

## ANALYSIS OF FACTORS THAT CAUSE THE RAMPANT USE OF SOCIAL MEDIA IN GUIDANCE AND COUNSELING STUDY PROGRAM STUDENTS

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### Abstract

This study aims to analyze the factors that cause the high intensity of social media use among students of the Guidance and Counseling Study Program. In today's digital era, social media has become an important part of students' lives, not only as a means of communication, but also as a space to express themselves, build social connections, seek entertainment, and even get academic information. This study uses a library research method by reviewing various relevant literature, including journals, books, and other sources of documentation. The results of the analysis show that there are three main factors that significantly influence the use of social media, namely: (1) individual behavioral intentions, which are closely related to personal goals to be achieved through activities on social media; (2) the need for entertainment and pleasure (hedonic behavior), where students use social media as an escape from academic pressures and daily routines; and (3) a sense of community, which encourages individuals to establish and maintain social relationships online. While social media offers many benefits, such as expanding social networks, enhancing creativity, and providing quick access to information, uncontrolled use can also have negative impacts. Some of these include decreased academic performance, emotional disturbances, and the emergence of dependency symptoms that can affect the quality of students' social lives. Thus, it is important for educational institutions and educators to provide education on the healthy, balanced and productive use of social media, in order to support students' optimal personal and academic development.

**Keywords:** Social Media; Students; Guidance and Counseling

### 1. Introduction

In this modern era, the web has become increasingly important in everyday life, including socializing, education and more. The learning process, perspective, and behavior of individuals are also influenced. Social media has significantly changed the way people think, and its power allows us to stay connected to current events around the world in just minutes or hours on an ongoing basis. Social media is a web-based platform that allows users to express themselves, interact, cooperate, share information, and communicate virtually with other users (Adhari et al., 2022). This media is open to anyone who wants to get involved, allowing them to contribute, criticize, comment, and share information quickly and without limits, as explained by (Nasrullah, 2015). Social media also provides various features that make users feel at home in cyberspace, one of which is in guidance and counseling students

Guidance and counseling is a process of assistance provided by a mentor or counselor to individuals called counselees, which is carried out through direct meetings or through mutual interaction between the two. Guidance and counseling students are among the largest users of social media and are greatly influenced by the development of this technology. The use of social media can even form a habit pattern. Early adulthood itself is a transitional phase towards adulthood, characterized by various changes both physically, intellectually, and socially-emotionally. According to (Soliha, 2015), dependence can be interpreted as an effort to fulfill needs and achieve goals by depending on certain resources, in this case social media. This view is in line with



Nurfajri's opinion (in Matilda, 2018), which explains that dependence on social media is a mental disorder, where individuals feel compelled to continue to increase the frequency and intensity of social media use in order to get a sense of pleasure. This can trigger anxiety, changes in thinking patterns, emotional disturbances such as moodiness and difficulty adapting, and disrupt social activities, both in terms of quality and quantity, especially if the use is excessive.

Research conducted by Mim and colleagues (2018) shows that excessive use of social media can have a negative impact on young people. Dependence on social media makes students ignore their responsibilities as students, which is characterized by delays in submitting assignments, decreased interest in learning, and decreased academic achievement. This happens because they are more focused on finding ways to stay connected to social media.

## 2. Methods

The method applied in this article is a library research method or what can also be known as library research. Library research is a type of research in which the data collection process is carried out through searching and collecting information from various literature sources. The sources of literature used as references in this research are not limited to books only, but also include various other types of documentary materials such as magazines, scientific journals, newspapers, and other written documents. The main focus of this research method is to trace and find various kinds of relevant theories, laws, arguments, principles, opinions, and ideas, which can then be used as a basis for analyzing problems and finding solutions to the problems being studied (DD, 2008).

