The Behavioral Analysis of Media Social Utilization and Its Implications on the Adolescent Based on an Islamic Perspective

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Abstract

Social media users show a number that continues to grow. The use of social media has both positive and negative impacts. According to various studies, social media can affect mental health for long-term use. For this reason, research on the effects that arise due to the use of social media needs to be carried out continuously to minimize the harmful effects of using this media. This study aims to determine the impact of social media on changes in adolescent behavior. This study analyzes changes in adolescent behavior based on patterns of access to information. Furthermore, this study investigates the practice of adolescents in accessing and using information sources using Burhuss Skinner's theory and Social Islamic perspective. The results showed that adolescents tend to imitate behavior or Tasyabbuh. If it is not balanced with adequate literacy skills, changes in adolescent behavior have a destructive tendency. Study results show this harmful effect, which offers a negative correlation. Assistance and improvement of adolescent literacy competence will help adolescents reduce the adverse effects of using technology.

Keywords: Social media usage; Skinner theory; Islamic perspective; Imitative Behavior

A. Introduction

The Internet uses penetration in Indonesia is 73.7 percent. Internet usage time used by internet users is also high. A survey states that internet users use 276 minutes of internet access (Do et al., 2013). Of Indonesia's 196.7 million internet users, 92.82% are social media application users (Ismail et al., 2020). The cause of the high use of social media among Internet users in Indonesia is the assumption that social media reflects the social interactions between users and their social environment (Widjajanta et al., 2018). Indonesia has 150 million internet users, primarily social media users, and 87% of them use social media to communicate and interact socially (Aji et al., 2020; M. Syam & Nurrahmi, 2020). Indonesian student is Southeast Asia's biggest Social Media user (Susilo & Putranto, 2018).

The positive impact of using social media is the development of critical reasoning of the digital native generation. Another positive impact of metamorphosing into an independent age is mental maturity that manages, interprets, and critically develops social media (Yohanna, 2020). In addition, related to reason, the positive impact obtained from social media is building personal branding. This personal branding will help increase the subjective value of individuals (Johnson, 2017). Personal branding is the procedure of separating individuals and their calling. Individuals will be known as the management brand that determines fame and impression. Personal branding can be a motivation (Rangarajan et al., 2017). Low costs also positively impact using social media for information dissemination (Jiang et al., 2021; Mendoza-Herrera, 2020). However, the use of social media also has a negative impact.

The low cost of using social media causes the spread of fake news (hoaxes), pornography, network fraud, pitting between tribes, and much more quickly through social media (Ireton et al., 2018). It also added that the average use of social media of 1-6 hours per day becomes forgetful and addictive, impacting social development with the environment (Bedua et al., 2021). This impact occurs because users are individualistic and don't care (Elsayed, 2021). The long duration of time using social media among young people results in reduced time for other activities, including reading as one of the activities that should be the main priority for young people who are still in the school-age range.

Based on the research results of the National Library of the Republic of Indonesia in 2017, Indonesians' average daily reading duration is 30-59 minutes (Sihombing, 2018). This duration is far below the standard reading time set by UNESCO (Hanemann et al., 2017). According to UNESCO, Indonesian people's index reading interest was 0.001% (Pitoyo, 2020). Based on this data, studying the behavior of using media among young people and its implications for interest in reading is necessary. The subjects in this study were high school students as the most social users. This study provides a comprehensive description of the behavior of using social media among adolescents and its implications for reading interest. Obtaining scientific data has a scientific basis for formulating policies on the use of social media among young people.

B.   Literature Review

The use of social media has grown in the last two decades. The definition of social media is also widely expressed by experts. Social media Refers to digital technology that includes user-generated content or interactions. Social media also refers to a particular channel, both of which identify the direction of the message. These two notions gave birth to a new paradigm of the definition of social media, namely a group of Internet-based applications built on the ideological and technological foundations of Web 2.0, enabling the creation and exchange of User Generated Content. This content creation and business allow people to connect, interact, produce, and share content. The presence of social media as an internet-based personal mass communication channel has the characteristics of being undirected and persistent in facilitating interaction between users. These characteristics enable users to derive value primarily from content created by other users.

