The analysis of the social media impact on the millennial generation behavior and social interactions

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Article Info

ABSTRACT

Social media is used to obtain various information and is also used to interact with other people. Even though they are in different regions and even countries, interactions can still be done by utilizing this technology. Even the latest news developments, quality improvements, and business-related dissemination have been effectively using social media platforms. This development makes social media one of the most dominant technology platforms for internet use. Nevertheless, in some cases, there are negative impacts that arise from social media use, especially those related to the interaction between users in it. The millennial generation, who are the primary target users of this platform, felt a significant impact. This article aims to analyze the general impacts of social media use on millennials regarding social behavior and interactions. The views of the analysis of this manuscript are seen from various points of view.

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Introduction

The development of technology and information over time has removed boundaries between countries, not even looking at people as rich or poor as if they were all equal (Kannan, Gheena, & Lakshmanan, 2020; Schmidt & Kaess, 2020; Scully, Swords, & Nixon, 2020; Steinsbekk et al., 2021). So much is caused by it all, especially in the lifestyle, behavior of the younger generation or millennial generation (Davis, Ports, Basile, Espelage, & David-Ferdon, 2019; Zdanowicz, Reynaert, Jacques, Lepiece, & Dubois, 2020). The younger generation's lifestyle is currently heavily influenced by social media and technology, both in the form of norm values, behavior, culture, and hobbies can be influenced by the development of technology and social media (Ardi, Putra, & Ifdil, 2017; Ardi & Sukmawati, 2017; Ardi, Sukmawati, et al., 2018; Ardi, Viola, & Sukmawati, 2018).

Nevertheless, on the other hand, one phenomenon that occurs is that globalization and technological development has given to the millennial generation. This generation uses much technology both in the field of information and communication. The technology of Email, SMS, instant messaging, and social media such as Facebook and Twitter and Instagram often used as a means of communication (Afifi, Zamanzadeh, Harrison, & Acevedo Callejas, 2018; Jennings & Wartella, 2012). This phenomenon happened as a manifestation of the internet boom conditions for the millennial generation (Ardi, 2019).

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Millennials tend to spend more time using social media than interacting directly. The problems that often arise to this generation are using a lot of instant communication technology that causes each individual's behavior to change (unstable). Even in their communication patterns, they are very open with new things compared to previous generations (Ayish & Alnajjar, 2019; Gokhale, 2019; Koufie & Kesa, 2020; Mergler, 2019; Tejedor, Bugs, & Luque, 2019). They tend to become fanatical social media users, and their lives are significantly affected by technological developments (Cordero, Chiuminatto, Duncan, & Vera, 2020; Harmel & Yeh, 2019; Masi, 2018; Pérez, Oñate, & Camussetti, 2018; Syahniar, Ifdil, Afdal, & Ardi, 2018).

The millennial generation should be able to control their behavior and be able to control themselves (Alley et al., 2020; Gokhale, 2019; Polskaya & Yakubovskaya, 2019). Millennials must also interact in the social environment they live in; they must behave well to their parents and others (Ardi et al., 2017; Ardi & Sukmawati, 2017; Ardi, Sukmawati, et al., 2018; Ardi, Viola, et al., 2018). Millennials must learn to divide their time to socially control themselves not to follow wrong actions in social media. Being more concerned with the surrounding environment and having acceptable norms as a human being does not only focus on gadgets for playing social media (Cataldi & Dominighini, 2018; Cordero et al., 2020; Dalessandro, 2018; Galeshi, Sharman, & Cai, 2018; Masi, 2018; Restuccia & Double, 2018). Parents' and teachers' important role is to help millennials control themselves and direct them to know and apply ways of behaving and interacting with others. Therefore, this manuscript aims to analyze and discuss the millennial generation interacting on social media and know-how to use social media as information media well and know how social media can change a person's behavior (Castela & Costa, 2019; Cataldi & Dominighini, 2018; Dalessandro, 2018; Gokhale, 2019; Harmel & Yeh, 2019).

