

Literacy and Self Regulation to Overcome Social Media Addiction in Z Generation

Rizki Briandana¹⁾; Nindyta Aisyah Dwityas²⁾; Mohamad Saifudin Mohamad Saleh³⁾

¹⁾ rizki.briandana@mercubuana.ac.id, (Fakultas Ilmu Komunikasi, Universitas Mercu Buana)

²⁾ nindyta.aisyah@mercubuana.ac.id (Fakultas Ilmu Komunikasi, Universitas Mercu Buana)

³⁾ saifudin@usm.my (School of Communication, Universiti Sains Malaysia)

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Abstract

Social media platforms today allow people to communicate with anybody, anywhere, and at any time. Social media not only has a beneficial impact but also a harmful one. Users that use social media excessively may develop addiction, which is closely tied to one's mental health. Self-regulation has been found to negatively impact social media addiction in previous studies, although this particular study only included high school students. Thus, the goal of this civic duty is to ascertain how self-control affects social media addiction among Generation Z students. The offline portion of this activity will be done in association with Universiti Sains Malaysia. 54 people from SMK 60 Jakarta participated in this activity on March 15, 2023. These actions were posted on JPNN and Rakyat Merdeka online Media.

Abstrak

Platform media sosial saat ini memungkinkan orang untuk berkomunikasi dengan siapa saja, di mana saja, dan kapan saja. Media sosial tidak hanya memberikan dampak yang menguntungkan tetapi juga merugikan. Pengguna yang menggunakan media sosial secara berlebihan dapat mengembangkan kecanduan, yang terkait erat dengan kesehatan mental seseorang. Pengaturan diri telah ditemukan berdampak negatif terhadap kecanduan media sosial dalam penelitian sebelumnya, meskipun penelitian khusus ini hanya melibatkan siswa sekolah menengah. Oleh karena itu, kegiatan ini bertujuan untuk memastikan bagaimana pengendalian diri memengaruhi kecanduan media sosial di kalangan siswa Generasi Z. Bagian offline dari kegiatan ini akan dilakukan bekerja sama dengan Universiti Sains Malaysia. Sebanyak 54 orang dari SMK 60 Jakarta mengikuti kegiatan tersebut pada 15 Maret 2023. Kegiatan ini juga telah dimuat di JPNN dan Media online Rakyat Merdeka.

Kata Kunci: pengaturan diri, media sosial, dan siswa SMA

INTRODUCTION

The use of social media has increased rapidly over the last few years (Çiçek, 2018). According to data collected by a digital media company from the UK We are Social in collaboration with a social media management company, Hootsuite obtained data that in January 2022 Indonesia had a total population of 268.2 million people and 150 million of them were active users of social media (Setiawan et al., 2022). The Association of Indonesian Internet Service Providers (2018), found data on internet users in Indonesia reaching 171.17 million people out of the total

population of Indonesia at that time. The age range of the largest contributor in using the internet is the range of 15-19 years of which 91% of the age range are internet users, followed by the age range of 20-24 years of which 88.5% are internet users (Fransisca & Briandana, 2022).

Indonesian residents who are currently in college are on average 18-24 years old, this initial age range is inhabited by a generation known as Gen Z or Generation Z. In Indonesia, the Central Bureau of Statistics (2018) defines generation Z as a transition from Millennial Generation or Generation Y. when technology is developing rapidly, this generation was born in the range of 2001-2010. In addition, the age range of 18-24 years according to Briandana & Mohamad Saleh (2022) is included in the early adult development phase. Briandana et al (2021) explains that the stages of individual developmental tasks that have entered early adulthood are the stages of familiarity versus isolation. These stages are the stages where individuals face their developmental tasks to form close relationships with others (Pertiwi et al., 2019).

In fulfilling these individual development tasks, Social Networking Sites (SNS) can be used as a medium or tool to build intimacy. Overall, adolescents and young adults' motivations for using SNS are very similar to those of more traditional forms of communication, namely to stay in touch with friends, make plans, get to know people better, and show themselves to others (Chaeruman et al., 2020). While today's social media platforms can be considered the beneficiary cornerstones of modern communication, overuse by seemingly harmless individuals may be a sign of addictive behavior (Badgaiyan & Verma, 2014).

Addiction according to Spartz et al (2017) is an aspect of compulsive behavior, dependence, and lack of control. Along with the times, the sources of addiction are not only limited to addictive substances. Freire (2014) suggest that addiction is not only caused by addictive substances, but certain activities or behaviors can also cause addiction, one of which is activity using the internet. Social media addiction as a subsection of internet addiction or a more specific form of internet addiction (Len-Ríos et al., 2016). Panjaitan & Prasetya (2017) say that the use of social media becomes problematic when social media is viewed by individuals as something very important and is used as a mechanism to relieve stress, loneliness, or depression.

Referring to Indonesia's SDGs roadmap towards 2030 Policy Direction 2020-2024, one of the strategies set out to increase efforts to reduce and handle household waste including plastic waste is to strengthen community involvement through communication, information and education, including in this case Generation Z, as the next generation who will enjoy the results of efforts to preserve nature in the present.