The increasingly widespread use of social media causes social media to change the direction of its development. In the future, the focus of social media developers will prioritize the order of this media development on the link between communication and media, social media access facilities, access methods, Context, and Privacy Expectations, as well as for user-oriented social media development. This development direction is closely related to the influence of social media on its users (Carr & Hayes, 2015). Many studies have examined social media's impact on mental development. Yang and his colleagues, in their research, reported that social networking sites are one of the triggers for mental and psychiatric illness. In addition, social networking sites also cause diseases such as depression, suicidal ideation, schizophrenia, and ADHD/hyperactivity (Yang et al., 2022). To prevent the potential emergence of mental illness due to social media, research on the impact of social media and its effect on behavior change is essential, especially among adolescents who dominate the use of social media. In addition, young people are also a productive group who will determine the progress of a nation.

Dependence on smartphones is also causing depression and anxiety disorders. Hallauer and colleagues have conducted a study of 352 students and undergraduates to determine the relationship between depression and security on smartphone use. The study showed an association between psychopathology and the severity of smartphone dependence. This study also reports on the implications of this relationship in clinical intervention. Clinical interventions are essential to reduce smartphone addiction because this addiction affects behavior. User awareness regarding the dangers of smartphone addiction, which can lead to depression and anxiety disorders, will lead to the emergence of these risks (Hallauer et al., 2022). In addition to affecting psychology, smartphones also cause a reduction in working memory capacity because smartphones are a stimulus for decreased focus and performance and inhibit the response. This study involved 154 students and scholars in Pakistan. Often users feel a condition called Nomophobia. Nomophobia which stands for No Mobile Phobia is a condition in which a person experiences excessive anxiety when they cannot be with or use a cell phone. In a study of 154 respondents in Pakistan, the presence of a cell phone does not affect non-verbal intelligence. This study also examines the disadvantages of using mobile phones that result in the psychological disorder Nomophobia, a decrease in respondents' level of reasoning and attention. This study recommends setting a policy regarding mobile phones, especially during the teaching and learning process (Schwaiger & Tahir, 2022).

The use of social media accessed through smartphones poses a danger in the form of attacks in cyberspace, which appear as moral consequences for social media users. Types of attacks through cyberspace consist of acts of cybercrime such as insults, hate speech, fraud, and unwanted contact. This cyber-aggression occurs because of the decline in moral values and accomplishments of dehumanization. These findings suggest the importance of understanding the mechanisms of aggression in cyberspace. For this reason, research that explores the factors that cause the decline in moral values needs to help understand the mechanisms of aggression in cyberspace (Nocera et al., 2022). This research paves the way for minimizing mental disorders and decreasing social media users' attention focus and performance. This study aims to analyze the types of behavioral changes that occur due to the use of social media. By knowing changes in behavior, social media users who indicate behavioral disorders can carry out clinical interventions. The government can also develop policies on social media to minimize the risks described in previous research. This study also focuses on the use of social

media on reading interest. Decreased interest in reading can indicate impaired concentration and attention, resulting in reduced performance. This study aims to contribute, namely, knowing the risks of using social media. By understanding the risks, users can anticipate and minimize the destructive effects of using social media on mental health.

The use of social media triggers the effect of health problems in its users. The cause of this influence is that most social media users, or about 89% of users, use social media to show their existence, both their presence and their existence in their lives. Can social media meet the information needs of its users so that the satisfaction of using social media users shows a high level of happiness? A high level of social media use affects social interaction and changes in social behavior. One of the effects of using social media is its users' moral degradation (Chima & Onyema, 2019; Dango, 2021; Onah & Nche, 2014). To anticipate the misuse of social media, users of these media need to understand the aspects that cause addiction to the use of social media that can affect behavioral changes in users. Aspects that can take advantage of social media are user attention or interest in social media, user understanding and knowledge regarding social media, and duration and frequency of use of social media. (Lusk, 2010; Özkent, 2022).

The development of social media still results in the uncontrolled spread of hoax news. Social media use also affects users' reading interests (Awaliyah et al., 2021). In principle, the level of interest in reading, the influence on curiosity for information, good reading material, availability of reading time, the need for knowledge, and awareness that the task is necessary. (Aisyah & Punamasari, 2021; Fitria, 2019). It is required to analyze the aspects that affect the low reading interest of social media users to determine the effect of social media on reading interest.

