



The Role Of Social Media In Shaping Adolescent Prosocial Behavior

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Abstract

Introduction to The Problem : Social media is increasingly needed in everyday life for communication activities, socialization, and social media can't be denied has a huge influence on teenagers. **Purpose :** The aim of this study is to study the impact of social media on adolescent prosocial behavior. **Design/methods/approach:** This research data is collected using the method of literature study or also known as library research. Data is analyzed discreetly to the content of the data that has been collected. **Findings :** The results show the positive and negative impact of social media content on improved prosocial behavior. **Research implications/limitations:** This study is too general, not specific to a particular subject, such as a junior high school or a junior junior, so the conclusions of the study are generic. **Originality/value :** The study concluded that social media, if used properly, would be an effective tool for raising social awareness and concern among teenagers.

Keywords : Social Media, Prosocial Behavior, Social Awareness, Social Care, Teenagers.

Introduction

Teenagers today grow up in an era where digital technology and social media are part of everyday life. Interpersonal communication is no longer limited to live meetings, but also through social media platforms like Facebook, Instagram, Whatsapp, Line and Twitter. These phenomena change the way humans as social beings interact, creating new opportunities to spread social messages and influence behavior.

Social media is not only a tool for sharing information, but also a space where social values and norms can be exchanged and strengthened. Besides, social media is also an alternative to learning (2021) and Pujiyono, dkk (2022). Content displayed on social media has great potential to influence the worldview and behavior of individuals, including in terms of prosocial behaviour. Several studies that study the impact of social media on adolescent negative behavior have been carried out by Villiard and Moreno (2012) Major findings suggest that while social media can provide benefits such as improved social connectivity and access to information, social media also presents significant risks.

These risks include exposure to cyberbullying, the promotion of harmful behaviour such as substance abuse, and the potential for increased anxiety and depression among adolescents. The study emphasizes the need for better understanding and management of these negative effects to protect adolescents from the negative impact of social media use.

A study by Gentile et al (2009) highlighted the importance of video game content and its potential to positively influence player social attitudes and behavior. These findings are relevant to game developers, educators, and parents in choosing and recommending video games that can help develop social skills and empathy in children and adolescents.

The results of a study by Greitemeyer and Osswald (2010) show that exposure to video game content can direct individuals to engage more in real-life action. It shows that interactive media like video games can have a positive impact on the attitudes and social behavior of players.

Three of the above studies show that exposure to positive content in social media can enhance kindness and involvement in prosocial actions. Despite its positive potential, the influence of social media on prosocial behaviour can also face challenges, such as the dissemination of invalid information or support for negative behavior. Therefore, research is needed to understand in depth how the use of social media affects the social attitudes and behavior of the younger generation.

Understanding the impact of social media on prosocial behavior, this study is aimed at studying the Role of Social Media in the Formation of Prosocial Behavior. So to provide insight into understanding its impact on social behaviour, which includes actions such as helping, sharing, and supporting others, has an important role in shaping healthy social relationships and the well-being of individuals and societies as a whole. However, along with the popularity of social media, concerns have also emerged about its potential negative influence on adolescent social behavior, including a decreasing tendency to prosocial behaviour. By exploring how content and interactions in social media can influence prosocial attitudes and actions, this research can provide. So the use of social media is more responsible and productive than social media platforms for teenagers. So the aim of this study is to study the impact of social media on adolescent prosocial behavior.

Literature Review

Prosocial behavior

Prosocial behavior is a voluntary act performed by someone to help or benefit others, without expecting any reward. This definition covers various forms of action such as helping, sharing, contributing, providing support, and collaborating. Prosocial behavior is considered important in building positive social relationships and promoting community well-being (Dovidio dkk, (2006), Eisenberg and Mussen, (1989) and Batson (2011).

Dovidio, dkk (2017). Defines prosocial behavior as an action taken to help others without any apparent reward. Various factors that motivate prosocial behavior, namely empathy, social norms, and situations.

Batson (2011) explains that prosocial behavior is often driven by altruistic motivation, namely the desire to help others for their own good, not for personal gain.

According to Eisenberg and Mussen (1989), defines prosocial behavior as an action intended to benefit others. Prosocial behavior has a wide range of activities, including sharing, comforting, rescuing, and helping. (helping). Any voluntary behavior intended to benefit others.