Millennials tend to spend more time using social media than interacting directly (Castela & Costa, 2019; Cataldi & Dominighini, 2018; Dalessandro, 2018; Gokhale, 2019; Harmel & Yeh, 2019). The problems that often arise to this generation are using a lot of instant communication technology that causes each individual's behavior to change (unstable) (Berkovits, Moody, & Blacher, 2020; Constante, Cross, Medina, & Rivas-Drake, 2020; Deimazar, Kahouei, Forouzan, & Skandari, 2019; Restuccia & Double, 2018; Shimotomai, 2020; Steinsbekk et al., 2021; Ungar, Connelly, Liebenberg, & Theron, 2019). Even in their communication patterns, they are very open with new things compared to previous generations. They tend to become fanatical social media users, and their lives are significantly affected by technological developments. The millennial generation should be able to control their behavior and be able to control themselves (Massing-Schaffer & Nesi, 2020; Storer, McCleary, Pepin, & Stallings, 2020; Zarouali et al., 2020; Zdanowicz et al., 2020). Millennials must also interact in the social environment they live in; they must behave well to their parents and others. Millennials must learn to divide their time to socially control themselves not to follow wrong actions in social media. Being more concerned with the surrounding environment and having acceptable norms as a human being does not only focus on gadgets for playing social media. Parents' and teachers' important role are to help millennials control themselves and direct them to know and apply ways of behaving and interacting with others. Therefore, this manuscript aims to analyze and discuss the millennial generation interacting on social media and know-how to use social media as information media well and know how social media can change a person's behavior.

Discussions

Understanding and development of social media

Social media is an online media used by its users and can easily participate, share, and create content, including blogs, social networks, wikis, forums, or other virtual worlds. Instagram, Twitter, Facebook, Youtube, Google Search, and others are the most common form of social media used by people worldwide (Massing-Schaffer & Nesi, 2020; Schmidt & Kaess, 2020; Scully et al., 2020; Steinsbekk et al., 2021; Thorisdottir, Sigurvinsdottir, Asgeirsdottir, Allegrante, & Sigfusdottir, 2019). Social Media invites anyone interested in contributing to its contributions and feedback, commenting, and sharing information quickly and unlimitedly.

Nowadays, technology, the internet, and mobile phones are advancing, and social media proliferates (Fabris, Marengo, Longobardi, & Settanni, 2020; Kannan et al., 2020; Koufie & Kesa, 2020). Nowadays, if users want to access Facebook or Twitter, they can open or access it anywhere and anytime, just by using a mobile phone so fast. People can access social media, resulting in a massive information flow in many developed countries. Because the speed of social media also began to appear to replace the role of conventional mass media in spreading the news (Hamilton et al., 2020; Polskaya & Yakubovskaya, 2019; Thorisdottir et al., 2019; Walsh, 2017).

The development of social media is swift because everyone can have their media in their ways. A social media user can access social media through an Internet network even if it is slow to access, without the vast

cost, without expensive tools, and employees (Hamilton et al., 2020; Polskaya & Yakubovskaya, 2019; Thorisdottir et al., 2019; Walsh, 2017). As social media users, users can freely edit, add, modify, write images, videos, graphics, and various other content models.

Especially in Indonesia, social media is multiplying following Internet access to users in Indonesia and developing Internet infrastructure in Indonesia, such as WiFi access, fiber network, and so forth. According to the Indonesian Internet Service Provider Association (APJII), in 2018, approximately more than 98 million Indonesian people are connected to the internet. As many as 95 percent of the activity they do is to open social media. Even Indonesia is predicted to be the country with the most active social media users and at the most. One of the most powerful reasons why it can happen is because mobile internet devices are getting affordable for the community, thus allowing network penetration in a broader user (Polskaya & Yakubovskaya, 2019; Tejedor et al., 2019; Thorisdottir et al., 2019).

Benefits and negative impacts of social media
Social media has several benefits for adolescents. Moreover, these benefits have been felt by some adolescents when they use social media (Davis et al., 2019; Deimazar et al., 2019; Guerrero Pérez, 2018; Jankowski et al., 2018; Masi, 2018; Meyer, 2018; Pearson, 2018). Teenagers can easily search and obtain general information, such as the latest news, entertainment, hobbies, information about the outside world, and others. Nevertheless, it should be noted again that information obtained by adolescents is often not appropriate for their age. So this can influence teenagers to do the same with the information they get (Cerutti et al., 2019; Cristiano & Atay, 2019; Gómez-López, Viejo, & Ortega-Ruiz, 2019; Mikhaylovsky et al., 2019; Tejedor et al., 2019).

