

## Intensity of Social Media Use In Adolescent Students And Preventive Efforts In Guidance And Counseling Services At School

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**ABSTRACT:** The extent of social media use among adolescent students has the potential to positively and negatively affect their psychosocial development. In the context of education, social media has the potential to serve as an effective tool in the guidance and counselling process, particularly in the context of guidance and counselling services in schools. The research methodology used is descriptive research with a literature review. The literature review will provide secondary data studies which will then be used to determine the extent of adolescents' use of social media and the effectiveness of guidance and counselling interventions. The existing literature reveals a variety of effects associated with social media, both positive and negative. The efforts above have been implemented in reality group counselling, educational cinema group counselling, counselling with self-management techniques, provision of information services, home visits and classical counselling. In addition, counsellors use social media to provide guidance and counselling services, thereby facilitating the provision of assistance to counselees at present through the use of technology. The use of social media by counsellors includes implementing online counselling (e-counselling), electronic-based modules and counselling services through WhatsApp.

**Keywords:** Social Media, Adolescent, Preventive Efforts, Guidance and Counseling.



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## INTRODUCTION

The use of social media is becoming increasingly prevalent in society, and its influence on various aspects of individual lives is no longer a matter of indifference. Since 2004, there has been a significant increase in the use of social media with the advent of technologies that allow users to connect to the Internet at any time and from any location (Cataldo et al., 2021). Social media facilitates communication, sharing, and content creation without time or space constraints (Kominfo, 2018). Social media has become integral to everyday life, especially for adolescents. The

advent of digital technology has transformed the social life of adolescent students in schools. Social media is now an online platform that anyone can use to establish social relationships with others who share similar interests, participate in group or personal activities, and engage in career-related interactions (Rao et al., 2022).

Social media platforms such as Instagram, Facebook, Twitter, and TikTok are used by youth to communicate, share experiences, and seek information. The various platforms offer a range of features and functionalities to their dedicated user base, which is the primary source of engagement and appeal for these platforms. The adolescent period is one of significant change and development, and it has been observed that adolescents are particularly active users of social media. (Arianti et al., 2019). It can be estimated that in 2017, there were approximately 170 million internet users in Indonesia. This number represents a significant proportion of the population, with approximately 95% of internet users in Indonesia accessing social media and having social media accounts. (Hijriyani & Astuti, 2020).

The extent of social media use among adolescent students has the potential to exert both positive and negative influences on their psychosocial development. On the one hand, the use of social media can facilitate social interaction, create a space for sharing information and experiences, and increase connectedness with peers (Valkenburg & Peter, 2011). The use of social media can serve as a conduit for adolescents to cultivate and strengthen their self-identity. The activities available on social media allow adolescents to explore their identity, express themselves, and receive feedback from their friends. (Nesi & Prinstein, 2015). In addition, social media has a global reach. The appropriate use of social media can facilitate the expansion of friendships and the acquisition of information from a worldwide perspective (Putri et al., 2016).

Social media offers a variety of conveniences and benefits when used judiciously. All phenomena, including social media, have both positive and negative effects. However, excessive social media use has been linked to several negative outcomes, including addiction, depression, anxiety, and other mental health concerns (Keles et al., 2020). In addition, adolescents who engage in excessive social media use often portray their daily lives in ways consistent with the prevailing trends and changes of the modern era. However, despite this outward appearance, many individuals fail to align their online personas with their real lives. Individuals display different characteristics in both the virtual and real worlds (Fronika, 2019).

In the context of education, especially in guidance and counselling services in schools, social media has the potential to be an effective tool in supporting the guidance and counselling service process. Counsellors are crucial in helping adolescent students manage their social media use in a healthy and productive manner. Counselors can develop preventive, curative, and developmental programs to minimize the negative effects and maximize the positive benefits of social media (Association, 2012). Adolescent students often face various challenges, such as academic pressures, interpersonal relationship issues, and mental health issues, such as stress and anxiety. In addition, adolescents often face emotional turmoil and other adolescent problems, especially social role conflicts (Pratiwi et al., 2024). Social media can be an alternative channel for school counselors to contact students, provide support, and facilitate more open and comfortable communication.

