THE INFLUENCE OF SOCIAL MEDIA ON LIFESTYLE TEENAGERS AT SMA NEGERI 1 CIKALONGWETAN WEST BANDUNG DISTRICT

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Abstract
Social media is the one of the example of new media (as we called internet) that can influence the lifestyle of teenagers. The emergence of this new media can affect lifestyle among the people which become easier when establishing communication. The main focus for this observation is about lifestyle which is used by the users of social media. The aim of this observation is for knowing the sosial media's influence for the students of SMA Negeri 1 Cikalongwetan in their lifestyle. The methode that is used for this observation is quantitative method using simple random sampling technique. Data collection from the questioner and then is processed using Statistical Package of the Social Science (SPSS). The result from this observation showing that social media has the significant influence toward the lifestyle which is showed by the calculating of r equals as 0,709. Showing the correlation value which is strong enough (>0,600) with the significant (0,000<0,05). The big influence of social media in SMA Negeri 1 Cikalongwetan's students for their lifestyle can be seen from Adjucted R Square is about 50,3% and the rest is influenced by the others variable out of this observation about 49,7%.

Keywords:
Lifestyle, Social Media, Influence, Teenagers

INTRODUCTION

The rapid and dynamic development of the world of technology has made many changes in life, including changes in the use of communication media. The internet is one of them, if in the past people had to use letters to communicate remotely, in this day and age it is enough to use a smartphone, only with the internet people can easily communicate with each other. A Giant, et al (et al.) (2020: 130) said that in this all-digital era, some people think that a smartphone is an object that must be owned. The existence of this smartphone can make it easier to access information quickly and without being limited by place and time. This is of course very beneficial, especially for teenagers who want practical things. Today's teenagers think that smartphones are tools that cannot be separated from everyday life, because of the need for the internet which continues to be used all the time to communicate without having to meet face to face.

The use of this smartphone has replaced the lifestyle of its users, smartphones that should be controlled by humans have turned into humans controlled by smartphones, Besides that some users cannot control their time so it is too excessive to use this smartphone. This happens because

smartphones already have a lot of sophistication in them, not only that smartphones are also equipped with various social media applications which also make users feel more comfortable to continue using them.

Social media is one of the communication media that is accessed via the internet, which in recent years has begun to gain public interest. Based on data from the Worldwide Social Network Users Forecast and Comparative Estimates Report, social media users in the world have reached 3.2 billion users, which means there are as many as 48% of the total population in the world with a ratio of 1 (one) in 4 (four) people. in the world are social media users. Several social media sites have been introduced and become popular all over the world. These types of social media include Facebook, Twitter, YouTube, LinkedIn, Instagram, WhatsApp and Telegram.

According to reports from We Are Social, the number of active social media users in Indonesia reached 191 million users in January 2022. This number has increased by 12.35% compared to the previous year of 170 million users. Looking at the trend, the number of social media users in Indonesia continues to increase every year. However, growth has fluctuated from 2014-2022.

The use of social media can certainly influence a person's attitudes and behavior. Some turn into someone who is more creative, and looks attractive, some always show off the things they have, as if Instagram has become a place to compete. The lifestyle of today's teenagers is more about getting recognition from the virtual world than in the real world. The level of lifestyle is getting higher among teenagers, for example, by following the example of a Westernized life, these teenagers leave the lifestyle of the Indonesian people. From this explanation, it is very important to study further how big the influence of social media is among teenagers, especially on the lifestyle of teenagers considering that these teenagers are the next generation of the nation.

METHOD

This research method uses data collection techniques through distributing questionnaires. The source of data comes from primary data and secondary data. Primary data was obtained from distributing questionnaires and secondary data was obtained from books and literature, literature, and journals. Data analysis in this study uses simple linear aggression data analysis.

RESEARCH RESULT
Social Media and Lifestyle Overview

In this study there are two (2) research variables, namely social media (X) and lifestyle (Y).

The first indicator of social media is frequency (X1) which consists of 8 valid questions and there are 5 indicator description categories, namely never (TP), rarely (J), sometimes (K), often (SR) and always (S).

Table 1 Frequency Classification

Klasifikasi Frekuensi Responden Bermedia Sosial

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Pernah	2	2.2	2.2	2.2
	Jarang	20	21.5	21.5	23.7
	Kadang-Kadang	45	48.4	48.4	72.0
	Sering	21	22.6	22.6	94.6
	Selalu	5	5.4	5.4	100.0
	Total	93	100.0	100.0	

Source: Primary Data Analysis for 2023

The table above shows that there are 5 classifications of respondents' answers to the frequency variable (X1). The classification category with the highest number is sometimes as many as 45 respondents or 48.4%.