Based on the research results, it is known that generation Z has a high concern for environmental issues. Data from Verywellmind shows that Gen Z is the generation most concerned about global warming (38% of the US population). Additionally, Gen Z and millennials are most concerned about the negative impact on the future of the world (32% and 29%, respectively) (Turner, 2015). Max Mihelich (2013) explains that Gen Z is very concerned about environmental issues, showing that Generation Z has a high sense of responsibility towards natural resources. The two results of this study are in line with (Turner, 2015), where in her research it was found that Gen Z is a generation that has a high concern for the issue of global warming or the issue of waste so that many Gen Z want to contribute for the future.

When referring to the main principle of the SDGs the principle of inclusivity leaving no one behind and referring to the results of research on the high attention of Generation Z to environmental issues, it is very important to involve Generation Z in the implementation and achievement of various SDGs goals where the SDGs program is closely related to the interests of life generation Z in the future. In this case, generation Z is an asset for achieving Indonesia's SDGs (Constantiou et al., 2016); (Cahyadi F., et all, 2021).

In this activity, socialization is the implementation strategy used. The Universitas Mercu Buana Team Community Services visited and participated in the activities at SMK 60. The Universiti Sains Malaysian speaker, however, used an offline. First, an introduction to environmental communication; second, strategies for dealing with plastic trash; and third, an assessment. Using this context as a foundation, socialization on self control and social media will be carried out in the SMK 60 Jakarta.

METHOD

This community service activity was carried out at SMK 60 Duri Kepa, Jakarta Barat. socializing the use of social media which can cause addiction and other indications of danger. Besides having a positive impact, social media also has a negative impact. Excessive use of social media can cause users to experience addiction, which is directly related to individual mental health. Previous studies have shown that self-regulation plays a negative role in social media addiction, but this research was conducted only on SMK students. Thus, this study aims to determine the role of self-regulation in social media addiction in generation Z students.

This training is expected to inspire and bring change to the community, especially students at SMK 60 Jakarta so that they have competencies about how to manage using social media. The program of community service activities was carried out on Tuesday, 15 March 2023 at: 13.00-16.30 WIB with 54 participants.

RESULTS AND DISCUSSION

This outreach activity is expected to provide education to SMK 60 students regarding literacy and self-regulation to overcome social media addiction in generation Z. This community service activity uses the perspective of digital media literacy, because digital media literacy is considered important as a way to overcome adolescents who experience social networking addiction, one of which is due to the ease of accessing social media, anywhere and anytime. It is hoped that through this digital media literacy, youth can avoid the impacts that arise, in the form of setting aside social interaction. Adolescents' ability to manage social media use is lacking, giving rise to social media addiction, being indifferent to the presence of other people, not understanding the situation and context, and being out of focus.

Information literacy is becoming ubiquitous within the school library community of practitioners and researchers (Setiawan et al., 2022). However, the majority of grade-level or subject-area educators already have an intuitive sense of literacy, which becomes confused when material is added. Since the early 1990s, credible organizations and researchers have created a number of definitions for information literacy (Abilock 2004, 2005; American Association of School Librarians and

Association for Educational communications and Technology 1998; American Library Association 2005; Eisenberg, Lowe, and Spitzer 2004; Snavely and Cooper 1997). The ability to understand that information should be used to solve problems, the significance of fundamental information retrieval skills, the capacity to be critical in the information use process, and the capacity to use information across contexts or subject areas are common themes found in these definitions (Asipi et al., 2022; Rozendaal et al., 2011).

Norms for Information Literacy To help practitioners understand the complexity of this notion more clearly and to better communicate it to researchers, information literacy experts have created a number of models (Kurniawan & Managi, 2018). Three of the most well-known models are The Big Six Information Skills (Wardhani et al., 2020), Information Search Process (Asipi et al., 2022), and Pathways to Knowledge (Scharrer & Ramasubramanian, 2015). Each of these models provides a unique way of examining information literacy.

Compared to Eisenberg and Berkowitz (1988), Kuhlthau (1993) provides a more task-specific description of information literacy. Her methodology outlines the steps student researchers take when they carry out information search tasks. The Information Search Process uses three separate components of human performance—thoughts that arise when researching, sentiments that develop as a result of the search process, and typical actions that are present at different phases of the search process—to exhibit information literacy. Kuhlthau describes seven stages of the information search process, each of which corresponds to a different experience for searchers in terms of emotions, thoughts, and behaviors. From initial uncertainty to a final feeling of either contentment or disappointment, searchers' emotions progress. Along a continuum, searchers' thoughts also move from ambiguity at the start of the procedure to specificity as it draws to a close. The actions that searchers take also change throughout time, shifting from a focus on relevant (having anything to do with the topic) to pertinent (specifically supporting the topic) to the topic under inquiry.