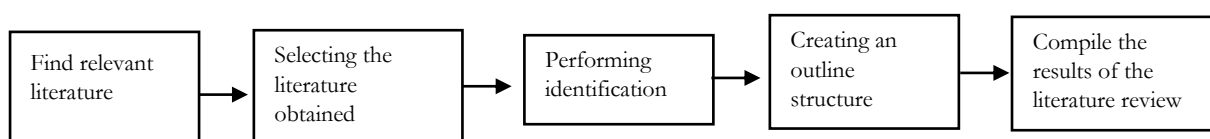
In the context of guidance and counseling services in schools, it is critical to understand the extent of social media use among adolescent students. School counsellors can integrate social media-related issues into guidance and counselling programs, such as providing education, individual or group counselling, and preventive interventions to help students manage their social media use (Boer et al., 2022). Researchers have identified potential benefits of integrating social media into guidance and counselling services for adolescent students. These benefits include increased accessibility to counselling services, enhanced communication between counsellors and students, and opportunities for students to receive support in a familiar and comfortable format (Kholiq & Solehuddin, 2020). One of the most notable and readily apparent consequences has been a significant increase in the use of social media among students (Kuss & Griffiths, 2017).

This study aims to illustrate the impact of social media use, particularly among adolescents, and the effectiveness of counsellor-led prevention strategies in guidance and counselling services in mitigating the negative effects of excessive social media use. Using social media in guidance and counseling services allows for greater outreach and engagement, as it can capture students' attention regarding current information to be discussed. It is also important to acknowledge that the increased use of social media in guidance and counseling services presents several challenges and potential risks (Khalaf et al., 2023). However, social media use also presents its own challenges. Therefore, it is important for counsellors providing guidance and counselling services to understand the dynamics of social media use among students and integrate it wisely.

## METHOD

The research methodology used is descriptive research using the literature review method. A literature review is a method that examines, identifies, and interprets the findings of previously researched literature (Hsieh & Shannon, 2005). The literature review method consists of five stages. The first stage is the identification of relevant literature. This is done by searching various sources such as Google Scholar, Science Direct, SpringerLink, and Directory of Open Access Journals (DOAJ). (2) Selection of literature for review: The research data is limited to the use of keywords, namely, "the intensity of social media use among adolescents," "social media among adolescents," "the role of guidance and counseling," and "preventive efforts of guidance and counseling teachers on students' social media use." Additionally, the search for articles is limited to the last five years, beginning in 2019 and extending to 2024; (3) Identifying related literature: The literature identified in the previous step is then reviewed to identify any relevant literature that may have been overlooked; (4) Creating an Outline Structure: The literature identified during the last two steps is then organized into a structured outline. The above steps are illustrated as follows.

**Figure 1. Stages of literature review research**



The literature review process produces secondary data studies, which are then used to examine the intensity of adolescent social media use and preventive efforts in terms of guidance and counseling.

## **RESULT AND DISCUSSION**

### **Social Media Concept**

With a population of over 270 million, Indonesia is the fourth most populous country in the world, ahead of China, India and the United States. Indonesia is also one of the countries actively promoting the development of the digital sector in various areas. The considerable number of social network users represents a significant opportunity for their utilization in different fields, including business, education, and politics. In the modern era, social media has become a central hub for digital activities among contemporary people. The use of smartphones has led to a shift in traditional priorities, with individuals increasingly engaging in digital and online activities for various purposes (Abdillah, 2022). Social media is an online medium easily accessible to users and facilitates communication conveniently. Another concept is that social networks are online media that enable social interaction. In practice, social media use web-based technology to transform communication into an interactive dialog (Widada, 2018).

Social media can facilitate various interactive activities in written, visual, and audio-visual formats, enabling exchange, collaboration, and the development of interpersonal relationships in multiple ways. Social media is defined by three fundamental elements: sharing, collaboration, and connection (Puntoadi, 2011). It is also important to note that social media has several distinctive characteristics, including the following: 1) network, 2) information, 3) archive, 4) interactivity, 5) simulation of society, and 6) user-generated content (Nasrullah, 2022).

