

THE IMPACT OF SOCIAL MEDIA ON MENTAL HEALTH AMONG UNIVERSITY STUDENTS

Indri Cahyani¹, Selvia Ayuni², Yulhaini Mahlia³, Putri Yunita⁴, Fabriella Fauziah⁵

¹²³⁴⁵*Guidance and Counseling, UIN SMDD Bukittinggi, febrilla0702@gmail.com, indricahyani124@gmail.com*

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Abstract

The Use of Social Media in Student Life. Social media has become an important element in the lives of college students in today's digital age. Although it facilitates communication and access to information, excessive use of social media can have adverse effects on mental health. This study aims to evaluate the effect of social media use on college students' mental state, especially with regard to anxiety, depression, and self-esteem. The method used in this research is Literature Review Study. Literature searches were conducted on national and international journals published in the last ten years, focusing on issues such as anxiety, depression, loneliness, and self-image disorders. The review showed that excessive use of social media can trigger mental health disorders. However, on the other hand, social media can also provide psychosocial benefits such as emotional support and social connectivity when used in a positive and controlled manner and showed a significant relationship between frequency of social media use and levels of anxiety and depression. In addition, social media use that tends towards social comparison was also found to have a negative impact on students' self-esteem. These results suggest the need for awareness and education on how to use social media healthily as well as the importance of psychosocial support for university students.

Keywords : Social Media;Mental Health;College Students.

1. Introduction

In today's rapidly evolving digital age, social media has become an integral part of many people's daily lives. Social media plays an important role in the design of our world heritage sites and our outlook, from communicating important life moments to sharing opinions on global topics. However, social media also creates considerable challenges that lie behind the ease and benefits it offers. One of them is the issue of privacy, and many people are concerned about how they misuse or access their personal data without authorization. In addition, phenomena such as cyberbullying and information warfare become even more worrisome when thinking that spun fake news and stories can spread quite a bit and influence public opinion

Social media plays a significant role in people's lives. It affects personal aspects and creates a huge impact on our culture, economy, and well-being. It offers a platform for individuals to share ideas, connect with each other, seek advice, and provide support. The term social media is defined as a means of communication that functions broadly, reaching and involving almost all levels of society to varying degrees. (Kaur,2022)

Social media has now become an integral element of everyday life, especially for students and teenagers. It offers many conveniences in communicating, getting information, and expressing oneself. However, despite the benefits, excessive use of social media without supervision can potentially have a negative impact on mental health.



Social media also has serious psychological effects such as addiction and feelings of self-harm. This is due to the constant comparison to life, which is selectively presented by other users. Continuous exposure to content that causes anxiety and inadequacy can also have negative effects on intellectual wellbeing. Nevertheless, social media has also become a powerful tool for mobilizing social support and mobilizing collective action in response to important social issues. Social Movements and Donation Campaigns to Support Humanitarian Activities have been successfully implemented through social media platforms. (Dias 2024)

We must realize that the existence of social media has a huge positive and negative impact on many aspects of life. Social media allows you to connect with people from all over the world, whether you are already old friends, distant family, or even people who share similar interests and goals. It allows everyone to maintain relationships, exchange experiences, and expand their social networks. Social media is also a source of information that gives you quick and easy access to the latest news, trends, and topics. It allows everyone to stay up to date with the latest developments in various fields, from politics to technology.

A person's mental health can be affected by the way they use social media. Excessive and unrestricted use of social media can adversely affect an individual's mental health. It can bring negative impacts, such as an individual becoming more irritable after seeing certain behaviors or actions on social media. For example, individuals may be influenced by figures or public figures who exhibit negative behaviors on the platform, and end up imitating them until it becomes a habit that is copied by others around them. It is important to pay attention to this, especially with the rapid development of social media today. (Kaplan 2010)

With the presence of social media, individuals or groups mobilize support for various human causes such as natural disasters, public health, and social issues, promote products and services to a larger audience, access to various educational content and tutorials provided by experts in various fields, and increase knowledge on certain topics without taking formal courses.

2. Methods

This research uses a qualitative approach with a case study research type. This approach was chosen to gain an in-depth understanding of students' experiences in using social media and its influence on mental health. Case studies allow researchers to explore phenomena contextually, holistically, and in-depth for certain individuals or groups in the context of real life.

3. Results and Discussion

Social media as the development of the internet, from static websites to interactive platforms that allow active user participation. In this context, social media uses principles to create an environment where users can contribute and interact directly with each other. The ability to create your own content and maintain answers and participation for others is one of the key elements of social media. By using social media technology, it has become an important way for people to connect, exchange ideas, exchange experiences and create various online communities. Therefore, this definition provides a good overview of the nature and role of social media in today's digital age. Social media is also defined as a digital platform, which means that users interact, have shared content, and interact with each other. (Aparna, 2016)

connect with others. This includes websites and apps where users can create personal or side profiles. Sections of text, images, videos, and other multimedia content, as well as various

types of interactions such as comments, likes, shares, and more. The main purpose of social media is to promote communication and interaction between individuals, build social networks, exchange interests, and expand the scope of information. According to social media, actually has some very important features from the aspects of social interaction, communication and democratization.