Teenagers can easily find information related to school assignments and lessons on social media (Ardi et al., 2017; Ardi & Sukmawati, 2017; Ardi, Sukmawati, et al., 2018; Ardi, Viola, et al., 2018). To obtain information related to school assignments and lessons, children and adolescents often exchange information related to school assignments and lessons with their friends using social media such as Whatsapp, LINE, and BBM (Cerutti et al., 2019; Cristiano & Atay, 2019; Gómez-López et al., 2019; Mikhaylovsky et al., 2019; Tejedor et al., 2019). Besides, they also use a browser to get complete information.

Also, teenagers can be connected easily by family and friends who are far or near. Social media is often used by adolescents to ask questions about one another's news or keep the kinship from breaking (Constante et al., 2020; Kannan et al., 2020; Louragli, Ahami, Khadmaoui, Aboussaleh, & Lamrani, 2019; Mergler, 2019). Teenagers use social media to provide information or the latest news about events around them. Teenagers use social media to watch tutorial videos and music videos on YouTube. When children and teenagers use social media to watch tutorial videos, they can feel good benefits, such as watching video tutorials for making cakes (Cristiano & Atay, 2019; Kannan et al., 2020; Scully et al., 2020; Thorisdottir et al., 2019; Zdanowicz et al., 2020).

As a medium for disseminating information, up to date information is very easy to spread through social networking sites (Barthorpe, Winstone, Mars, & Moran, 2020; Ben-Itzhak, Koller, & Zachor, 2020; Crandall, Magnusson, & Novilla, 2018; Gray & Pigott, 2018; Herrera, Benjet, Méndez, Casanova, & Medina-Mora, 2017; Lamblin, Murawski, Whittle, & Fornito, 2017; Machell, Disabato, & Kashdan, 2016; Masi, 2018). Only within a few minutes after the incident, users have been able to enjoy the information. They are expanding the network of friends. Using social networking, users can communicate with anyone, even with people they do not know from various parts of the world. Social networking sites make adolescents more friendly, attentive, and empathetic to develop skills and social (Calancie, Ewing, Narducci, Horgan, & Khalid-Khan, 2017; Mikhaylovsky et al., 2019; Tejedor et al., 2019; Vanden Abeele, 2016; Wood, Bukowski, & Lis, 2016). Users can learn how to adapt, socialize with the public, and manage friendship networks. Internet as a communication medium, every internet user can communicate with other users worldwide—data exchange media. Using a network of websites, internet users around the world can exchange information quickly and cheaply. Furthermore, social media can also be used as promotional media in business (Ardi et al., 2017; Ardi & Sukmawati, 2017; Ardi, Sukmawati, et al., 2018; Ardi, Viola, et al., 2018; Fontalba-Navas, Gil-Aguilar, & Pena-Andreu, 2016; Garaigordobil & Martínez-Valderrey, 2016; Lamblin et al., 2017; Machell et al., 2016; McCrae, Gettings, & Pursell, 2017).

The positive impact itself is that it can receive information or news from anywhere quickly without waiting long. If users abuse social media for the adverse effects, they will cause quarrels and divisions between individuals and can even be snared into the current legal channels. Cases like this are undoubtedly familiar to users of social media (Musa, Saidon, & Rahman, 2017; Singh, 2016; Vanden Abeele, 2016). Lots of cases occur due to the misuse of social media. This abuse can cause quarrels among social media users. Only by arguing about someone or posting photos/videos on social media cannot be accepted by the owner of social media and then reported to the authorities. Many social media abuse waves, such as kidnapping through the

introduction mode on Facebook, Twitter, Instagram, or others. There are many more cases regarding the misuse of social media, such as fraud in online shopping, introduction to fake accounts that put up fake photos (Musa et al., 2017; Singh, 2016; Vanden Abeele, 2016).

This phenomenon makes social media users more careful and smarter to use it. From this, a person can be charged with punishment (Crandall et al., 2018; Dissanayake & Nasr, 2014; Machell et al., 2016; McCrae et al., 2017; Salge, 2014). Users need to know now that social media can influence the public's views on anything. Any users express on social media, such as comments, photo posts, videos, and comments, can influence others' thoughts (Crandall et al., 2018; Dissanayake & Nasr, 2014; Machell et al., 2016; McCrae et al., 2017; Salge, 2014). For example, users post a photo with a caption that is not good to read; indeed, people who are friends with him/her think that him/her am a person who is not right, and users need to remember that social media is also without restrictions. Hence, if users use it, it is not following social media's ethics well, then they will get harmful effects. For example, other users post things that smell hatred, insulting their body shape through comments on a social media platform. People who take photos or post it read and feel stressed to depression even to suicide because of comments.