### **The Intensity of Social Media Use in Adolescents**

Social media is a form of web-based service that allows individuals to create personal profiles, visit the profiles of people they are connected to, and share information (Nasrullah, 2015). Social media has become ubiquitous in contemporary life, especially among adolescents. The intensity of social media use among adolescents has increased significantly with technological advancements and increased internet accessibility. Recent research has examined the effects of social media intensity on adolescents. High levels of social media use have been associated with a decrease in self-awareness and an impairment in social interaction (Umami & Rosdiana, 2022).

A growing body of research suggests that adolescents who engage in intense social media use tend to have reduced direct social interactions and diminished social sensitivity (Ides et al., 2022). In addition, excessive social media engagement has been associated with an increased risk of mental health problems, particularly apathy, among adolescents (Pratama & Sari, 2020). In addition, research has shown a significant correlation between the intensity of social media use and feelings of loneliness and insecurity among adolescents (Abidah & Maryam, 2024). These findings underscore the potential negative effects of excessive social media use on adolescents' mental health and social interactions. Conversely, social media use has also been associated with poorer

adolescent sleep quality. A significant relationship was found between the intensity of social media use and poor sleep quality among students (Alfarizi et al., 2020).

The intensity of social media use is influenced by several factors, as outlined by (Muna, 2017). These include emotional processing. In addition, the following factors influence social media use: loneliness, alienation, boredom, tension, relaxation, anger, and frustration. Several factors that contribute to the uniqueness of social media over time also influence the extent to which individuals engage with it. One such factor is stepping out of the physical world and connecting with others in a virtual space. Individuals can temporarily disconnect from the real world, which may not be what they expect. The Internet offers a plethora of other entertainment services. This then becomes a factor that influences the use of social media. The environment that influences the effectiveness of social media use can be divided into the family and social environments. Social media allows individuals to communicate more effectively, make new connections, strengthen friendships, and cultivate a sense of belonging and recognition.

### **Counselors' Preventive Efforts**

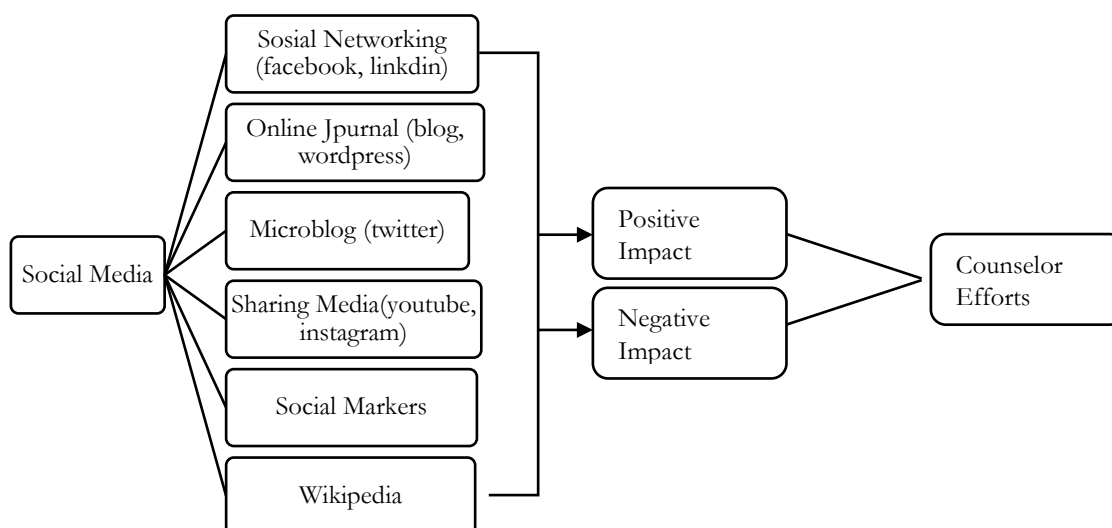
A substantial body of research indicates that counselors play a pivotal role in addressing the issue of adolescent social media use. To address this issue, counselors must have a comprehensive understanding of the prevalence of social media and its impact on educational institutions (Mullen et al., 2014). While social media provides remote counseling and mentoring opportunities, it also presents challenges. Chief among these is the blurring of the lines between private and public information, which has the potential to compromise the trust and confidentiality of the counselor (Okopi, 2014). Undeniably, counsellors need to employ various strategies to curb these behaviours. Preventive efforts that counselors can undertake include providing information services, whether on an individual or group basis and conducting supportive activities such as case conferences (Hasanah & Deswalantri, 2023). Furthermore, the correlation of several aspects with the use of social media also influences the effectiveness of the counselor's efforts. In addition, research has shown a positive correlation between academic procrastination and the intensity of social media use, emphasizing the need for counselors to address both issues simultaneously (Muslikah & Andriyani, 2018).

