

The Role of Public Administration in Addressing the Social Impacts of Social Media Use among Adolescents

Naila Faradiva^{1*}, Dellia Rauzatul Yeni², Syiva Maulida Bahrum³

^{1,2,3}Syiah Kuala University,

Correspondence Email: Faradivanaila@gmail.com*

Abstract:

Social media has become an integral part of the lives of teenagers in the digital age. The presence of social media provides various conveniences in communication, information exchange, and the formation of social relationships. However, excessive use of social media also has the potential to have various negative impacts on adolescents' social interactions. This study aims to analyze the impact of social media use on adolescents' social interactions, both from positive and negative sides, especially in the aspects of communication, friendship, education, and social interaction. The method used in this study is library research by collecting, reviewing, and analyzing various scientific sources in the form of books, national and international journals, and scientific articles relevant to the research topic. The results of the study show that (1) social media facilitates communication and information exchange between adolescents, (2) social media expands friendship networks and supports the learning process, and (3) excessive use of social media can reduce the quality of face-to-face interactions, increase the risk of digital addiction, cyberbullying, and reduce social concern for the surrounding environment. The novelty of this research lies in the discussion that integrates the four main aspects of adolescent life, namely communication, friendship, education, and social interaction in one comprehensive study so as to provide a broader picture of the influence of social media on the social development of adolescents in the digital era.

Keywords: social media, social interaction, teens, communication, Education

Submitted	: 15 Mei 2025
Revised	: 17 Juni 2025
Acceptance	: 01 July 2025

INTRODUCTION

The development of information and communication technology has brought major changes in people's lives, especially among teenagers. One of the most influential forms of technological development is social media. Social media has become a means of communication, information exchange, entertainment, and the formation of self-identity for its users. According to Kaplan and Haenlein (2010), social media is a group of applications using the internet that support the creation and exchange of content created by its users. As internet access and smartphone use increase, social media is increasingly integrated into adolescents' daily lives, affecting the way they make social connections. (Kaplan & Haenlein, 2010; Jungselius, 2024). Adolescents are the most active group of social media users because they are in a period of development marked by the search for self-identity, the need for social recognition, and the desire to expand the network of friends. Social media provides a space where teens can express themselves, share experiences, and gain feedback from their social environment. Research by Pérez-Torres and colleagues shows that social media plays a role as a digital social space that influences the formation of adolescents' identities and social relationships in the digital age. Social media is also a means for teens to build self-image and increase social engagement with peers.

The use of social media can have various positive impacts on the lives of teenagers. Social media facilitates communication without space and time limits, accelerates access to information, expands networks of friends, and supports learning activities. Various digital platforms allow adolescents to obtain learning materials, discuss with friends and teachers, and develop digital literacy skills that are needed in the 21st century. Research by Angelini et al. (2024) shows that active use of social media can improve the quality of friendship relationships and strengthen social relationships if used positively and in a targeted manner. In addition to providing benefits, excessive use of social media can also cause many negative impacts. The high intensity of social media use can reduce the frequency of face-to-face interactions, increase dependence on the digital world, and reduce direct communication skills. In addition, social media can also be a means of cyberbullying, the spread of false information, and social pressure that affect the psychological condition of adolescents. Recent studies have shown that uncontrolled use of social media is related to increased negative emotions, anxiety, and mental health risks in adolescents.

In the perspective of Social Sciences (IPS), social interaction is one of the main concepts that explains the reciprocal relationship between humans and other humans, a person with a group, or a group with another group. Social relationships have an important role in shaping values, norms, attitudes of tolerance, cooperation, and social

responsibility. Therefore, the ability to interact directly is still necessary despite the rapid development of digital technology. As social media begins to replace most direct communication, there are concerns that adolescents' social skills may decline if they are not balanced with real interactions in family, school, and community. The relationship between social media use and adolescents' social interaction is an important issue to study because the two are closely related in daily life. Social media can strengthen social relationships and expand communication networks, but it also has the potential to reduce the increase in face-to-face interactions if used excessively. A systematic study conducted by Ayub and Sulaeman (2022) shows that social media can help adolescents obtain information, reduce loneliness, and develop themselves, but at the same time can have an impact on mental health and the quality of social relationships if its use is not controlled.

Research on the impact of social media on adolescent lives, as we know, has been extensively researched on the impact of social media on adolescent lives, but most research has focused on only one specific aspect, such as mental health, communication, or social behavior. Therefore, this study has a novelty by integrating a discussion of the impact of social media on the four main aspects of adolescent life, namely communication, friendships, education, and social interaction. With this approach, this study is able to provide a more comprehensive picture of the influence of social media on the social development of adolescents in the digital era. Based on this description, this study was made with the aim of examining the impact of social media use on adolescents' social interaction and identifying the positive and negative impacts caused on aspects of communication, friendship, education, and social interaction. The results of this research are expected to be a source of information for adolescents, parents, teachers, and the community in understanding the use of social media more wisely so that the benefits can be optimized and the negative impact can be minimized.

