The Impacts Of Social Media On The Youth's Interpersonal Communication

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Abstract. The purpose of this study was to find out whether or not the use of social media by youth decreases social interaction with friends. This study used a quantitative method using a simple random sampling technique to take the sample. The subjects of this study were Business English Communication students from batches 2019, 2020, and 2021. This study has two variables, namely social media (X) and interaction with friends (Y). A questionnaire was used as the method for collecting data for this study. Two types of questionnaires: open-ended and closed-ended questionnaires, were used as the instruments and data collection techniques. Data analysis employed the normality test, linearity test, and t-test for testing hypotheses. Based on the questionnaire results, data analysis was conducted, and the results for the two variables ell into the high category. The t-test results showed that when the value of t-count exceeds t-table (7.722> 2.002), H0 is rejected. Thus, it can be said that the findings are consistent with the Alternative Hypothesis, which contends that youth use of social media decreases friend interaction.

1. Introduction

The verbal and nonverbal exchange of information between two or more interdependent people is referred to as interpersonal communication DeVito (2015). With non-verbal cues like tone of voice, facial expressions, gestures, and body language, interpersonal communication is more than just what is actually said or the language used Wello & Novia (2021). In the present age, the development of media technology is very rapid. In the present age, the media is expanding and becoming more varied. A new form of communication entered society as a result of the creation and growth of the internet. Modern society's communication paradigm has been altered by social media. There are no physical boundaries preventing communication. From young children to teenagers to adults, anyone can use social media. The use of social media has become common in society, especially among youth. They all generally use social media in their daily lives, both for communication and for entertainment. Social media is not only a means of communication now social media has become a place where we socialize.

Previous research by Rantai et al. (2014) in their study of *"Influence of Social Media in Enhancing Positive Relationship Among Youth"*. Findings showed that students used social media for chatting, entertainment, and news seeking. The students concur that Twitter, Facebook, and YouTube are the social media platforms most effective at fostering relationships. The students also agree that social media can strengthen relationships between young people.

Kumar et al. (2016), in their study of *"The Plugged-in Life of Teens: Impact of Social Media on Interpersonal Communication Among Adolescences."* They discovered that teenagers over-rely on social media, significantly impacting their communication and interpersonal relationships. Gapsiso and Wilson (2015) in their study *"The Impact of the Internet on Teenagers' Face-to-Face Communication."* They discovered that teenagers' use of the internet appears to weaken their bonds with family and friends and has some effect on their ability to communicate with one another in person. The study concludes that because teenagers spend

more time online than in person with their friends and family, they spend less time talking to their friends and family members.

The results of the research above are considered relevant to the research studies conducted by researchers because the three studies examine the use of social media but in different aspects. The first study discusses the goal of using social media, the social media frequently used, and the usage of social media in enhancing positive relationship among youth. The use of social media by adolescents and its impact on how they interact with others on a personal level are both topics covered in the second study. And the third study focused on the effects of the Internet on in-person interactions at Comprehensive Secondary School, College of Education Hong. The goals include examining how internet use affects teenagers' face-to-face interactions and determining whether this weakens their desire for in-person interactions.

Based on the previous studies, the researcher indicated that the findings above showed the impact and a various use in social media. Based on the results of the study, the researcher feels that it is necessary to investigate more deeply about the impacts of using social media on youth's interpersonal communication. Has social interaction changed since the advent of advanced technology, particularly social media? This topic was raised because there are still not many studies in Indonesia related to the impacts of social media on the youth's interpersonal communication. Personal experience with interaction and communication with family and friends has been the motivation behind this research. Having one-on-one conversations with family and friends without meeting face-to-face or engaging in social interaction has become difficult, sometimes even rare.

In this study, the research question is:

Does the use of social media by youth decreases the social interaction with the friends?

2. Method

The research approach used in this study is a quantitative research method using surveys. Bryman (2012) Stated that quantitative research is a subset of research that places a strong emphasis on quantifying data collection and analysis. It is based on a deductive approach with a focus on theory testing. This study has two variables, namely social media (X) and interaction with friends (Y). This Research was conducted in Universitas Negeri Makassar. It is located on Jl. A. P. Pettarani, Tidung, Kec. Rappocini, Makassar City, South Sulawesi. This research was conducted from September 2022 to January 2023. The sample in this study are Bahasa Inggris Study Program students at the Universitas Negeri Makassar, Batch 2019, 2020, and 2021.

The following research process is used by the author to collect data: The data collection method used in this study is a survey method, namely the primary data collection method obtained directly in the form of opinions from BEC study program, students of Universitas Negeri Makassar by answering all the questions contained in the questionnaire and compiled using a Likert scale. A questionnaire is a method of gathering data that involves posing a series of questions to the participant and asking them to respond. The contents of the list of questions are questions whose answers are needed to solve problems or research problems (Abubakar, 2020)

2.1. Data Analysis

The steps taken to analyze the data in this study are as follows:

2.1.1. Normality Test

In this study, the Kolmogorov-Smirnov test method was used to assess the normality of the data. The researcher uses the Kolmogorov-Smirnov test under the following circumstances to determine whether the data is normally distributed or not:

    a. A normally distributed population is represented by the sample if the Kolmogorov-Smirnov (KS) significant value is greater than 0.05.

    b. Not normally distributed population is represented by the sample if the Kolmogorov-Smirnov (KS) significant value is less than 0.05.