The potential for negative social media-related issues can be effectively mitigated through guidance and counselling services. Cognitive restructuring techniques are an effective method of reducing the intensity of social media use among students (Yasser, 2019). Additionally, counsellors employ behavioural and eclectic approaches to prevent moral degradation and minimise opportunities for unrestricted socialisation (Nur, 2020). The implementation of self-management strategies in individual counseling is effective in mitigating social media addiction among high school students (Vernanda & Muis, 2020). Additionally, peer counsellors can play a pivotal role in mitigating online gaming addiction among children, as they often can exert a significant influence on their peers' behavior (Trisnani & Wardani, 2018). This initiative aims to provide students with guidance on the responsible use of social media during the learning process and reduce its negative impact on academic performance.

A literature review indicates that a significant proportion of teens are enthusiastic about using social media, and many have developed a sense of obligation to engage with various platforms.

Teenagers' use of social media encompasses a range of activities, including long-distance communication, writing daily stories, sharing content related to multiple aspects of daily life, and so on. However, the different offerings have been found to have both positive and negative effects on users, especially in the context of the digital age, where social media has become inextricably intertwined with modern life. The following section describes social media's various effects on users and counsellors' efforts to address these effects.

**Figure 2. Concept of Social Media and Counselor Efforts**



As shown in the figure above, both positive and negative effects require the involvement of counselors. The results of the literature review indicate that the intensity of social media use impacts the lives of adolescents, underscoring the need for guidance and counseling professionals to implement preventive measures. Findings from empirical studies that examine adolescent social media use and guidance counsellors' prevention efforts are presented below.

**Table 1. The results of related research studies**

No	Research Results	Impacts
1	TikTok is a platform for disclosing personal information. The practice of self-disclosure on TikTok has been identified as a potential concern, as evidenced by the prevalence of content that has garnered significant attention and negative social commentary (Safitri et al., 2021).	The detrimental effects will become a new norm, a cultural phenomenon perceived as acceptable by younger demographics and other social media users.
2	A correlation has been identified between perceptions of the credibility of beauty vloggers and the use of makeup (Rachmawati & Pradekso, 2019)	The potential impact of this research is the increased interest in makeup as a source of information. Furthermore, makeup has been observed to enhance interest among school-aged adolescents in using makeup.
3	A positive and significant correlation exists between the intensive use of Facebook apps and social sensitivity. In other words, the more frequently adolescents utilise Facebook	In practice, when students engage with Facebook on their mobile devices, they tend to interact less, exhibit a reluctance to communicate directly, demonstrate a lack of