Literature study is an integral part of a research activity. Through literature study, a researcher can find various theories that form the basis for the problems and fields of study being studied. In addition, this study allows researchers to obtain information about other studies that have similar themes or are related to the topic being studied, including relevant previous studies. By utilizing literature studies, researchers can access and use various information and ideas that are closely related to and support the implementation of their research (Hasibuan et al., 2024).

## 3. Results and Discussion

### 3.1. Definition of Social Media

Social media is an online platform that allows users to actively participate, share information, and create various content, including blogs, social networks, wikis, forums, and virtual worlds. Among all these forms, blogs, social networks, and wikis are the types of social media most frequently used by the global community (Sisrazeni, 2017). Social media can be defined as a collection of modern communication and collaboration tools that open up opportunities for the general public to carry out various forms of interaction that were previously inaccessible to a wide audience. According to another view, social media is an internet-based communication tool that supports interaction between individuals, where web technology is used to turn one-way communication into an interactive dialogue. Social media can be defined as a collection of modern communication and collaboration tools that open up opportunities for the general public to carry out various forms of interaction that were previously inaccessible to a wide audience (Chris Brogan, 2010).

Social media is a platform designed to facilitate interactive social interaction, with the support of internet technology. This media has changed the pattern of information dissemination from the traditional one-way model (from one party to many audiences) to a two-way or even multi-directional communication model, namely from many users to many other users. Utari, as cited in the writing of Devita Maulida Choiru Uma, explained that the media (Liedfray et al., 2022)

"Social media is an online platform that allows users to actively participate. This participation includes the ease of sharing information, creating content that you want to convey to others, and providing responses or comments on the information received. All of these activities can be done quickly and without restrictions." (Sisrazeni, 2017)

Social media can be interpreted as a collection of modern communication and collaboration tools that open up opportunities for the general public to carry out various forms of interaction that were previously inaccessible to a wide audience. From this opinion, it can be concluded that social media is an online platform that makes it easy for anyone to be actively involved. Through this media, individuals can exchange information, discuss, and provide responses to what is received, all of which can be done quickly and without restrictions (Sisrazeni, 2017).

The types of social media are: Social media can be defined as a collection of modern communication and collaboration tools that open up opportunities for the general public to carry out various forms of interaction that were previously inaccessible to a wide audience (Chris Brogan, 2010):

- a. Video-based social media applications (video sharing) are a very efficient means of disseminating various government programs. The three main platforms that are noteworthy for their large number of users and established communities are YouTube, Vimeo, and DailyMotion.
- b. Microblogging-type social media applications are among the easiest to operate compared to other social media platforms. No sophisticated devices are required to use them-just install the app and connect to the internet. This type of application is one of the most popular in Indonesia after Facebook. Two examples of microblogs that are quite widely recognized among Indonesians are Twitter and Tumblr.
- c. Social media applications that focus on sharing within a social network have several prominent and widely used platforms in Indonesia. The three most popular in this category are Facebook, Google Plus, and Path.
- d. Professional network sharing apps are commonly used by academics, students, researchers, government employees, and analysts. Some professional networking platforms that are well known in Indonesia include LinkedIn, Scribd, and Slideshare
- e. Photo-sharing apps are a type of social media that Indonesians are very interested in. According to their character, these apps tend to be used to share social content that is light, relaxed, and often contains elements of humor, uniqueness, exoticism, and thrilling things. Due to its visually appealing nature, the app can also be used effectively to spread government programs, of course with content adjustments to suit the character of the platform. Examples of material that can be disseminated include trade mission activities to

unique, exotic locations, traditional markets, or certain trade communities. Some popular photo-sharing apps in Indonesia include Pinterest, Picasa, Flickr, and Instagram.

According to Chris Heuer (in Yoga Maulana Putra), founder of Social Media Club and new media innovator, there are four ways of using social media, including:

1. Context

This concept focuses on how to shape a message or story (information), which includes the form of the message itself, the choice of language used, and the content or content of the message.

2. Communication

Communication includes how to share stories or information, which involves listening, responding in various ways, such as adding images, and packaging messages that make users feel comfortable and ensure the message can be conveyed effectively.