C.   Method

The respondents in this study are adolescents. Adolescents are the dominant group in tropical developing countries. Adolescents also have significant implications that determine the future of a nation (International Association for Child and Adolescent Psychiatry and Allied Professions et al., 2005). This study takes a sample of adolescents in Indonesia to represent the world's youth population. Indonesia, as an archipelagic country, has heterogeneous characteristics. This heterogeneity arises due to the many tribes and races in Indonesia. These characteristics can represent the heterogeneity of adolescents in the world. High school students are a sample of the population that describes the general condition of adolescents. This study occurred in a high school in Indonesia with an 836 population.

Based on the health and psychology of adolescent development, the sample uses the Proportional Stratified Random Sampling technique because of unequal members in the population (Taherdoost, 2016). The number of respondents in this study used the Yamane formula with the following equation (Adam, 2020). With n samples, N is the population, and d is the error tolerance. The error tolerance set in this study is 10% based on the type of research, namely social research. Based on this formula, this study's sample number is 836 respondents. Based on psychology, the age of high school students consists of ages in 3 phases of adolescent growth and development. The number of respondents in this study used a stratified sample with a proportional number of models for each stratum. This study's data collection techniques use observation, questionnaires, and interviews. Data collection with this technique because

adolescents usually develop through the early, middle, and late phases. The initial phase occurs at 11-14 years, the intermediate stage occurs at 14-17, and the final stage occurs at 17-20. This phase affects the thinking ability of adolescents (Kar et al., 2015; Salmela-Aro, 2011).

This study used a quantitative descriptive approach with correlation research to analyze social media usage behavior and its implications on reading interest based on Burrhusm Frederic Skinner's Theory and Social Islamic Perspective. A quantitative system calculates an index of social media usage and reading interest, and descriptive analysis describes the behavior of using social media in adolescents. Calculating the correlation coefficient between 2 variables is an analytical approach in this study to determine the implication of social media usage behavior on reading interest. The value of this coefficient can provide an overview of the magnitude of the influence between the two variables. This study uses one independent variable (X) and one determinant variable (Y). Variable X is a variable that affects other variables. In this study, variable X is the behavior of social usage, while variable Y is the variable of reading interest. The operational definition of social media usage variables is the user's attention or interest in social media (SM_1), user understanding and knowledge related to social media (SM_2), duration (SM_3), and frequency of social media use (SM_4). As for reading interest, the definition of the variables is a curiosity about information (RI_1), interest in reading materials (RI_2), availability of reading time (RI_3), information need (RI_4), and awareness that reading is a need (RI_5).

The collecting data in this study used a test instrument through a questionnaire. This study uses a validity test with the product-moment correlation formula to measure the validity of the measuring data collection device, namely a questionnaire. Product moment correlation measures the truth of each item compiled in the instrument (Chee, 2013). In this study, 30 respondents participated in the instrument validity test. Using an error tolerance of 5%, the critical value of R is 0.374. The item instrument will be declared valid if R > 0,374. After the items are correct, the analysis of the consistency of the questions in the questionnaire uses the Cronbach Alpha formula. The character of this questionnaire item is to measure the reliability of the questionnaire as a data collection tool in this study (Taber, 2018a). The questionnaire can be reliable if the alpha count is> 0.6 (Taber, 2018b). If the items in the questionnaire are valid and reliable, then this questionnaire can be used as a research instrument and a tool to collect field data.

Data analysis used the mean of the two variables to determine social media behavior and its effect on reading interest (Martinez & Bartholomew, 2017). After knowing the mean value for each, an analysis calculates the total average or grand mean (Chama & Matthew, 2020). After calculating the mean use of social media, the next step is to analyze each indicator of social media usage to find out the behavioral patterns of respondents in using social media. The calculation of the effect of using social media on students' reading interest uses the product-moment correlation equation (Chee, 2013).

D.   Results

The analysis to determine the level of use of social media in adolescents and their behavior toward reading interest uses four sub-variables: attention, appreciation, duration of use, and frequency of students using social media (Arquero et al., 2017). Measurement of

behavior using these four sub-variables because the routine use of social media will be a stimulus for adolescents who are still in their infancy and shaping their behavior. School-age is a golden period in human growth. At this school age, the development of intelligence potential continues to grow and affects the quality of a nation's human resources (Carlsson et al., 2015; Rindermann, 2008; Ritchie & Tucker-Drob, 2018; Wang et al., 2016). Children's intellectual intelligence reaches perfect development from 0 to 18 years (Zaenab & Indryanai, 2020). Based on their research, providing stimulus to children aged 0-18 will help shape behavior and intellectual intelligence.