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	applications, the higher their level of social sensitivity towards others (Nalle et al., 2023)	engagement with assignments from educators, and evince a diminished interest in classmates. Adolescents perceive Facebook as a more liberating environment for social interaction than the physical world.
4	The findings indicate a notable positive correlation between Instagram usage and impulsive purchasing behaviour among adolescent females in Jakarta (Marwa et al., 2021)	Instagram's alluring visuals can lead users to impulse purchases, particularly when accompanied by discounts or other incentives.
5	The intensity of Twitter use has a pronounced and substantial impact on self-disclosure. The effects are contingent upon the content, duration, and frequency of Twitter use (Salsabila, 2023)	The information disclosed on social media may be of a personal nature that is already common knowledge among followers or may even be of a private nature that should not be shared with others.
6	The utilisation of social media has the potential to influence student learning outcomes. The utilization of social media as an external variable has been demonstrated to impact student learning outcomes. The dearth of social media utilisation among students renders learning outcomes intriguing yet simultaneously diminishes them (Ramly & Ayu, 2022)	Learning outcomes are influenced by a multitude of factors. The use of social media can be identified as one such factor, which may either facilitate or impede the attainment of optimal learning outcomes.
7	The intensity of Instagram usage exerts an influence on conformity and, consequently, on consumptive behavior in adolescents (Khrishananto & Adriansyah, 2021)	The extent of Instagram usage is a significant factor influencing adolescent consumption patterns, which are shaped by social influences and conformity.
8	Research shows that the intensity of social media use and social environment significantly influences FoMO behaviour, contributing to 80.1%. This phenomenon occurs at all ages but is more common in adolescents and young adults (Dewi et al., 2022)	FoMO, or the desire to stay connected to what others are doing, is caused by the increasing duration of social network use.
9	There is a significant negative relationship between the intensity of TikTok use and adolescent self-control in Nagari Simpang Kapuak, Kec. Mungka, Kab. Lima Puluh Kota. The higher the intensity of TikTok use, the lower the self-control of adolescents, and vice versa (Afrelia & Khairat, 2022)	For individuals who can control themselves or are in high self-control, it will decrease the intensity of using social media (tiktok).
10	The use of social media has been demonstrated to exert a considerable influence on the emotional development and anxiety levels of adolescents. Individuals who spend a significant amount of time on social media have been found to exhibit heightened levels of anxiety and emotional volatility (Simanjuntak et al., 2024)	The portrayal of idealized beauty on social media, which often features images of teenage girls with Caucasian skin and tall height, can contribute to anxiety and comparison among adolescents.

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Table 1 illustrates that social media has a multifaceted impact, with positive and negative consequences emerging from various research studies. Mobile phone use also affects mental health and well-being. It has been proven that there is a strong relationship between emotional well-being and productive performance (Pratiwi & Setiyowati, 2024). Moreover, an overview of studies examining counsellors' strategies for addressing social media-related challenges and the role of social media in enhancing counsellor services in academic settings will be provided.

**Table 2. Related Research Results**

No	Research Results	Counselor Effort
1	Counsellors have an important role in monitoring adolescents' use of social media because it is easy for adolescents to be influenced by unlawful associations. Therefore, counselors need to provide preventive measures so that social media does not hinder the psychological development of adolescents (Fadli et al., 2024)	a) Preventive measures: Provide information and guidance services to adolescents on the dangers of excessive online interaction and how to use social media properly to avoid negativity in cyberspace. b) Repressive Action: Taking action against violations of social and moral norms to create a deterrent effect on youth. c) Curative measures: Guiding young people who have made mistakes to prevent them from spreading and to ensure their psychological and moral development.
2	The close collaboration between counseling and Islamic education teachers at Shailendra Palembang is key to successfully addressing social media issues among junior high school adolescents. Their integrated approach helps adolescents face practical challenges and provides a foundation of values to build wise, responsible, and empowered individuals in the digital age (Marlia et al., 2023)	Preventive efforts in school counselling programs include information provision, group counselling, and mediation services. Suppressive efforts include home visits and individual and group counseling. Curative efforts include case conferences and case referrals.
3	One of the services provided to students, group counseling, is very effective in delivering understanding to students as well as increasing their knowledge about the positive and negative effects of social media addiction (Perdana, 2022)	The guidance and counselling teacher's strategy for helping students avoid social media addiction is to make preventive efforts through group counselling.
4	Online counseling (e-counseling) is effective in helping students overcome problems during the COVID-19 pandemic, which requires a response from counseling teachers by providing online-based counseling services (Handika & Herdi, 2021)	The use of social media in providing services in the form of online counseling during the Covid-19 period.
5	Corrective action research with classical guidance using the brainstorming method showed a significant increase in the understanding of Generation Z students and the performance of guidance teachers related to the impact of smartphones and social media in Class XII MIPA, SMAN 4 Kota Bima in Semester 1 of the 2020/2021 academic year (Sarifuddin, 2021).	Classical counseling with the brainstorming method aims to create a comfortable atmosphere. Counselees are more open to expressing themselves, including their problems and creative ideas related to everyday problems such as those at home, school, or the community.



