The Influence of Social Media on the Identity of the Young Generation

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Abstract

The purpose of this study is to determine the influence of social media on adolescent identity. The method used in this study is a literature study approach. This research will collect and analyze data from a variety of literature sources, including journals, articles, and other publications relevant to the topic. The influence of social media on adolescent identity. Literature study will be used to identify, review, interpret theories, concepts, and previous findings. With social media, teenagers will be easier to develop, for teenagers to interact and communicate. Social media is considered an ideal place to try to find self-identity. The ease of access to social media, but you still have to be wise in social media.

Keywords: Social media, young generation identity, digital impact generation Z, digital social interaction

Abstrak

Tujuan penelitian ini adalah untuk mengetahui pengaruh media sosial terhadap identitas remaja. Metode yang digunakan dalam penelitian ini adalah pendekatan study literatur. Penelitian ini akan mengumpulkan dan menganalisis data dari berbagai sumber literatur, termasuk jurnal, artikel, dan publikasi lainnya yang relevan dengan topik. Pengaruh media sosial terhadap identitas remaja. Study literatur akan digunakan untuk mengidentifikasi, meninjau menginterpretasikan teori, konsep, serta temuan-temuan sebelumnya. Dengan media sosial remaja akan semakin mudah berkembang, bagi diri remaja untuk berinteraksi dan berkomunikasi. Media sosial dianggap wadah yang ideal untuk mencoba mencari identitas diri. Kemudahan yang didapatkan dalam mengakses, media sosial, akan tetapi tetap harus bijak dalam bersosial media.

Kata kunci: Media sosial, identitas generasi muda, dampak digitalgenerasi Z, interaksi sosial digital

Introduction

The rapid development of information and communication technology has brought great changes in the social life of the people, especially among the younger generation. One of the tangible manifestations of this development is the presence of social media. Social media has become an important part of the daily lives of the younger

generation, used to interact, obtain information, express themselves, and form a self-image in the digital space. Platforms such as Instagram, TikTok, YouTube, and WhatsApp are not only used as a means of entertainment or communication, but also as a medium to build and display personal and social identity.

Identity is an important aspect of an individual's life, reflecting how a person views himself and how he or she wants to be seen by others. For the younger generation who are in the search for identity, social media can be a space for exploration as well as identity formation. On the one hand, social media provides an opportunity to build confidence, express opinions, and establish connections with various social groups. However, on the other hand, social media can also raise challenges such as social pressure, unrealistic comparisons, and imagery that obscures one's true identity.

In the Indonesian context, the issue of identity is not only related to individuals, but also related to national identity. Indonesia's national identity consists of two main aspects, namely state identity and national identity. State identity includes official state symbols such as Pancasila, Bhinneka Tunggal Ika, the national anthem of Indonesia Raya, the Red and White flag, the 1945 Constitution, and the Indonesian language (Wahyu, 2023). Meanwhile, national identity includes social and cultural values such as religion, customs, morality, and ethnic and cultural diversity that are characteristic of the Indonesian nation.

The massive use of social media among the younger generation also affects their understanding and attachment to national identity. Information spread on social media is not always verified and sometimes contains narratives that contradict national values. In addition, the intensive entry of foreign cultures through social media can also affect the preferences, lifestyles, and values adopted by the younger generation. This raises concerns that a national identity crisis will occur if it is not addressed critically and wisely.

Based on this background, this study aims to examine the influence of social media on the formation of the identity of the younger generation, both in personal and national contexts. The research was conducted through a literature study that collected and analyzed various previous findings as well as qualitative data obtained from related sources. It is hoped that this research can provide a deeper understanding of how the young generation shapes their identity through social media as well as the role of the surrounding environment, such as family and education, in guiding the healthy and constructive use of social media.

Method

The research method used in this study is a literature study approach. This research will collect and analyze data from a variety of literature sources, including books, scientific journals, articles, and other publications relevant to the topic. The influence of social media on adolescent identity The literature study will be used to identify, review, and interpret theories, concepts, and previous findings related to the influence of social media on adolescent identity.