The influence of social media on adolescent's social behavior and interactions
In social media, anyone can post anything they want, including things related to their hobbies, daily work, and life, all of which can be easily visible to everyone (Ayish & Alnajjar, 2019; Castela & Costa, 2019; De & Chatterjee, 2018; Frydenberg, 2018; Masi, 2018; Restuccia & Double, 2018). Social media platforms like Instagram, Twitter, Facebook, and others can easily relate to other people living in the world. They can relate, interact easily without having to go to their country to meet or interact. Many people who use social media tend to ignore others' behavior; they like to throw spicy comments when they do not know each other. Social media should be used to conduct positive activities such as sharing knowledge and sharing helpful things (Scully et al., 2020; Storer et al., 2020; Zarouali et al., 2020).

On this social media platform, users cannot behave on others because, logically, only a few million people know ourselves, our name, and actual behavior. Destructive behavior, such as cyberbullying on social media, can also affect perpetrators' behavior and influence how people interact with others (Seiler & Navarro, 2014; Smith et al., 2008). Social Media has a positive and negative impact. The positive impact of social media use has had a real influence on individuals and society's social change for the better. Nevertheless, the negative impact tends to bring about society's social change that eliminates values or norms in Indonesian society. With the presence of social media as a new technology, of course, the way of human life will change. Some changes are the more effective and efficient human beings in obtaining the information is not hindered; places and costs are not too expensive (Castela & Costa, 2019; Cristiano & Atay, 2019; Polskaya & Yakubovskaya, 2019; Thorisdottir et al., 2019).

Changes in social relationships or as a change to balance, social relations, and any changes in civic institutions within a community, affecting their social systems, include values, attitudes, and patterns of behavior among groups in the community (Castela & Costa, 2019; Cristiano & Atay, 2019; Polskaya & Yakubovskaya, 2019; Thorisdottir et al., 2019). Individuals can communicate directly with the president through social media to convey critical suggestions and ideas that build up but to use the correct ethics and comment ordinances. Accessing social media has become a new human need to update information because social media has become a source of more precise information than other media (Berkovits et al., 2020; Delgado et al., 2019; Mikhaylovsky et al., 2019). Negative influences on individuals and communities' social change include frequent conflicts between groups with ethnic, racial, and religious backgrounds. On behalf of religion, certain groups have many followers on social media who tend to use certain moments to drive mass in certain activities (Ardi et al., 2017; Ardi & Sukmawati, 2017; Ardi, Sukmawati, et al., 2018; Ardi, Viola, et al., 2018; Ayish & Alnajjar, 2019; Garaigordobil & Martínez-Valderrey, 2016; Massing-Schaffer & Nesi, 2020; Mikhaylovsky et al., 2019).

Indirectly, social media also affects these social groups by embedding certain principles, values, and beliefs to become system changes. There is also a set of social gaps that often invite conflicting comments (Barthorpe et al., 2020; Constante et al., 2020; Cordero et al., 2020). This abnormal behavior pattern is often in blow-ups on social media such as groups/communities, such as the same-sex community, such as gay and lesbian. Suppose viewed from the social interactions side, influence social change, individual interaction in the community (Kannan et al., 2020). This phenomenon happens because the more easily human beings interact through social media, then the social interactions in the real world will also be reduced. People no longer need to meet each other directly to communicate, so this will form the life-building patterns that are increasingly closed.

Conclusions

The users must use social media well and correctly. Social media itself is utilized as a communication tool and a place to convey information or messages lest users do not use it for less good and unlawful things. Besides, users should also be cautious in conveying or disseminating information. It must be ensured that the truth is not merely false information. Social media should think first before arguing or commenting so that what users reveal does not offend someone. If users do not think about what they are telling on social media, it can cause us addicted to telling people something terrible, such as hate speech, posting hate-smelling things, so that they can hurt others that even know who the person is. There is currently an invitation law on regulations; therefore, users should be more cautious in using social media. Although social media has been tightened with its rules, it seems that many still misuse social media. Many do not know the rules invitation or even know of the rules but still ignore it and think of it as trivial. Social media has influenced social life in society. Changes in social relations and individual social interactions as a change to the balance of social relations and any forms of changes to other public institutions. Social media is beneficial when users use it well. If it does not use social media properly, users will fall into bad manners and be accustomed to bad behavior until changing our behavior.

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