



Analysis of the Impact of Social Media On Teenagers

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Abstract

This study aimed to analyze the impact of social media use among adolescents, focusing on communication, education, self-expression, creativity, and social networking. A descriptive quantitative survey was conducted using a Google Forms questionnaire distributed to 21 adolescent respondents. Data were analyzed using descriptive statistics through frequency and percentage distributions. The results showed that 18 respondents (85.7%) used social media very frequently, while 3 respondents (14.3%) used it frequently. No respondents reported using social media rarely or never, indicating that social media has become an integral part of adolescents' daily lives. The findings suggest that social media positively supports communication, learning, creativity, and self-expression through platforms such as WhatsApp, Instagram, TikTok, and YouTube. However, excessive use may also increase the risk of social media dependency, cyberbullying, and social anxiety. Therefore, promoting digital literacy and responsible social media use is important to maximize its benefits while reducing potential risks.



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Introduction

Advances in information and communication technology have had a major impact on the way teenagers interact and access information (Irawan, Haryani, Wahyuni, et al., 2024). One result of this progress is social media, which has now become an integral part of the daily lives of teenagers. More than 170 million Indonesians are active social media users, and the largest proportion falls within the 13–24 age group. Teenagers are at an age when they are in the process of self-discovery and character development (Zikra et al., 2025). In this day and age, social media can serve as a medium for communication, self-expression, and the search for identity. Several studies show that social media has positive effects, such as facilitating communication, boosting creativity, and expanding social networks; platforms like Instagram, TikTok, and Snapchat are often used by teenagers to express their interests and abilities.

However, despite its benefits, social media also has negative effects that cannot be ignored. Research indicates that excessive use of social media can lead to mental health issues such as anxiety, stress, and symptoms of depression. Additionally, negative body image and related issues are becoming increasingly prevalent among teenagers due to social pressure in the online world. Another negative impact is evident in changes to social behavior. Teenagers' interactions in the real world tend to decrease as they spend more time online. (Haryani et al., 2025). Social media also serves as a medium for spreading values that may not necessarily align with local culture and social norms, thereby potentially influencing morality and behavior.

This situation becomes even more complex when we realize that adolescents are an age group still in the midst of emotional, cognitive, and moral development. According to Erikson's theory of development, adolescence is a period of identity formation, during which adolescents are highly vulnerable to environmental influences, including social media (Iatara et al., 2025). Therefore, it is important to conduct an in-depth and comprehensive study of the impact of social media on adolescents in order to identify the right approach to guide them in using technology in a healthy way. In addition to its communicative functions, social media also serves as an educational medium that provides adolescents with access to a wide range of knowledge and insights. Platforms such as YouTube, Instagram, and TikTok offer educational content in visual and interactive formats that align with the learning styles

of the digital generation ([Riduan et al., 2023](#)).

Teens use social media to learn new skills, such as foreign languages, graphic design, and popular science. They view social media as a complement to more conventional formal education. Furthermore, social media also serves as a space for self-expression for teens. By posting photos, videos, or opinions, they can showcase their identities, ideologies, and creativity. As explained by ([Irawan & Haryani, 2023](#)), Social media offers freedom of expression that isn't always found in real life, which can boost self-confidence and a sense of ownership of one's personal identity. Social media also helps teens enhance their creativity. They are not only consumers of information but also producers of digital content. Teens actively create vlogs, designs, digital poetry, and other works of art that are widely shared, thereby fostering an ecosystem that supports the growth of individual creativity ([Philip, 2025](#)). Adolescents' engagement with creative content on social media is positively correlated with improved critical thinking and digital skills. Adolescents who are actively creating content on social media demonstrate higher levels of collaboration and innovation compared to those who are passive.