Table 2 Duration Classification

Lamanya bermedia sosial dalam sehari

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 1 jam/	4	4.3	4.3	4.3
	> 5 jam/	38	40.9	40.9	45.2
	1 - 3 ja	19	20.4	20.4	65.6
	3 - 5 ja	32	34.4	34.4	100.0
	Total	93	100.0	100.0	

Source: Primary Data Analysis for 2023

The second indicator of social media is duration (X2). The table above shows that the duration of respondents using social media > 5 hours/day is the highest with 38 respondents or 40.9%.

The third indicator of social media is attention (X3) which consists of 9 valid questions.

Table 3 Attention Classification

Klasifikasi Atensi Responden Bermedia Sosial

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Jarang	3	3.2	3.2	3.2
	Kadang-Kadang	25	26.9	26.9	30.1
	Sering	37	39.8	39.8	69.9
	Selalu	28	30.1	30.1	100.0
	Total	93	100.0	100.0	

Source: Primary Data Analysis for 2023

The table above shows that the classification of the respondents' answers to the attention variable (X3). The classification category with the highest number is often with 37 respondents or 39.8%.

The first indicator of lifestyle is activity (Y1) which consists of 6 valid questions and there are 5 categories of indicator descriptions, namely never (TP), rarely (J), sometimes (K), often (SR) and always (S).).

Table 4 Activity Classification

Klasifikasi Aktivitas Responden Bermedia Sosial

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Jarang	13	14.0	14.0	14.0
	Kadang-Kadang	40	43.0	43.0	57.0
	Sering	31	33.3	33.3	90.3
	Selalu	9	9.7	9.7	100.0
	Total	93	100.0	100.0	

Source: Primary Data Analysis for 2023

The table above shows the classification of respondents' answers to the activity variable (Y1). The classification category with the largest number is sometimes with 40 respondents or 43%.

The second indicator of lifestyle is opinion (Y2) which consists of 14 valid questions. The table below shows the classification of respondents' answers to the opinion variable (Y2). The classification category with the largest number is frequent with 57 respondents or 61.3%.

Table 5 Opinion Classification

Klasifikasi Opini Responden Bermedia Sosial

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Jarang	4	4.3	4.3	4.3
	Kadang-Kadang	24	25.8	25.8	30.1
	Sering	57	61.3	61.3	91.4
	Selalu	8	8.6	8.6	100.0
	Total	93	100.0	100.0	

Source: Primary Data Analysis for 2023

The table above shows that the classification of the respondents' answers to the opinion variable (Y2). The classification category with the largest number is frequent with 57 respondents or 61.3%.

The third indicator of lifestyle is interest (Y3) which consists of 14 valid questions.

Table 6 Interest Classification

Klasifikasi Minat Responden Bermedia Sosial

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Jarang	12	12.9	12.9	12.9
	Kadang-Kadang	38	40.9	40.9	53.8
	Sering	34	36.6	36.6	90.3
	Selalu	9	9.7	9.7	100.0
	Total	93	100.0	100.0	

Source: Primary Data Analysis for 2023

The table above shows the classification of respondents' answers to the variable of interest (Y3). The classification category with the largest number is sometimes with 38 respondents or 40.9%.

The hypothesis of this research is H0: There is no influence of social media on the lifestyle of teenagers at SMA Negeri 1 Cikalongwetan and H1: There is an influence of social media on the lifestyle of teenagers at SMA Negeri 1 Cikalongwetan.

Table 7 Coefficient

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	30.896	7.338		4.210	.000
	Media Sosial	1.431	.149	.709	9.589	.000

a. Dependent Variable: Gaya Hidup

Source: Primary Data Analysis for 2023

Based on the results of the hypothesis testing that has been carried out, it can be seen from the coefficient table that the significance level is 0.000, which means the significance level is smaller than 0.05. Based on these results, where the significance is <0.05 then H1 is accepted and H0 is rejected. So it can be concluded that it is true that there is an influence of social media on the lifestyle of teenagers at SMA Negeri 1 Cikalongwetan. This hypothesis is then tested using a simple linear analysis technique.

Tabel 8 Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.709^a	.503	.497	10.651560

a. Predictors: (Constant), Media Sosial

Source: Primary Data Analysis for 2023

Based on the results of a simple linear regression analysis test using SPSS, a model summary table was obtained. The results of this test showed that the r correlation value was 0.709. This correlation value belongs to a strong group and has a positive value (positive correlation direction) so that it can be said that the relationship pattern between social media and lifestyle is unidirectional. The results of this analysis can be concluded that the influence of social media on the lifestyle of adolescents at Cikalongwetan 1 Public High School has a strong and unidirectional

influence. That is, the more often you use social media, the higher your lifestyle will be, and vice versa, the lower your use of social media, the lower your lifestyle. Apart from that, the result of the coefficient of determination is 0.503 or 50.30%. This means that social media influences the lifestyle of teenagers at SMA Negeri 1 Cikalongwetan by 50.30%. The remaining 49.70% of lifestyle is influenced by other variables.