Discussion

Social media influences intergenerational relationships in maintaining national values among students and society by facilitating the exchange of ideas and information. Not only that, social media also affects the millennial generation's perception of diversity in Indonesia. The millennial generation in Indonesia relies on social media as the main source of information about history, culture, and national identity, they also involve formal education, books and direct interaction with people around them (Arifianto et al., 2020). In this matter, the national identity in social media of the millennial generation faces significant challenges. The dissemination of information that is unclear and unverified can affect the understanding and acceptance of national identity in Indonesia (Priambodo, 2019). The entry of foreign cultures and global influences also has an influence on the millennial generation. But the unwise use of social media can trigger polarization and hinder the formation of national identity.

Social media has a big role in shaping the identity of the younger generation. There are positive or negative impacts depending on how you use social media. Therefore, it is very important for the younger generation to manage the use of social media in a policy manner while waiting for guidance from family or education to understand themselves more deeply.

Social media plays an important role in enabling young people to connect with people from different backgrounds and cultures, which can broaden their views and enrich social identities. The use of social media has a very positive impact, such as increasing social connectivity, providing easy access to a wide range of information and learning resources, and opportunities to share and express oneself. However, it is important for young people to manage social media use wisely, and the role of parents, educators, and the community in guiding them in healthy social media use is essential. The positive impact of social media includes facilitating interaction with many people, expanding association, facilitating self-expression, rapid dissemination of information, and lower costs. On the other hand, the negative impacts include keeping people close away, lowering face-to-face interactions, making people addicted, creating conflicts, privacy issues, and being vulnerable to the bad influence of others. To overcome negative impacts, parents, educators, and the community need to be actively involved in guiding young people in the use of social media. They need to encourage young people to develop critical thinking about what they see, as well as include media literacy as part of the curriculum to help them.

Social media content can influence young people's interests and behaviors. A study found that the attractiveness of social media content had an effect of 71.2% on the reading interest of the millennial generation. Social media platforms provide easy access to a wide range of information and learning resources, allowing teens to learn about specific topics, explore their interests, and share knowledge with others. Thus, the content that young people consume, whether from celebrities, influencers, or peers, can shape their perception of the world and influence the values and interests they adopt. Therefore, it is important for parents, educators, and the community to be actively involved in

guiding young people in consuming social media content wisely and critically, as well as promoting self-awareness, emotional well-being, and healthy social interaction in the real world.

Based on the first question, the interviewee said that the most frequently used social media is Instagram, TikTok, WhatsApp, and YouTube. The selection of social media is based on visual features, entertainment, and interactive communication needs.

The source also said that he spends about 4-6 hours per day on social media. Most of the time is spent scrolling, watching short videos, and chatting through instant messaging apps. This data shows that social media is becoming a significant part of their daily activities.

The resource person also explained that the main purpose of using social media is for entertainment (60%), communicating with friends or family (20%), seeking information or learning (15%), and showing one's existence (5%). The resource person stated that platforms such as TikTok, Instagram, and YouTube are sources of entertainment, while WhatsApp is used for communication and building professional networks.

The interviewees felt that social media influenced the way they saw themselves. This is related to the standards of beauty, lifestyle, and achievements that are often displayed on social media. Some feel motivated to be better, but others feel anxious or inferior because they compare themselves to others (Rakanda et al., 2020; Nugraeni, 2024).

The resource persons also consider social media to be an important part of their lives. The main reason is because social media facilitates communication, learning, and entertainment. Some even find it difficult to imagine life without social media because it has become a daily habit. In addition, the interviewees admitted that social media makes it easier for them to stay connected with friends and family, especially if they are far apart. However, the interviewees also stated that social media sometimes reduces the quality of real-world relationships, such as reducing the intensity of direct conversations or creating conflicts due to misunderstandings on social media.

Conclusion

Social media has its positive and negative impacts depending on the user in using the social media. Social media makes it easier for a person both in activities and interacting, but when the user is not wise in using social media it will have a bad impact on the user, the user can experience addiction in social media, therefore in using social media we must be wise in order to get a positive impact.

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