On the other hand, social media also significantly expands adolescents' social networks. They can join online communities based on specific hobbies, interests, or issues ([Frana & Kk, 2022](#)). This not only enhances social relationships but also fosters digital solidarity among adolescents, as seen in social media-based movements such as. However, behind these benefits lie various significant negative impacts on adolescents' psychological, social, and moral development. One of the most striking impacts is a decline in mental health ([Irawan, Haryani, Mile, et al., 2024](#)). Excessive use of social media has been linked to increased levels of stress, anxiety, and depression among teenagers ([Nurmina et al., 2021](#)). The pressure to maintain a perfect self-image and constant social comparison can lead to self-dissatisfaction and sleep disturbances. In addition, social media also plays a role in the decline of language etiquette and changes in adolescents' character ([Shabrina et al., 2024](#)). Inappropriate content and unrestricted interaction can influence adolescent behavior, including the use of rude language and behavior that follows trends without careful consideration. The phenomenon of cyberbullying is another serious issue. The anonymity and accessibility of social media facilitate online bullying, which can lead to emotional distress, social isolation, and even suicidal thoughts among victims.

Based on the above discussion, it is important to conduct research on the “Analysis of the Impact of Social Media on Adolescents” to holistically understand how social media affects their social, psychological, and moral aspects. This research is expected to provide theoretical and practical contributions to the public, educators, parents, and policymakers in developing more effective and humanistic digital literacy strategies.

Methods

This study employed a descriptive quantitative research design using a survey method to examine the impact of social media use among adolescents. The research focused on describing respondents' patterns of social media use and identifying its perceived effects on communication, education, self-expression, creativity, and social networking. A descriptive approach was considered appropriate because it enables researchers to systematically describe the characteristics and responses of the participants without manipulating any variables.

The study involved 21 adolescent respondents, who were selected using a convenience sampling technique based on their willingness to participate and accessibility through online platforms. Primary data were collected using a structured questionnaire created with Google Forms. The questionnaire consisted of closed-ended questions that gathered demographic information and measured the frequency of daily social media use as well as respondents' perceptions of the positive impacts of social media. The questionnaire link was distributed through online communication platforms, and participation was voluntary. Before completing the questionnaire, respondents were informed about the purpose of the study and assured that their responses would remain confidential and be used solely for research purposes.

The collected data were processed using descriptive statistical analysis. Each response was classified according to predefined categories, and the results were summarized using frequency and percentage distributions. The findings were then presented in tables and figures to provide a clear overview of respondents' social media usage patterns. Finally, the results were interpreted by comparing them with relevant literature to explain how social media influences adolescents' communication, learning opportunities, creativity, self-expression, and social interactions.

Results

The data were collected through a questionnaire distributed using Google Forms, with a total of 21 respondents participating in the study. The results are presented in Table 1.

Table 1. Frequency Distribution of Respondents' Daily Social Media Use

Response	Frequency	Percentage (%)
Very Frequently	18	85.7
Frequently	3	14.3
Rarely	0	0.0
Never	0	0.0
Total	21	100.0

Table 1 shows that, out of the 21 respondents, 18 respondents (85.7%) reported using social media very frequently, while 3 respondents (14.3%) reported using it frequently. None of the respondents selected the rarely or never categories. These findings indicate that social media use is highly prevalent among the respondents, with the vast majority engaging with social media on a very frequent basis as part of their daily activities.