3. Collaboration

Collaboration is cooperation between an account or company and its users on social media to create positive things that are more effective.

4. Connection

Connection is an effort to maintain the relationship that has been established, which can be done through continuous action so that users feel closer to the account or company using social media.

### 3.2 Guidance and Counseling

Guidance and counseling is a form of assistance service provided to students, both individually and in groups, with the aim of helping them become independent and develop optimally. This service covers various aspects such as personal, social, learning, and career, and is implemented through various forms of services and supporting activities based on applicable norms. In addition, guidance and counseling is a process that is actively and systematically designed to support individuals in achieving optimal self-development, shaping positive behavior, creating a supportive environment, and improving individual roles and functions in society. The process of behavior change that occurs is part of individual development that takes place through healthy and productive interactions with the environment. Therefore, guidance and counseling has an important role in creating a conducive environment, establishing a dynamic relationship between individuals and the environment, and equipping individuals with the ability to develop, change, and improve their behavior (Kamaluddin, 2011).

### 3.3 Influencing Factors

Social media has many benefits. Starting from easily finding inspiration and making someone more creative, so that they can add friends and connections without communication barriers. In addition, we can also find various business opportunities, and stay updated on the latest info in the world (Widada, 2018). In essence, social media is an online platform that allows us to

show ourselves, chat, work together, share, and build relationships virtually with others (Yusuf et al., 2023).

- a. The main factor that influences a person's actions is intention. The intention to act (behavioral intention) is influenced by the goals that individuals want to achieve (goal intention). Correspondingly, Abraham and Sheeran (2003) explain that behavioral intention can be predicted based on individual goals. In the context of using social media, the various factors that influence behavioral intention are closely related to the personal goals to be achieved through activities on social media.
- b. Another factor that also influences individual intentions in using social media is the urge to seek entertainment during leisure time (hedonic behavior). This impulse is related to individual efforts to fulfill the need for pleasure and personal satisfaction. Through social media, various types of content can be accessed, ranging from educational to entertainment content. In addition, social media is also used as a means to relax and fill spare time.
- c. Another factor that influences a person's intention to use social media is a sense of community. Scheepers, Scheepers, Stockdale, and Nurdin (2014) state that a sense of community is reflected in the way individuals utilize social media. This feeling encourages individuals to build social relationships through communication on social media platforms. These interactions facilitate the exchange of thoughts, allow individuals to get to know each other, and ultimately form emotional bonds. Thus, social media plays an important role in strengthening social relationships (Liedfray et al., 2022).

Students often use social media as a means of entertainment to balance themselves from the fatigue of daily routines. Through this entertainment, they can reduce the pressure of daily activities, which in turn creates feelings of pleasure and satisfaction. This is in line with Wang and Scheepers' (2012) explanation of one of the elements in hedonic theory, namely escapism, which is defined as a way for individuals to avoid unpleasant reality or as an attempt to distract from stressful situations.

#### 4. Conclusions

Based on the results of the literature review, it can be concluded that the rampant use of social media among students of the Guidance and Counseling Study Program is caused by several main factors, namely behavioral intentions driven by personal goals, the desire to get entertainment and emotional pleasure, and a sense of belonging to a social community in cyberspace. Social media has become an important tool in students' lives to interact, develop themselves, and channel their expressions and feelings. However, excessive and uncontrolled use has the potential to disrupt the balance between academic and social life, and can even lead to addiction symptoms such as emotional dependence, impaired concentration, and decreased motivation to learn.

In the context of guidance and counseling, this phenomenon demands more attention from educators, counselors, and institutions to provide support in the form of counseling services that are adaptive to technological developments. Education about digital literacy, strengthening self-control, and developing time management skills are important steps in helping students utilize social media wisely. Therefore, it is important to design learning

strategies and counseling services that are not only responsive to the challenges of the digital era, but also able to empower students in building healthy digital habits and supporting the achievement of their educational goals.

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