According to Knickerbocker (2003), prosocial behavior is not the same as altruism. Prosocial behavior refers to a pattern of action, while altruism is the motivation to help others. He gives an example, giving an anonymous donation has two aspects. Giving a donation is a prosocial act, and the motivation to be unknown is a form of altruism.

Based on the above description, it can be concluded that prosocial behavior has a broad scope of action based on the desire to help others through various ways in various areas of human life. The desire to help others without expecting reward from those who are helped.

Social Media

According to Kottler and Keller (2016), social media is the media used by consumers to share text, images, voices, videos and information with others.

Suragatansih (2020) explains that social media can be used by pupils when it is used to find positive and useful information in learning. The positive impact of using social media for the benefit of learning is becoming an intelligent pupil.

The We Are Social report shows that the number of active social media users in Indonesia is 167 million people by January 2023 (Social Media Users in Indonesia, 2023). This shows that the use of social media in Indonesia has spread massively across society, including among teenagers. So social media can influence user behavior positively or negatively.

Indonesia is a country that respects the moral principles contained in the Pancasila. These moral values cover all aspects of human life in nation and state societies, including the values that govern justice, divinity, humanity, and nationality. However, with the advances of the times, especially technological advances, the ethics of the nation, especially the younger generation, seemed to have disappeared.

Putri, dkk (2016) explains the variety of Social Networks - Types of Social Media, the classification of various social networks according to their functions and uses: (a) Collaborative content (for example, Wikipedia), (b) blogs and microblogs (for instance, Twitter), (c) social news networking sites (e.g. Digg), (d) video content (eg. YouTube), (e) social networking websites (eg., Facebook), (f) virtual games (eg, World of Warcraft), (g) virtual social world sites (contohnya, Second Life)

Social media usage requires a consciousness to be responsible which means using social media as an ethical user, producer, or consumer, and understanding the purpose of digital usage, the content that is discussed, and the impact of social media interactions. To avoid problematic use or addiction or abuse, while proactively engaging in prosocials such as paying attention to other people's behaviour, doing good. Social media use is problematic or addictive, current research refers to the influence of social media use that indicates a lack of control over certain types of behavior that will persist from time to time. Such behaviors will have adverse consequences clinically, psychologically, personally, for social media users. Current research assumes that the influence of social media abuse can be a form of verbal, physical, or sexual violence that occurs on any platform that is done online.

According to Pujiyono, dkk (2022) how to use digital technology safely and comfortably. This is important because the negative side of the use of technology has an impact both psychologically and physically.

Although a small proportion of young people who hope in the future show moral decadence, it is unfortunate and even undermines the credibility and authority of the world of education. Students who were supposed to show attitudes and actions charged with noble morality acted in the opposite way. As part of the world of education, we must feel anxious and responsible for this. (Iskarim, 2016).

This study explores in depth how social media has become one of the influences for altruism and prosocial behavior among adolescents. Given the advances of communication technology and the spread of information streams that are difficult to accommodate, making adolescents mentally unprepared to receive raw all the information that has been circulating.

Teenagers

According to the WHO, adolescents are in the age range of 10 to 19, and adolescence is the life phase between childhood and adulthood, from 10 to 19 years. Adolescence is a unique stage of human development and an important time to lay the foundations of good health. Adolescents experience rapid physical, cognitive and psychosocial growth. It affects the way they feel, think, make decisions, and interact with the world around them. According to the Rules of the Minister of Health of RI No. 25 of 2014, adolescents are the age group from 10 to 18 years.

According to Hurlock (1973), adolescence is the period of individual development from puberty to adulthood. Hurlock explains that adolescence is a period of transition from childhood

to adulthood characterized by significant physical, psychological, and social changes. During this period, adolescents experience rapid growth in height and weight, hormonal changes that affect sexual development, and development of cognitive and emotional abilities. They also began to search for self-identity and independence, often through exploration of various social roles and values. Furthermore, Hurlock also stressed the importance of the role of the environment, such as family, school, and peers, in influencing adolescent development. Interaction with this environment helps adolescents develop identities and social skills that are essential for adult life. (Hurlock,1973). The social development of adolescents is a process in which young individuals begin to adapt to the social norms, values, and expectations that exist in their societies.

