

The Influence of Twitter Social Media Usage on Student Behavior: A Case Study of 'Alone Together'

Syalaisha Nabila¹, Ciello Alvanda², Elya Kurniawati³

^{1,2}Program Studi Ilmu Komunikasi, Universitas Negeri Malang

³Universiti Teknologi Malaysia Skudai

Abstract

Social media has become integral to adolescent life in this digital era. In this context, this study aims to measure how much social media influences adolescent behavior that often experiences the "Alone Together" phenomenon. To gain a deeper understanding of the relationship between social media and adolescent behavior "Alone Together," this study refers to Dependency Theory. This theory will be the framework used to analyze how adolescents depend on social media, how much this dependency affects their social interactions, and whether this contributes to the "Alone Together" phenomenon. This study is essential in understanding the implications of social media use on adolescent well-being and providing a more comprehensive view of how communication in the digital world affects the social dynamics of the younger generation. The method used in this study is a survey, which will be conducted by sending questionnaires to research subjects, especially groups of adolescent students. This survey will help us collect the necessary data to measure how social media influences "Alone Together" adolescent behavior. The selection of research subjects in the adolescent group, especially students, is considered relevant because, at that age, they are active social media users and have an important role in current social dynamics. This quantitative research will be conducted in the city of Malang. The main outcome to be measured in this study is the level of influence of social media on the behavior of "Alone Together" in adolescents. Thus, this study is expected to provide deeper insight into the relationship between social media and the phenomenon of "Alone Together," the variables observed in this study are how social media influences behavioral changes in students. Conclusion Through the application of Dependency Theory, this study aims to reveal the extent to which social media dependence affects the phenomenon of "alone together" among adolescents, especially students.

Article History

Received 22 September 2024

Accepted 17 October 2024

Corresponding Author

nabilashahrazade@gmail.com

Keywords

Influence; Social Media;
Alone Together; Students;
Twitter

Introduction

In this era of globalization, everything in the human aspect is experiencing development and progress, including in the technological aspect. When discussing technology, social media cannot be separated from it as one of the actual types of evidence of technological progress itself. Social media has a special place. The increasing number of users every day does not rule out the possibility that social media is now included in the main list of human needs among other needs.

Social media has several specifications that differentiate one application from another, one of which is Twitter, which has now changed its name to X. It was reported from databooks.id, X users in Indonesia are among the top 10 users worldwide among other social media. The existence of social media has many impacts that can be felt either directly or indirectly on its users. In terms of users, it also does not look at age, all ages can now have their own social media, from children to adults now have power over their own social media.

With a relatively large number of users, social media certainly influences the behavior of its users, one of which is the behavior of alone together. Alone Together is an attitude or behavior where someone far away becomes close with intense communication. However, those who are close become distant and never greet or respect each other, as the nation's culture is thick with mutual respect (Amalia, 2022). Therefore, this research phenomenon needs to be analyzed further to determine how much influence social media users, especially Twitter, have on the behavior of students who tend to have the Alone Together attitude.

According to the results of previous studies, social media has a significant influence on human behavior and social interactions. People spend more time using social media in everyday life than directly interacting with their surroundings. This can be used as a reference for social media impacting its users, such as the attitude of 'Alone Together,' which is a side effect of excessive use of social media.

Based on the background description, this study focuses on the influence of social media, especially Twitter, on the behavior of students who tend to be Alone Together. With the formulation of the problem, it can be concluded how significant the influence of social media, Twitter, is on the behavior of students alone together. How does social media Twitter influence the behavior of Alone Together?

This study aims to measure how much influence the use of social media, especially Twitter, is focused on the age group of students. This study will reveal the impact of social media on the Alone Together attitude which indicates a decline in social and moral values, and whether the use of social media also affects the interaction patterns that occur today.

Theoretical Framework

Media Dependency is a mass communication theory that states that as a person becomes more dependent on a medium to meet his or her needs, the medium becomes more important to that person (Saverin & Tankard, 1992). This theory is considered appropriate as a reference for the research conducted because the research theme refers to how the media influences its users. This theory was introduced by Sandra Ball-Rokeach and Melvin DeFleur, who showed an inseparable relationship between media viewers and the more extensive social system.

In addition, this study also uses the theory of technological determination as a supporting theory of the leading theory; this theory was put forward by Marshal McLuhan who argued that technology can shape individuals and how they behave in society. McLuhan said that our culture is formed from how we communicate. (Nurudin, 2007: 184) In relation to this, it can be used to examine how interaction patterns occur today in an environment that is likely to be affected by the influence of the 'Alone Together' attitude.

Methodology

This study will adopt the survey method as the main methodological framework. In its implementation, this study is designed to answer the problem formulation by collecting data using a cross-sectional survey design. In answering research questions, cross-sectional research collects data only once, in several days, weeks, or months (Sekaran & Bougie, 2013: 106).