2.1.2. Linearity Test

The linearity test is a test used to state whether a linear equation is suitable for use with existing data. Linearity and deviation from linearity are used to find the probability value. The calculated output can be seen through the significance value, including:

    a. If the significance value is > 0.05, then the data for the two variables is linear.

    b. If the significant value is < 0.05, then the data for the two variables is not linear.

2.1.3. T-Test

The partial significant test is one of the data analysis methods utilized in this study (the "t" test). The effects of the independent variables on the dependent variable were examined using the t-test. With degrees of freedom (df) = n-k, where n is the number of samples and k is the number of variables, the confidence level used is 95%, or a significant level (α) of 5%. The significance column in each t-count can be examined, or the t-count can be compared to the t-table.

To interpret the t-test, it must first be determined:

    a. Significance value α

    b. Df (degree of freedom) = n-k

    c. If the t-count is greater than the t-table, then H0 is rejected and Ha is accepted.

The formula for finding t-table values is:

    t-table: t=[α;(df=n-k)]

Description:

n = the number of samples

k = the number of variables

α = confidence level 5% (0.05).

2.1.4. Hypothesis Testing

The following is the hypothesis that was created in this study to determine whether H0 is accepted or rejected:

*H*0: $\rho = 0$

The use of social media by youth does not decrease the social interaction with friends.

*H*1: $\rho \neq 0$

The use of social media by youth decrease the social Interaction with friends.

3. Results and Discussion

This study was conducted at the Universitas Negeri Makassar in South Sulawesi. The sample of this consists of 60 students. The data collection process using Microsoft Form, and shared the link or URL to the respondents. The statement consists of 30 statements for a closed-ended questionnaire and 2 questions for an open-ended questionnaire. After all the data was collected,

the researchers started to process the data using a statistical application. The outcomes of the normality test, linearity test, and hypothesis testing with a t-test can be seen below.

3.1. Normality Test Results

Table 1. Normality Test Results for Social Media Variable (X) and Interaction with Friends (Y)

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		60
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.58838826
Most Extreme Differences	Absolute	.065
	Positive	.065
	Negative	-.065
Test Statistic		.065
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.

b. Calculated from data.

The result of the data normality test for this study's social media variables and friend interaction are shown in Table 3.1. The significance value is 0.200, which is greater than 0.05, and indicates that the data is normally distributed.

3.2. Linearity Test

Table 2. Linearity Test Results for Social Media Variable (X) and Interaction with Friends

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Interaction with Friends * Social Media	Between Groups	(Combined)	211.083	20	10.554	1.570	.112
		Linearity	77.965	1	77.965	11.598	.002
		Deviation from Linearity	133.119	19	7.006	1.042	.441
	Within Groups		262.167	39	6.722		
	Total		473.250	59			

The results of the linearity test for the study's social media variable (X) and interaction with friend (Y1) are calculated in Table 2, it is possible to infer from the results of the linearity test that there is a linear relationship between social media use (X) and interaction with friend (Y1) because the value of the sig. deviation from linearity is 0.441 > 0.05.

3.3. Hypothesis Test with a T-Test

Table 3. T-Test for Social Media Variable (X) and Interaction with Friends (Y)

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	16.579	2.147		7.722	.000
SOCIAL MEDIA	.251	.074	.406	3.382	.001

Dependent Variable: INTERACTION WITH FRIENDS

Based on table 3, the calculated T value of 7.722 and the significance value of 0.001. Social media influences friend interaction, as shown by the significance value of 0.001, which is less than 0.05. It can be concluded that the use of social media by youth decrease the social interaction with friends.

3.4. Discussion

In this study, youth now use social media to introduce themselves to their friends and the intensity of youth social interaction with their surroundings is greatly reduced. When the variables are combined, one of the questionnaire items that stands out is that 65% of respondents chose to agree to get acquainted through social media. When adolescents use social media, the intensity of their social interactions with friend's decreases. This needs to be considered in the future because it can reduce social interaction or face-to-face contact directly. This result is supported by Afandi (2020) who found that there is a relationship between Instagram and children's social interactions. In this global era, we rarely see teenagers playing with their peers directly outside the home, they are having more fun playing with their social media, especially Instagram. This supported by the findings from Kumar et al. (2016), They found that the teens' continued use of social media shows that it has permeated every aspect of their daily lives. Additionally, a sizable portion of participants said they use a computer or a mobile device to access social media at home and in class. The results show that teenagers frequently use social media while interacting with others. Rantai et al. (2014) found the respondents say that social media had aided in their quest for new friendships. Every respondent acknowledged that social media had improved their friendships with friends. This demonstrates once more how social media can enhance relationships and youth unity. Also, according to all respondents, social media can enhance friend-to-friend communication. This once more demonstrates the power of social media, when used responsibly, to strengthen relationships and bring people together.

From the tests carried out by the researcher, the result is that the tcount is greater than the ttable, with the written hypothesis namely; H0 is rejected, and H1 is accepted. This means that the results are contained in the Alternative Hypothesis (The use of social media by youth decrease the social interaction with friends). The results of this study are also consistent with research conducted by Afandi (2020), discovered that the frequency with which children play or use Instagram as a social media platform significantly impacts the intensity of their social interactions in their surroundings. Conversely, the lower the child's involvement in social media, the less impact it has on their social interactions in the surrounding environment.

4. Conclusion

In light of the results of the social media hypothesis test on youth social interaction with friends, the value of tcount is greater than ttable (7.722 > 2.002), and then H0 is rejected. So, it can be concluded that the results are contained in the Alternative Hypothesis (The use of social media by youth decrease the social interaction with friends).

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