1. **Self-identity search:** Teenagers begin to develop a more distinct and stable personal identity. They explore different roles and try to understand who they really are. This includes developing a different sense of self from parents and families.
2. **Relationships with peers:** Friendship becomes crucial during adolescence. Teenagers often spend more time with peer friends than with family, and these relationships help them learn social skills, share values, and get emotional support.
3. **Development of Independence:** Adolescents seek to be more independent of parents and families. This involves greater decision-making, greater responsibility, and the ability to regulate themselves.
4. **Understanding and Acceptance of Social Values:** Adolescents begin to develop a deeper understanding of social norms, ethics, and values of society. They evaluate and, sometimes, challenge these values as part of the process of finding their own identity.
5. **Changes in family relationships:** Relationships between adolescents and family members, especially parents, are changing. Teenagers are beginning to seek more freedom and autonomy, which can lead to conflict but also help in the development of independence and self-identity.
6. **Social Skill Development:** Through interaction with peers and other adults, adolescents develop important social skills such as communication, empathy, cooperation, and the ability to form and maintain healthy relationships.

Methods

According to Zed (2003), the library method is a type of qualitative research method that uses archives, libraries, and other similar spaces for research. Various types of resources can be used in library research, such as books, journal articles, official documents, newspapers, and electronic sources. The library material obtained from these various references is analyzed discreetly, critically and in depth to support the proposition and ideas. Analyze collected data by organizing information, identifying themes and patterns, as well as methods for evaluating and interpreting data.

Result and Discussion

A study by Bhadra and Kumar (2023) found that social media has a positive impact on the development of prosocial behavior among adolescents, although it also presents some challenges. The research suggests the need for programmes and policies that maximize the prosocial potential of social media while reducing risks.

The results of research conducted by Hamid, dkk (2015) show that the younger generation of social media users also have a tendency to prosocial behavior associated with the habit of contributing to others in need. About 77 percent of respondents said they agreed or strongly agreed with the habit of contributing to others, and they were used to contributing. Voluntary attitudes are also an important component in determining whether the younger generation of social media users has a tendency to prosocial behavior. The results of the study Hamid, dkk (2015) are inconsistent with the results of Lasmin, Dkk (2020) entitled Correlation Between Intensity of Social Media Usage and Prosocial Behavior in Students. This study found that there was no relationship between the intensity of social media use and prosocial behavior among students. Despite the intensity variable, social media users have an effective contribution of 1.3% to prosocial behavior.

Rusnali (2020) in his research entitled *Social Media and the Moral Decadence of the Younger Generation* concludes that the development of information technology has become a necessity that cannot be slowed down. Information has become a basic need for modern society today. A variety of social media applications have emerged to meet the needs of the information market. Social media gives every user the freedom to exchange information, both personally and publicly. It helps people to meet the need for accurate and quick information. Unfortunately, the information circulating on social media is not all true.

Cahyono's conclusion (2016) in an article entitled *The Impact of Social Media on Social Change in Indonesia* concludes that the positive impact of social media is that it makes it easier for us to interact with more people, widen the interplay, distance and time is no longer a problem, it is easier to express ourselves, the dissemination of information can take place quickly, the cost is cheaper. While the negative impact of social media is vulnerable to the negative influence of others. The existence of social media has affected social life in society. Changes in social relationships or as changes in the balance of social relations and all forms of changes in institutions of society within a society, which affect its social system, including values, attitudes and patterns of behavior between groups in society. Positive social changes such as the facility of obtaining and accessing information, gaining social and economic benefits, while negative social changes tend to be the emergence of social groups that override religions, tribes and patterns of behaviour that sometimes deviate from existing norms. (Cahyono, 2016).

Mass media such as television and the Internet can be a source of antisocial and other negative behavior, so the logic of mass media should also be the source of prosocial behaviour and other positive behaviors. So encourage the emergence of prosocial behavior (Hamid, dkk 2015). Social media plays a crucial role in strengthening prosocial behavior over the challenges faced by its users. Social media today facilitates the search for information, and transactions of ideas that help in the formation of identity, the development of aspirations, and the involvement of peers. The younger generation faces a variety of challenges in social media that can hinder efforts to promote prosocial behavior.

Conclusion

Based on the results and interpretation presented, it can be concluded that social media plays a major role in the formation of adolescent prosocial behavior. This study shows a positive impact between the use of social media and the increase of prosocial behaviour in adolescents. Responsible social media use can increase social awareness and concern for others. Therefore, it is important for the younger generation to be more sensitive to the environment, participate in social activities, and use social media positively to promote prosocial behaviors.

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