Social Media is a medium that expands people's social interactions with the help of the internet and web technologies. Social Media is a platform or application created with the purpose of enabling interaction, information exchange, and various forms of content between users through the internet and web technologies. It allows people to connect with others around the world and share their thoughts, news, photos, videos and more with the presence of social media. Distance between individuals is no longer a barrier to interaction and exchange of experiences.

One of the most important transformations of social media is the transition from a unidirectional communication model to an interactive communication model. Before social media, traditional media communication such as newspapers, television, and radio tended to be in the same direction, with a lot of back-and-forth news delivered by media institutions. With the advent of social media, every individual has the opportunity to become a content creator and participate in the communication process. (berawi 2004)

social media allows people to interact with each other and share ideas, experiences, and information directly without geographical boundaries or time. Communication on social media is a greater dialog as everyone has the opportunity to provide answers, make comments, and share their own content. This shift has had a significant impact on the dissemination and understanding of information, allowing for the creation of various online communities with common interests and concerns.

Social Media plays an important role in the democratization of knowledge and information. Previously, information and distribution was often vetted by large institutions such as mass media and businesses. The presence of social media means that each has the opportunity to be a news or content creator. This has changed the dynamics of communication that not only keeps social media users passively informed about consumers, but also plays an active role in creating, sharing and disseminating content. (bruser 2005)

For example, you can use platforms like Blogs, YouTube, Twitter, Facebook and more to express your opinions, exchange knowledge and send information to your audience. This democratization allows for a variety of voices and perspectives to be heard, enriching public debate and expanding the scope of information available to the rest of society. Of course, it should be noted that the existence of democratic information also presents new challenges in relation to the validity, veracity and reliability of information distributed on social media. However, as a knife, the use of social media has both positive and negative effects and needs to be exposed

One of the most positive effects of social media is its ability to close the distance and expand social networks. Platforms like Facebook, Instagram, Twitter and more help you stay connected with family, friends and employees around the world, and maintain strong relationships. Social media gives you easy and quick access to breaking news, industry information and the latest trends. From news to scientific articles, users can easily access different types of information and expand their knowledge on various topics. For creators and individuals who want to express themselves, social media offers an incredible platform. Platforms such as YouTube, TikTok, and

Pinterest allow individuals to guide creativity and build a wide audience. From Facebook discussion groups to Reddit forums, individuals can gather with similar interests, exchange ideas, and champion positive change in a supportive environment. Social media has also opened the door to the formation of communities based on shared interests and goals. From Facebook discussion groups to Reddit forums, individuals with similar interests can come together, share ideas and fight for positive change in a supportive environment. (kusrini 2009)

One of the main challenges for social media users is the dependency and barriers that can occur. Overuse of social media can affect productivity, lifestyle relationships and mental health. Social media is a place where misinformation spreads or goes unchecked. This can affect the formation of public opinion and cause confusion and uncertainty among users. With every click and online interaction, social media users have to sacrifice some of their personal privacy. Personal data can be used or misused by irresponsible parties. This puts the security and privacy of individual security at risk. Social media is often also a place for threats, harassment and cyberbullying. This can have a serious impact on the mental health of users, especially those vulnerable to. The origin of the word "health" can be traced to the root word "hygiene" adopted from the name of the ancient Greek goddess of health, Hygeia . On the other hand, the word "mental" is derived from the Latin, "mens" or "mentis", which refers to the soul, life, spirit, and spirit. Therefore, mental health is a term derived from "mental health" or "mental wellness". Organization, mental health is a person's perception of their wellbeing, including their ability to manage stress, work productively, play an active role in society, and balance their lives. . explain that mental health is an integral part of comprehensive protection and can work best in various areas of life, including interpersonal relationships, career, and general quality of life. Genetic factors play an important role in the field of human mental illness. Genetics and Mental Disorders . people with a family history of the disorder are at a higher risk of developing depression. Twin studies have also found that genetic factors play a role in the development of depression. Traumatic events. (Mettam 1994)

Strong social support can have a significant positive impact on a person's mental health, but a lack of social support can increase the risk of mental health problems. Lack of social support affecting mental health can be caused by a variety of things: Lack of social interaction and support from family, friends and community can lead to feelings of loneliness and social isolation. This increases the risk of experiencing depression, anxiety and stress. (Rester 2008)

4. Conclusions

Based on the research and analysis conducted, it can be concluded that social media has a complex effect on the mental health of university students. This impact is not simple or linear, but is influenced by various factors such as how often social media is used, the type of platform chosen, the purpose of use, and the psychological state of each individual. On the positive side, social media serves as a tool to communicate, express themselves, seek information, and build social networks that can increase a sense of connectedness and social support. This can indirectly strengthen students' psychological resilience, especially in the face of academic or social pressures. However, there are also negative aspects of social media use that cannot be ignored. High exposure to content that can trigger social comparison, idealization of others' lives, online bullying, and pressure to look perfect can lead to anxiety, stress, low self-esteem, and even depression. In

addition, spending too much time on social media is also associated with poor sleep, focus problems, and social isolation, which can worsen students' mental health.

Therefore, real efforts from various parties, including educational institutions, families, and the government, are needed to improve the understanding of digital literacy and mental health of university students. Preventive and promotional interventions, such as mental health awareness campaigns, training in managing social media use, and the provision of easily accessible counseling services, are strategic steps to reduce the negative effects and maximize the benefits of social media use among students.

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