pornographic networks.
7. Lack of manners of today's teenagers. With the existence of social media, more and more teenagers are using inappropriate language. And for teenagers who are still innocent, of course they will consider that the language is the modern language of today's children.[9]

Teens' Limitations on Social Media

The rise of negative things that happen on social media, which makes teenagers the main victims of these negative things. For this reason, teenagers should be required

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[8]Afriluyanto, T. R. (2018). Fenomena Remaja Menggunakan Media Sosial dalam Membentuk Identitas. *KOMUNIKA: Jurnal Dakwah Dan Komunikasi,* 11(2), 184–197. https://doi.org/10.24090/komunika.v11i2.1365

[9] Stren, S. (2002). Sexual Selves on the World Wide Web : Adolecents girl home page as sites for sexual self-expression. In J. D. Brown, J.E. Steele, & K. Walsh Childers (Eds.), Sexual Media: Investigating Media's Influence on adolescents sexuality (pp.256-285). *Mahwah, NJ: Lawrence Erlbaum Associates*

to know the limits in communicating on social media. Parents and teachers should also be able to be the main factor that plays a role in providing adolescents with limits on social media.[10]

There are several things that parents need to do as a step to protect their children from the negative impact of social networking sites, among them are the following:

1. Trying to learn about the internet and social networking sites on the internet. This needs to be done so that at least parents know what technology is like today, and can supervise their children when surfing the internet
2. Tell about the dangers lurking in the use of social networking sites. This will make children more careful in using these social networks, and understand their limitations
3. As much as possible, accompany the child when surfing the internet, especially when the child opens a social networking site.
4. Not providing a mobile phone that can access the internet to a child who is not old enough.

Meanwhile, teachers at school also have several things that need to be done so that the student understands the limits of social media.

1. Providing Students with an Understanding of the Dangers of Social Networking Sites
2. Try Not to Give Away Cell Phones That Can Access the Internet (Social Networking Sites)
3. Supervising Students in Internet or Social Networking.[11]

Conclusion

It is undeniable that now social media has become an important factor in human interaction. Especially teenagers. However, with this social media, it makes a person too open about himself in front of other people or with people he doesn't know, especially teenagers. Coupled with the emergence of smartphones that provide freedom of social media and providers that provide cheap social media services. Social media is one of the technological developments that has a big role in making it easier for humans to communicate and socialize. But sometimes communication on social networks can be a scary scourge for some teenagers. Social media abuse is what makes it backfire in their lives, especially teenagers. However, after all, social media still has positive and negative impacts, depending on how we as students interpret the use of social media. The role of parents and teachers in schools is highly expected to help adolescents in limiting themselves in social media.

Social media has a significant influence on adolescents' communication patterns. While there are obvious benefits such as expanding social networks and access to information, there are also negative risks such as disruptions in face-to-face communication, online bullying, and misplaced identity construction. It is important for teens, parents, and educators to develop a healthy awareness of social media use, teach

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[10] Watie, E. D. S. (2016). Komunikasi dan Media Sosial (Communications and Social Media). *Jurnal The Messenger*, 3(2), 69. https://doi.org/10.26623/themessenger.v3i2.270

[11] Qomariyah, A. N. (2011). Perilaku Penggunaan Internet Dikalangan Remaja Diperkotaan. *Jurnal UNAIR*, 1–15.

important interpersonal communication skills, and promote positive and empathetic online behavior. With the right approach, teens can harness the positive potential of social media while still maintaining their mental health and well-being.

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