The measurement of the reading level of adolescents using six indicators. These indicators are a curiosity for information, interest in various reading materials, time spent reading, the feeling of need for information, and the principle that reading is a need to develop potential and abilities. The six indicators are factors that influence reading interest. The questionnaire answered by a sample of 90 adolescents provided an overview of their use of social media. Eight hundred thirty-six respondents have filled out a questionnaire describing their use of social media, as shown in Table 1. Based on data processing respondents' answers, adolescents are very interested in using social media daily. The arithmetic means value showing adolescents' interest in using social media (SM_1) is 3.41. Adolescents' knowledge and understanding of social media, including functions, features, and how to use social media (SM_2), show a high value, with an arithmetic mean of 2.94. Although in the high category, adolescents' knowledge and understanding of social media are lower than their interest in using it. The reason is that the use of social media among adolescents is to follow technological trends. The duration of daily use of social media shows a high value with an arithmetic mean of 3.19. Adolescents' frequency of social media is very high, i.e., 6 to 12 times a day. This duration shows that adolescents access more than 4 hours a day with a frequency of using social media 6-12 times.

Table 1. Results of Measurement of Social Media Usage Variables

Variable	SM1	SM2	SM3	SM4	Grand mean
Mean	3.41	2.94	3.19	3.43	3.24
Std. Deviation	0.42	0.52	0.72	0.63	0.57
Skewness	-0,15	0,10	-0,67	-0,9	-0,41

An exciting anomaly is seen. Based on the data in the table, it can be seen that with every increase in age, all sub-variables show an increase in the arithmetic means value, except for the variable interest in using social media. The anomaly may be related to the need for adolescents to interact with their environment. Regarding psychological development, the respondent group is in a period of moderate growth characterized by developing thinking skills, showing changes in self-image, and reduced interaction with parents and peers (Curran & Wexler, 2017; Gralewski & Jankowska, 2020). These characteristics trigger the increasing use of social media among adolescents. However, because adolescents' understanding and knowledge of the use of social media is relatively undeveloped, their interest in using social media has decreased. This tendency causes the anomaly.

The anomaly in the sub-variables is related to the need to interact with adolescents' age. From the point of view of psychological development, high school age is the development of middle adolescence, characterized by developing thinking skills, showing changes in self-

image, reduced interaction with parents, and interaction with peers (Curran & Wexler, 2017; Gralewski & Jankowska, 2020). These characteristics trigger the phenomenon of increased use of social media. As a medium with very high usage, social media is a stimulus that can influence the behavior of its users. Skinner stated this right in a theory called Behavioral Theory. Skinner noted that in interacting, living things receive incentives to act. These stimulants cause humans to work with unavoidable consequences (Carlson et al., 2018; Kamboj et al., 2018; Lin et al., 2020). Furthermore, referring to Skinner's theory, a motivation often given will show a more robust response (Haimovitz & Dweck, 2017). This theory indicates that the higher the duration and frequency of using social media, it will stimulate the formation of behavior in its users.

Information use behavior is a physical and mental action that a person takes when someone combines the information he finds with the basic knowledge he previously had. Psychological development in adolescence makes adolescents seek and use suitable media to express themselves to show their role and image to the environment. In choosing the media used for these facilities, adolescent respondents in this study used social media because of their ability to establish social interactions. High interest in social use shows that adolescents choose social media as a way for them to express themselves and interact with their peers. It's just that the increasing interest in using social media is not in line with the desire of adolescents to understand more deeply the use of social media. A stagnant level of understanding indicates this disinterest in understanding media use. A passive experience level indicates the youth's lack of desire to learn. This indicator shows the sedentary behavior of adolescents.

Adolescents' ability to understand social media use is in the high category. However, compared with the interest and frequency of using social media, teenagers use social media at a very high level. These results show that social media use in adolescents is due to trends. The use of social media is not to improve adolescent self-competence. This kind of behavior is called imitative behavior. From an Islamic perspective, this behavior is called Tasyabbuh.