DISCUSSION

The results of the research described above show that female respondents are higher social media users than men. The results of this research were that 74.2% of social media users were female and the remaining 25.8% of social media users were male. The results of this research are in line with the data released by APJII. APJII states that internet users in Indonesia are dominated by women. Women dominate more because women have a tendency to present themselves as digital individuals. Women can share stories, shop online, seek existence and popularity on social media.

In this research there are two variables, namely the independent variable and the dependent variable. The dependent variable is lifestyle (Y) while the independent variable is social media (X). Each of these variables has three different indicators. The first indicator of the social media variable is frequency (X1). Based on the research results, there were 45 respondents (48.4%), which means almost half answered the sometimes category for the frequency indicator. This shows that respondents sometimes use features on social media such as updating status, liking someone's posts, contacting other people using text messages and voice messages. Meanwhile, there were 20 respondents who answered rarely (21.5%), those who answered never were 2 respondents (2.2%), those who

answered often were 21 respondents (22.6%) and those who answered always were 5 respondents (5.4%).

The second indicator of the social media variable is duration (X2). Based on the research results, 38 respondents or 40.9% used social media for more than 5 hours per day. 32 respondents or 34.4% use social media between 3 and 5 hours per day. A total of 19 respondents or 20.4% used social media for a duration of between 1 and 3 hours per day. A total of 4 respondents or 4.3% used social media for less than 1 hour per day. These results show that the duration of respondents' use of social media is that the most use is more than 5 hours per day. The longer they use social media, the more indirectly they will see the content that is broadcast or shown on social media. This can influence respondents to buy, follow and act on the content they see on social media and will ultimately become a new lifestyle for teenagers.

The third indicator of the social media variable is attention (X3). From the research results, there were 37 respondents or 39.8% who answered often to indicators of attention to social media. A total of 28 respondents or 30.1% answered always, 25 respondents or 26.9% answered sometimes, 3 respondents or 3.2% answered rarely and no one answered never. From these results, almost half answered often for the attention indicator, meaning that respondents often see and pay attention to content on social media.

The first indicator of the lifestyle variable is activity (Y1). The research results showed that 40 respondents or 43% answered sometimes for the activity indicator. There were 31 respondents or 33.3% who answered often, 13 respondents or 14% answered rarely, 9 respondents or 9.7% answered always and no one answered never. This shows that most people answered sometimes, meaning they sometimes do various activities that are part of their lifestyle, such as using their free time and using a product.

The second indicator of the lifestyle variable is opinion (Y2). From the research results, there were 57 respondents or 61.3% who answered often to the opinion indicator. There were 24 or 25.8% who answered sometimes, 8 respondents or 8.6% answered always, 4 respondents or 4.3% answered rarely and no one answered never. From these results, the most frequent answer was that this respondent answered often when buying and using an item that would become their lifestyle. Apart from that, respondents often use social media for skills and creativity honing activities.

The third indicator of the lifestyle variable is interest (Y3). In the results of this research, there were 38 respondents or 40.9% who answered sometimes to the interest indicator. There were 34 respondents or 36.6% answered often, 12 respondents or 12.9% answered rarely, 9 respondents or 9.7% answered always, and no one answered never. These results show that respondents are sometimes interested in things such as politics, technological developments, social developments.

The use of social media can be accessed from anywhere and via any media device. In this study, the researcher cross-tabulated between the most frequent places to access social media and the media devices used. The results of this cross tabulation were that the largest number of people using gadget devices and using them at home was 83 respondents. There were 2 respondents who used social media at home with a PC device. There were 3 respondents who used social media at home with other devices. There were 2 respondents who used social media at school with gadget devices. There were 3 respondents who used social media in other

places with gadget devices. From the results of this tabulation, the majority use social media at home with gadget devices. This is because teenagers spend more time at home than at school, and gadgets are the most practical devices for using social media because they can be taken anywhere and can be accessed at any time.

An overview of social media which has three indicators namely frequency, duration and attention. The first indicator of social media is frequency, where this frequency indicator is about how often respondents use social media including the features on social media. The second indicator of social media is duration, where this indicator is about how long the respondent uses or accesses social media in a day. The third indicator is attention, this indicator is about the respondent's attention to what is on social media, both its features and content. The results of this study, the three indicators are quite used by respondents seen from the answers on each indicator. The most frequent answer frequency indicator is sometimes, the most answer duration indicator is > 5 hours/day and the most attention response indicator is often.