In this method, not all elements in the population have the same opportunity to become research samples. The type of non-probability sampling used is purposive sampling, a non-probability sampling technique based on the characteristics of the selected subjects because these characteristics are by the objectives of the research to be conducted. The

criteria for selecting the sample is a student who has used social media Twitter for at least the last four months.

This study used 100 respondents, determined based on a purposive sampling technique. The reason the researcher determined the number of respondents was determined with several considerations, namely (1) the number was considered representative enough to describe how social media influences the behavior of "alone together" in the adolescent population in Malang City and (2) considering the relatively faster time and relatively cheaper costs (Jogiyanto, 2004). This study was conducted in Malang City for three months, from September to November 2023, to obtain a picture of relevant data to answer the formulation of the research problem.

In this study, two variables are observed: the intensity of the use of social media Twitter as Variable X (Independent) and the behavior of students alone as Variable Y (Dependent). It is called so because variable X is the cause of the emergence of variable Y, and variable Y arises because of changes in variable X.

Table 1. Operational Research Concept

Variables	Indicator	Question	No Item	Scale
Variable X Twitter Usage Intensity	Frequency	How often do you access social media (Twitter) in a day?	1	Likert
		Have you ever not accessed Twitter for a day?	2	Likert
		To what extent do you agree with the statement, "I find it difficult not to open Twitter every time there is a new notification."	3	Likert
		Does the duration of your Twitter usage correlate with your level of productivity in daily activities?	4	Likert
	Duration	How many hours do you allocate to access Twitter in your daily activities?	5	Likert
		Do you agree with this statement: "The duration of my playing Twitter in one day is longer than the duration of my doing my assignments"	6	Likert
	Contents	On a scale of 1-4, how important is it to you that the "cursedkidd (willy the kid)" content you see on Twitter matches your personal interests or preferences?	7	Likert
Variable Y Alone Together Behavior	Attitude	To what extent do you agree with the statement: "I can enjoy being with other people without having to constantly talk or interact actively."	8	Likert
	Communication Patterns	On a scale of 1-4, how important is it to stay connected with others through digital communication when alone?	9	Likert

Results and Discussion

Validity Test

The data obtained from the distribution of questionnaires were then tested for validity by calculating the correlation coefficient between item scores and total scores at a significance level of 0.05 using the Pearson Correlation formula. The instrument can be valid if the calculated r -value $>$ r table. The r table value used with the number of respondents of 30 people is 0.361.

Table 2. Instrument validity

ITEM	R count	r table n = 30	Status
Q1	.724 **	0.361	Valid
Q2	.454	0.361	Valid
Q3	.559	0.361	Valid
Q4	.466	0.361	Valid
Q5	.531	0.361	Valid
Q6	.756	0.361	Valid
Q7	.425	0.361	Valid
Q8	.214	0.361	Invalid
Q9	.353	0.361	Invalid
Q10	.373	0.361	Valid
Q11	.306	0.361	Invalid
Q12	.518	0.361	Valid
Q13	-.260	0.361	Invalid
Q14	.066	0.361	Invalid

Based on the table, the validity test of the instrument with a significance level of 0.05 and a correlation value of r table of 0.361, there are several invalid instruments because the calculated r -value is below the r table, so the invalid instruments will be removed so as not to affect the results of other tests.

Reliability test

Reliability test or level of trust. They are generally interpreted as something or a state that can be relied on. Statistical analysis in research uses reliability tests to determine the level of consistency of the questionnaire researchers use. This allows the same questionnaire to be used reliably to measure research variables, even though the same questionnaire is used repeatedly in research. Reliability test measurements are carried out using *Cronbach's Alpha method*. If the value in one instrument has a *Cronbach's Alpha* $>$ 0.60, the instrument is likely reliable. (Sugiyono, 2002)

Table 3. Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure

Table 4. Reliability Statistics

Cronbach's Alpha	N of Items
.815	9

From the table above, the instrument tested for reliability has a *Cronbach's Alpha* value of 0.815. Where the value obtained by the instrument is more significant than 0.60. So, the instrument is *reliable*.

One – Sample Kolmogorov Smirnov Test

Normality testing is part of data analysis requirements testing or classical assumption testing. You need to test the normal distribution of your research data before doing any statistical analysis (in this case, regression analysis) to test your hypothesis. Of course, we also know that good data is normally distributed data.

Basis for Decision Making in KS Normality Test

1. If the significance value (Sig.) is greater than 0.05, then the research data is normally distributed.
2. Conversely, if the significance value (Sig.) is less than 0.05, then the research data is not normally distributed.