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6	Limiting or reducing students' ability to use social media freely. This activity involves time restrictions and cooperation between teachers, parents, and student character building related to discipline and new habits (Nur, 2020)	Counselors make preventive efforts by limiting the free use of social media; it seems that students are not busy holding or walking around with cell phones.
7	After providing cyber-guidance-based group guidance services via WhatsApp, there was a significant decrease in impulse buying, indicating that online guidance and counseling services can be an effective alternative to prevent the spread of the Covid-19 virus (Agisni et al., 2020)	Social media, such as WhatsApp, is also an alternative solution. It provides guidance services to individuals to reduce impulse buying on Instagram.
8	Social, personal guidance using self-management techniques effectively reduces addiction to social media use in MAN 1 Majalengka students. Students face challenges such as low motivation to learn, reduced social interaction, difficulty controlling time spent on social media, and irregular sleep patterns (Nurmala, 2021)	Counsellors try to help students overcome their addiction to social media by providing counselling services using self-management techniques.
9	Reality group counseling is effective in reducing social media dependence among college students (Mooy et al., 2023)	Pretest scores showed a 67.5% dependence on social media and a 28% decrease in dependence, resulting in a 39.5% posttest score.
10	The role of guidance teachers is important in providing classical guidance services to students to prevent excessive narcissistic behavior, which can have an impact on mental health and personality disorders. BK teachers can provide services such as reality counseling and use group counseling with film media (Khadijah & Arlizon, 2022)	Guidance and counselling services by counsellors can be used to overcome one of the problems caused by social media, which is narcissism.

Based on the table above, it can be concluded that there are many preventive efforts made by school counselors to overcome problems related to social media. Efforts that have been made in the research that have been found are services with reality group counselling, educational cinema group counselling, counselling with self-management techniques, providing information services, home visits, and classical counselling. In addition, social media is also used by counsellors to provide guidance and counselling services, making it easier for counsellors to facilitate counsellors in the present by using technology. Counsellors use social media to implement online counselling (e-counselling), electronic-based modules, and counselling services through WhatsApp.

Recent trending studies highlight the significant impact of excessive social media use on adolescent development. Excessive social media use correlates with increased anxiety and depression among adolescents, with developmental factors such as age and gender moderating this relationship (Nur Cahya et al., 2023). Social media intensity and content play an important role in shaping new social norms and behaviours, particularly among adolescents, affecting many aspects such as social interactions, lifestyles and communication patterns (Reza Septriawan, 2024). Furthermore, social media contributes to adolescents' engagement in cybersex, which is influenced by factors such as self-control, peer pressure, family environment, and internet access (Masud, 2024). These findings underscore the need for targeted interventions to promote digital literacy, support adolescent well-

being in digital environments, and provide guidance for parents and educators in understanding the influence of social media on teenage behavior (Hermawan & Nurohman, 2024).

In various studies on the intensity of social media use among adolescents, it has been found that excessive use can contribute to mental health problems, such as anxiety and depression. Therefore, schools must implement effective guidance and counselling services as preventive measures. Counselors should also be able to recognize the signs of mental health disorders, and monitoring of the implemented programs is also necessary to reduce the negative impact of social media use.

## CONCLUSION

The intensity of social media use among teenage students is an inevitable phenomenon in today's digital age. Social media offers many benefits, including improved digital skills, learning opportunities, and social connectivity. However, excessive use of social media also has negative effects on users, especially teenagers, such as poor concentration, mental health problems, and privacy threats.

Therefore, school guidance and counselling services become crucial in preventive efforts to manage social media use among adolescent students. School counselors need to provide appropriate education on the wise use of social media, set healthy boundaries, and provide emotional support for students who experience negative effects from social media use. Schools can help students develop positive and healthy social media use habits through open communication and structured counselling programs.

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