An overview of lifestyle that has three indicators, namely activity, opinion and interest. The first indicator of lifestyle is activity, where this activity indicator is about activities that become habits and things that the respondent does that becomes his lifestyle. The second indicator is the opinion regarding the respondent's view of a matter. The third indicator is interest, this indicator is about things that are favorite and are of interest to respondents. The results of this study, the first indicator is the activity with the most answers, namely sometimes. Releasing fatigue with quality time with family, using expensive products, using time to play social media, these activities are sometimes carried out by respondents. The second indicator is the opinion with the most answers, namely often. The lifestyle of buying things in moderation, using products that are cheap but still comfortable, buying things based on their uses often becomes the opinion of the respondents. The activity indicator is interest with the most answers, sometimes. Respondents' interest will take advantage of social media to help learn something and hone creativity, keep up with technological developments, follow political developments, use social media to view funny content. Respondents answered that they are sometimes interested.

Social media is a form of new media or known as convergence media. The existence of social media as a new media is the reason why researchers use new media theory as the basis for measuring or supporting tools in this study. New media theory has two views, namely the view of social interaction and the view of social integration.

The view of social interaction views that an open, flexible and dynamic information environment allows humans to develop new knowledge orientations. Social media users, especially teenagers at SMA Negeri 1 Cikalongwetan, also apply this theory, where teenagers interact and carry out activities and communication on social media. Teenagers can carry out social interactions without being hindered infrequently and time. The existence of social media facilitates flexible activities and communication. One of the lifestyles that is formed from the influence of social media today is communication, which now is not only through text messages but can already be via voice messages and even video calls. This social media feature makes communication truly unhindered by distance and time.

The social integration view describes media not only in the form of information, interaction or distribution but in the form of

rituals or how humans use media as a way of creating society. The integration process is also created through this new media, with social media not only can you interact without being hindered by distance and time but you can also create your own community and unite yourself with your community and provide a sense of mutual belonging. Findings in the field show that teenagers use the group feature to be able to join a community they like or like. The group feature on social media allows teenagers as social media users to create their own community, meaning they can form their own community. Social media through new media really influences many people to fulfill their needs in life, especially in forms of behavior or actions.

The Uses and Gratification theory proposed by Katz, Blumler and Gurevitch states that users will take an active role in a communication process and be oriented towards their media use. Media users are parties who are active in the communication process, media users will look for the best media sources in their efforts to meet their needs. This theory states that media users have the freedom to decide how they use the media and how the media will affect them. This theory also states that the media can have a bad influence on life. Influence in the form of behavior or regarding the choice of viewing. The findings found by researchers are in line with the uses and gratification theory, where teenagers are active users and play an active role in social media. This can be seen from the results of research which shows that these teenagers pay frequent attention to social media. These teenagers often pay attention and play an active role on social media.

This theory states that media users have the freedom to decide how they use media and ultimately shape the user's lifestyle. The assumption of the uses and gratification theory is that media can fulfill personal and social needs. This means that media users will make media a place that can fulfill all their needs. Media users, including teenagers, will also use media as a medium to fulfill their needs. Teenagers will use media as a means of communication, as a medium for entertainment, as a place to shop and as a place to study.

This is the beginning of the formation of the lifestyle of teenagers who are bound by social media, a lifestyle where now there is no need to go shopping to the market to buy clothes, there is an online shop with delivery services to the house. A lifestyle where if you want entertainment you no longer need to go to the cinema to watch it, there are media that provide entertainment that can be accessed anywhere and at any time. Learning to cook, learning English or learning a skill also exists on social media which provides very clear and complete video tutorials. Social media is slowly having an influence on human lifestyles, from conventional to modern.

CONCLUSION

Research that focuses on the influence of social media on the lifestyle of teenagers at SMA Negeri 1 Cikalongwetan shows that there is an influence of social media on the lifestyle of teenagers, starting from communication styles to social styles. In the past, communicating with relatives who were hindered by distance and time was very difficult, they could only communicate via voice messages and voice calls. Social media helps this communication so that now communicating over long distances and at different times is no longer an obstacle. Social media with video call and voice message features can make communication easier. The convenience obtained from social media influences communication styles, so now there is no need to go to meet someone with

the video call feature, we can now communicate using voice and video. Teenagers usually when they meet friends their own age will be busy chatting, but now they are starting to be influenced by social media so that when they get together they will be engrossed in their own gadgets. Learning styles can also be influenced by social media, if in the past teenagers received additional learning from tutoring or tutoring so they had to go somewhere for tutoring, but now with learning content on social media teenagers no longer need to go to another place. tutoring, just search on social media, everything is available.

The correlation coefficient value or calculated r is 0.709 and the coefficient of determination (R square) is 0.503 or 50.30%. These results show that the influence of social media on teenagers' lifestyles is relatively strong and the influence is 50.30%. The results of this study show that social media influences teenagers' lifestyles by 50.30% and the remaining 49.70% of teenagers' lifestyles are influenced by other variables.

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