Tasyabbuh behavior is behavior that results after going through the process of imitation. Most imitators are adolescents who still find their identity (Bilsen, 2018). Furthermore, Sella stated that the critical role in social interaction is not tiny. This self-imitation process can change the totality of the personality, not just the symbolic appearance aspects. Teens should avoid this kind of behavior because it is destructive. Controlling the potential for imitative behavior formation due to the frequent use of social media in adolescents is a serious matter. Because a very high interest in social media will not be happy with the desire to understand social media more deeply, negative influences will quickly enter and affect the main activities that are more important for character and adolescent knowledge formation.

In general, although there is a decreasing trend and anomaly in the interest in reading books for adolescents, the interest in reading is in the high category. Interest in reading books in adolescents has an arithmetic mean of 2.98. Adolescents' interest in finding information through books generally has a high arithmetic mean of 3.05. Interest in reading quality books is also high, which is 3.26. The awareness that reading books is an adolescent's need to increase their knowledge, experience, and competence shows a very high score, namely 3.42. But the availability of time for adolescents to read is deficient, namely 2.27. Table 6 shows the arithmetic mean of interest in reading books in adolescents. The grand standard of the book reading interest is 2.98. This finding concludes that the lack of time for reading means much

time spent using social media. The data processing results of the interest in reading level among adolescents is in Table 2.

Table 2. Results of Adolescent Reading Interest Level

Variable	RI_1	RI_2	RI_3	RI_4	RI_5	Grand mean
Mean	3.05	3.26	2.27	2.89	3.42	2.98
Std. Deviation	0.50	0.46	0.58	0.53	0.56	0.53
Skewness	-0,00	-0,17	-0,38	-0,21	0,641	-0,02

The adolescent respondents in this study had a good interest in reading. Adolescents' interest in new media and social media is also excellent. But adolescents don't want to learn more about social media, even though, in general, adolescents have an excellent basic understanding that makes teens nonliterate regarding the function of social media itself. Adolescents make social media an inseparable part of social life. The very high intensity and frequency indicate this. Still, the lack of understanding that social media is a supporting medium in social interaction reduces the primary time needed by adolescents. In contrast, the availability of time to read can increase adolescents' knowledge. These competencies can shape the personality and character of more positive adolescents.

E.   Discussion

After knowing the pattern of social media use and the level of interest in reading among adolescents and considering the findings from the field, this study examined the effect of social media use on adolescent reading interest. The implication is one type of statement using mathematical logic. This study uses contradictory findings to get the benefits of using social media on reading interest in adolescents. The conflicting result is that the frequency of using social media is very high, inversely proportional to the availability of time to read. In this context, the symbol of the variable frequency of social media usage is X, and Y is the variable of availability of reading time. Based on the findings on reading interest and social media usage patterns in adolescents, the implication of variables X to Y in mathematical logic is as follows.

$$\text{If } x \gg, \text{ then } y \ll$$

The mathematical logic shows that the more time you use social media, the less interested you are in reading. A test using the product-moment correlation formula to test the implications in the mathematical logic above. The test results with the product-moment correlation test for variable X against variable Y are in Table 3.

Table 3. Correlation Test for Product Moment Social Media Usage on Book Reading Interest

		SM	BRI
SM	Pearson Correlation	1	-0.152
	Sig. (2-tailed)		0.807
	N	90	90
BRI	Pearson Correlation	-0.152	1
	Sig. (2-tailed)	0.807	
	N	5	6