Both Eisenberg and Berkowitz (1988) and Kuhlthau (1993) use models that rely on the two-dimensional structure of text on paper to explain information literacy. Lestari & Dwijayanti (2020) uses two dimensions rather than a more linear one to depict the three-dimensional information search process.

The community service project of promoting self control to combat social media addiction in Generation Z is doing well. This happened exactly like it was described in the event rundown. The critical questions posed by participants to the speakers reveal how engaged and excited the students were during this exercise.

The outcomes of community service projects can be generally analyzed in terms of the participants they were intended for, the projects' goals, the training materials, and participant satisfaction. It was evident from the attendees' enthusiasm for the event that the kids appeared upbeat and pleased, participated in distributing the materials, and were eager to participate in all of the games and quizzes that were offered.

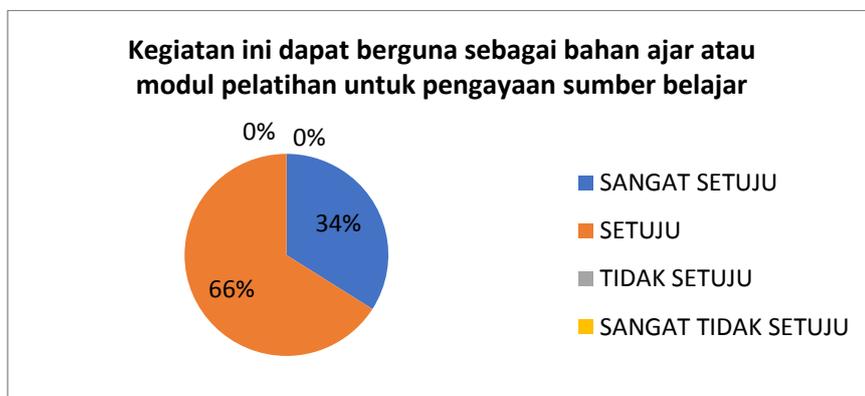
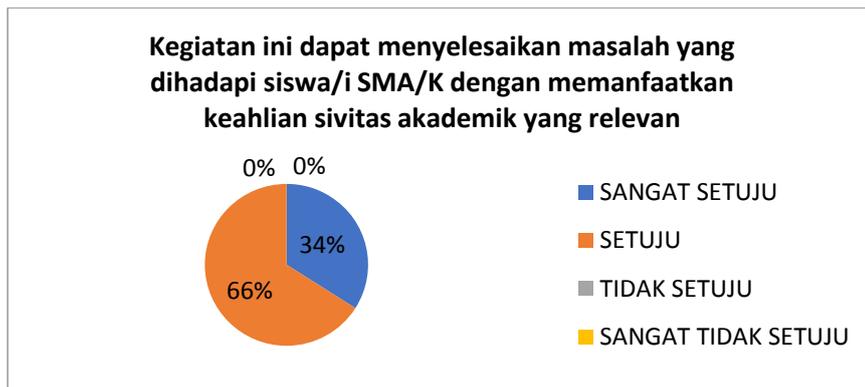
It was evident from the attendees' enthusiasm for the event that the kids appeared upbeat and pleased, participated in distributing the materials, and were eager to participate in all of the games and quizzes that were offered. Additionally, they watched the speaker's video with enthusiasm. The supplied material is really highly pertinent to the demands of the students. The speaker is also able to provide

complete and in-depth responses to each topic put forth. As a result, any queries can be addressed in a way that meets the requirements of the participants.



Picture 1: Media Report on JPNN

Giving the students content at the beginning by giving a pretest. Following the pre-test, five students were interviewed, and they each provided answers to a series of inquiries regarding their knowledge with photography and environmental communication. This provides a picture of the target audience's situation in terms of the problems that must be solved, the goals that must be achieved, the benefits that must be anticipated, and the methods that should be used to carry out the activities. And from the results of the post-test, which were determined by giving questionnaires to every participant in order to gauge how well these exercises worked. The material provided, the resource people/presenters who provide it, and the training methods used were all evaluated by the questionnaire's participants.



Based on the questionnaire data it can be stated that students' behavior is one indicator of how well community service activities at SMK 60 Jakarta are going: a) The attendees were happy with the event. This is evident from the outcomes of the widely distributed questionnaire; b) Students are aware of the need of keeping a clean and healthy environment; c) Students are aware of how to use social media effectively.

Conclusion

Community service initiatives with the focus on literacy and self-control to combat social media addiction in generation Z came to the conclusion that ongoing programs for teenagers are necessary to help them gain self-control when using social media. Teenagers believe that this practice deepens their understanding, particularly in terms of how to control their use of social media. This socialization program seeks to alter the attitudes and conduct of students at SMK 60 Jakarta so that they can self-regulate in order to deal with social media.

Recommendation

The expectation is that this activity will be carried out on a regular basis, have a syllabus in place, act as a standard for other activities, and provide students at SMK 60 Jakarta with inspiration and references. In order to teach young people how

to use self-control when using social media, it is intended that this practice can be performed regularly.

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