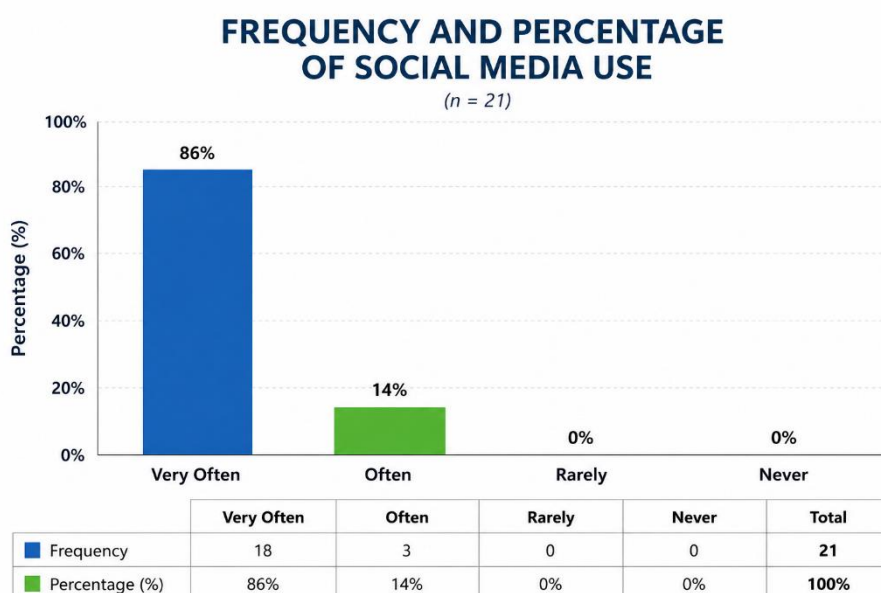


Figure 1. Frequency of Respondents' Daily Social Media Use

Figure 1 shows the frequency of social media use among the 21 respondents. The results indicate that 18 respondents (85.7%) reported very often using social media, while 3 respondents (14.3%) reported often using social media. No respondents selected the rarely or never categories, indicating that all participants actively engage with social media in their daily lives.

The findings demonstrate that social media has become an integral part of the respondents' daily activities. The overwhelming majority of respondents who reported using social media very often suggests a high level of dependence on digital communication and online information platforms. This pattern indicates that social media is a highly relevant medium for communication, information sharing, learning, and other online activities among the study participants.

Discussion

a) Improved communication

Social media has revolutionized the way teenagers communicate, allowing them to interact instantly and without geographical boundaries. Platforms such as WhatsApp, Instagram, and Telegram facilitate faster and more efficient communication among teenagers. Research by (Mustofa, 2024) shows that social media use increases the frequency and intensity of adolescents' communication and expands their social networks. However, the study also highlights potential negative impacts such as cyberbullying and social anxiety, underscoring the importance of education and guidance in the wise use of social media.

b) A Tool for Education and Self-Expression

Social media serves as an educational platform that provides access to various sources of information and knowledge. Adolescents use platforms such as YouTube and Instagram to learn new skills and explore their interests. In addition, social media provides a space for adolescents to express themselves through various forms of content, such as writing, photos, and videos. According to (Najiba et al., 2025), Social interaction and validation gained through social media can boost adolescents' self-confidence and help them develop their sense of identity.

c) Enhanced Creativity and Social Networking

Social media encourages adolescents to be creative in producing digital content, such as vlogs, graphic designs, and other works of art (Sakdiyah et al., 2025). In addition, social media allows teenagers to expand their social networks, join communities with similar interests, and participate in collaborative activities that support the development of their social and professional skills.

d) Improved Communication

The majority of informants stated that social media makes it easier for them to stay connected with friends and family, even when they are not meeting in person.

Some informants admitted that they feel more comfortable expressing their opinions or feelings through social media than in person. Social media broadens the scope of communication and accelerates the exchange of information among teenagers. Social media enables simultaneous communication, particularly in group chats, which strengthens social bonds (Saputra & Hidayat, 2025).

Social media is used not only as a communication tool, but also as an alternative learning medium (Isnawan, 2023). Informants stated that they frequently access educational videos on TikTok and YouTube, ranging from school lessons and self-improvement to creative tutorials. Some informants also said that they upload poetry, digital art, and personal vlogs as a form of self-expression.

Teens use platforms like YouTube and Instagram to learn new skills and explore their interests. In addition, social media provides a space for teenagers to express themselves through various forms of content, such as writing, photos, and videos. Social media is not only used as a communication tool but also as an alternative learning medium. Informants stated that they frequently access educational videos on TikTok and YouTube, ranging from school lessons and self-improvement to creative tutorials. Some informants also said that they upload poems, digital art, and personal vlogs as a form of self-expression.

Conclusion

Based on the results of the research conducted, it can be concluded that social media has various impacts on the lives of adolescents, particularly in terms of communication, education, self-expression, creativity, and social networking. Social media has become a primary means of establishing and maintaining communication among adolescents, facilitating the exchange of information, and expanding social networks across regions.

On the other hand, social media also serves as an educational medium and a space for self-expression that allows adolescents to explore and showcase their identities and talents. Adolescents' ability to create digital content demonstrates an increase in creativity and critical thinking skills driven by their activities on digital platforms. However, despite its many benefits, social media use also has the potential to cause negative effects such as addiction, social anxiety, and a decline in the quality of face-to-face communication. Therefore, parental supervision and guidance, as well as adequate education, are necessary so that adolescents can use social media in a

healthy and productive manner.

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