Based on the test results using the product-moment correlation of social media usage patterns on youth's interest in reading books, the correlation coefficient is -0.152. The correlation coefficient of 0.152 indicates a low effect, while the negative sign on the correlation coefficient indicates a negative relationship. These results confirm that the impact of using social media on interest in reading books is low. Still, frequent use of social media will further reduce interest in reading books in adolescents. In other words, the higher the use of social media, the lower the interest in reading youth books. The significance value of the correlation between the two variables is 0.807. The significance value is used to determine whether the correlation hypothesis is accepted. The thesis will be accepted if the significance value is higher than 0.05. The significance value of 0.807 confirms the assumption that the higher the social media usage, the lower the interest in reading books among adolescents. Figure 3 shows the path analysis result of the implication of social media usage on book reading interest.
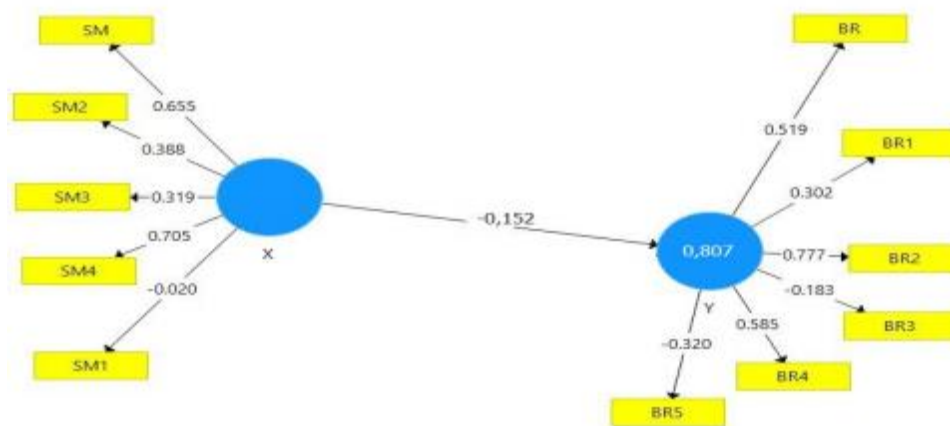

Figure 1. Path Analysis Result

In addition to using the correlation coefficient with product-moment, statements in the mathematical logic form can also represent the effect of using social media on interest in reading books in adolescents. The more teens use social media, the less time they spend reading quality material. This lack of time will also impact decreasing adolescent interest in reading books. This study uses contradictory findings to formulate statements using mathematical logic in using social media on interest in reading books in adolescents. The conflicting results are the increasing interest in using social media and the decreasing trend in reading books among adolescents.

F. Conclusion

The use of social media has many influences, especially regarding mental health and behavioral changes among adolescents. The process of moral degradation in adolescents marks this behavior change. Research on adolescents is essential considering that the excellent development of adolescents affects the progress of a nation—forming positive character since adolescence will develop a progressive and moral of the country. This study aims to determine the level of use of social media in adolescents. In addition, this study also seeks to assess the effect of using social media on interest in reading books in adolescents. The results of this study are analyzed using the Skinner theory and Islamic perspective to determine the pattern of

behavior change and the type of behavior shown by adolescents when using social media. Field data mining revealed that the use of social media among adolescents was included in the high category, with an average of 3.24.

Meanwhile, the level of interest in reading books for teenagers is 2.98. Based on the analysis of the four indicators to assess the use of social media, the motivation of adolescents to use social media is to follow the trend of technological developments and the times. This trend is based on using social media for self-expression and social interaction. Based on field findings, the time available for book reading is 2.27. The result is contrary to the findings related to the frequency of social media usage among adolescents is higher, i.e., 3.42. The findings indicate adolescents use social media more often than time to read books. Testing the implications of the use of social media on interest in reading books using Product-Moment Correlation shows that the higher the use of social media, the lower the interest in reading books among adolescents. This hypothesis is indicated by the correlation coefficient of -0.152. A value of 0.152 indicates a small effect, while a negative coefficient indicates a weak relationship. This coefficient means that if there is an increase in X, the value of the Y variable will weaken. This logic implies that the higher the use of social media, the lower the interest in reading for adolescents. The significance value obtained from the test results using the product-moment correlation is 0.807. A greater than 0.05 strengthens the hypothesis that increased social media use can reduce adolescents' interest in books.

This study uses the motivation to use media to analyze adolescent behavioral changes. Teenagers use social media because they follow the times and technological trends. This motive is known from the very high value of duration and frequency of use, inversely proportional to the availability of time to read books in the low range. Based on Burrhus Frederic Skinner's behavioral theory, using social media is operant conditioning. Social media as operant conditioning is based on results; in principle, teenagers, as social media users, realize the need to read books to increase their knowledge and competence. Because social media is used for self-expression and social interaction, adolescents tend to ignore these operands even though they can control their use independently. This tendency leads to imitative behavior or Tasyabbuh, an Islamic Perspective. This behavior can change a person's character and be destructive. For this reason, strict government supervision is needed regarding teenagers' use of social media. The government needs to establish a policy on using social media in adolescents through binding regulations so that adolescents can control their addiction to social media.

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