Table 5. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		30
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.53457863
Most Extreme Differences	Absolute	.080
	Positive	.080
	Negative	-.056
Test Statistics		.080
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Based on the SPSS output table, the significance value of Asymp. A Sig (two-tailed) of 0.200 is more significant than 0.05. Therefore, the data is usually distributed according to the Kolmogorov-Smirnov normality test decision criteria above. Therefore, the assumption or requirement of the normality of the regression model is met.

Simple Linear Regression

Simple linear regression analysis (simple linear regression in English) is used to measure the magnitude of the influence of an independent variable, independent variable, predictor variable, or simple linear regression variable:

1. The number of samples used must be the same

2. The number of independent variables (X) is 1 (one)
3. The residual value must be normally distributed
4. a linear relationship exists between the independent variable (X) and the dependent variable (Y).
5. There are no symptoms of heteroscedasticity
6. There are no autocorrelation symptoms [for time series data]

Table 6. Simple Linear Regression
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6,437	.804		8.003	.000
INTENSITY OF SMARTPHONE USE	.352	.059	.515	5,942	.000

a. Dependent Variable: ALONE TOGETHER BEHAVIOR

From the output table above, a value is obtained, which is 6.437, and the coefficient of the smartphone usage intensity variable is 0.352. Thus, the regression equation can be written as:

$$Y = 6.437 + 0.352$$

Based on the simple linear regression equation table above, each variable can be interpreted as follows:

1. Value (a) of 6.437, if interpreted, is likely when the alone-together culture that occurs in the young generation in the Malang city area is considered (0). So, the influence of the intensity of smartphone use is 6.437.
2. The coefficient value of the alone together culture is 0.352. This figure can be interpreted that if there is a 1% increase in the intensity of smartphone use, the alone-together culture will also increase by 0.352.

Partial T-test

The t-test is one of the research hypothesis tests in simple and multiple regression analysis. The purpose of the t-test is to determine whether an independent variable or variable (X) has a partial (separate) effect on the dependent variable or dependent variable (Y).

The Basis for Decision Making for Partial t-Tests in Regression Analysis:

In this case, there are two references that we can use as a basis for decision-making, first by looking at the significance value (Sig), and second by comparing the calculated t value with the t table.

Based on Significance Value (Sig.):

1. If the Significance value (Sig.) < probability 0.05, then there is an influence of the independent variable (X) on the dependent variable (Y), or the hypothesis is accepted.
2. If the Significance value (Sig.) > probability 0.05 then there is no influence of the independent variable (X) on the dependent variable (Y) or the hypothesis is rejected.

Based on the comparison of the calculated t value with the t table

1. If the calculated t value $>$ t table then there is an influence of the independent variable (X) on the dependent variable (Y) or the hypothesis is accepted.
2. If the calculated t value $<$ t table then there is no influence of the independent variable (X) on the dependent variable (Y) or the hypothesis is rejected..

Table 7. Hypothesis Test (t-Test)
Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6,437	.804		8.003	.000
INTENSITY OF SMARTPHONE USE	.352	.059	.515	5,942	.000

a. Dependent Variable: ALONE TOGETHER BEHAVIOR

Based on the table above, the correlation level of the R-value is 0.515. Where this is according to the correlation coefficient value guidelines, it shows that the correlation level between the independent variable and the dependent variable is moderate.

From the table above, it can be seen that the t-count value is 5.942. This value will be compared with the t-table in the t-distribution table.

Significance level (a) = 0.05

Degrees of freedom (df) = n (number of research samples) – k (number of research variables)
= 100 – 2 = 98

So, the t table value can be obtained in the distribution table of 1.98447 . So, because T count (5.942) $>$ T table, (1.98447), it can be stated that H_0 is accepted which can be interpreted that social media has an influence on alone-together behavior.

Conclusion

Based on the results of research and analysis that have been conducted, research related to the influence of social media Twitter on the 'Alone Together' behavior that arises among students can be concluded that as a social media, Twitter (X) influences student behavior that tends to trigger the emergence of 'Alone Together' traits in everyone. The number of T_{count} can prove this $>$ T_{table} with a value of $5.942 > 1.98447$, which means that H_0 is accepted with the description that Twitter social media influences student behavior Alone Together. One trait that arises from this is that students tend to be more comfortable doing activities alone than with others. This happens because students spend more time accessing Twitter social media than socializing or interacting with their environment.

From the research that has been conducted, we, as researchers, suggest several suggestions. It is better for students who access social media, especially Twitter, to be able to manage their time with their original environment and not access it excessively, which tends to be addictive, which can lead to the emergence of the Alone Together trait which refers to the decline in social and moral values in the students. In addition, it is hoped that further research can increase or increase the number of populations as research data to obtain more significant data results.

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