METHODS

This research uses the library research method. Literature review is a research method that is carried out by collecting, reading, studying, and analyzing various scientific sources that are accurate with research discussions. According to Zed (2014), literature study is a series of activities related to the method of collecting library data, reading, recording, and processing research materials. This method is used in order to understand a phenomenon in depth based on various research results that have been carried out previously. The literature review was chosen because it is in accordance with the research objectives that focus on analyzing the impact of social

media use on adolescent social interaction through various published research results. According to Snyder (2019), literature review allows researchers to identify research developments, find research differences, and build a more comprehensive understanding of research topics. Thus, this method can be used to obtain a broad picture of the impact of social media on adolescents' social lives. The data sources in this study were obtained from various scientific literature in the form of reputable domestic and foreign journals, scientific books, research articles, and academic documents relevant to the research theme. The literature used is prioritized from publications in the last five years to obtain more up-to-date information about social media use and social interaction among adolescents. In addition, some classical references are still used as theoretical foundations that support the discussion of the research.

The data collection process is made from several stages. The first stage is the identification of research topics and the determination of appropriate keywords, such as social media, social interaction, adolescents, digital communication, cyberbullying, and digital education. The second stage is the search for literature sources from several academic databases such as Google Scholar, Scopus, Springer, Frontiers, and ScienceDirect. The third stage is the selection of literature based on relevance, year of publication, and quality of sources. The last stage is content analysis of various sources that have been selected to obtain information that is in accordance with the research objectives. The data analysis technique used in this study is qualitative descriptive analysis. The analysis was carried out by grouping the results of the research based on themes related to the impact of social media on communication, friendship, education, and social interaction of adolescents. Furthermore, these findings were compared, analyzed, and interpreted to produce comprehensive conclusions about the effects of social media on adolescents' social lives. Through this literature review method, the research is expected to be able to provide a broader picture of the various positive and negative impacts of social media use on adolescents' social interactions and provide recommendations that can be used by adolescents, parents, educators, and the community in using social media wisely.

RESULTS AND DISCUSSION

1. The Impact of Social Media on Youth Communication

Communication is one of the aspects most influenced by the development of social media. The presence of various platforms such as WhatsApp, Instagram, TikTok, and X (Twitter) has changed the way teenagers communicate in their daily lives. Social media allows communication to take place faster, practically, and is not

limited by distance or time. Through social media, adolescents can exchange information, share experiences, and maintain relationships with friends and family more easily than conventional communication (Kaplan & Haenlein, 2010; Jungselius, 2024). The positive impact of social media on communication can be seen from the increasing ease of access to information and the intensity of communication between adolescents. A wide range of instant messaging, video calling, and discussion forum features allow users to actively interact as well as build broader social relationships. Research by Angelini et al. (2024) shows that active use of social media can improve the quality of social relationships when used to maintain positive and supportive communication between individuals. In addition to facilitating communication, social media also plays a role in improving adolescents' digital literacy skills.

Teenagers can learn to express opinions, write information, and express ideas through various digital platforms. This ability is one of the important skills needed in 21st century life because almost all sectors of life have utilized digital technology as the main means of communication (West, Rice, & Vella-Brodrick, 2024). However, the use of social media can mostly have a negative impact on direct communication. Many teenagers are more comfortable interacting through social media than doing face-to-face communication. This condition has the potential to reduce interpersonal communication skills, such as the ability to understand body language, facial expressions, and the ability to build empathy in direct social interactions (Ayub & Sulaeman, 2022). A decrease in the quality of direct communication can affect the social development of adolescents. Interactions that rely too much on digital media cause some adolescents to have difficulty expressing opinions directly, lack confidence when communicating in public, and tend to avoid social interactions in real environments. Therefore, the use of social media needs to be balanced with direct communication so that adolescents' social skills can develop optimally (Seran & Mardawani, 2023).

2. The Impact of Social Media on Teen Friendships

Friendships are an important part of teens' lives because they are a means to gain emotional support, share experiences, and develop self-identity. The presence of social media provides opportunities for teenagers to expand their network of friends beyond geographical boundaries. Through social media, adolescents can meet people who share the same desires, hobbies, and goals so as to expand their social relationships (Pérez-Torres, 2024). Social media also helps teens maintain friendships that have been established before. Conversation groups, photo sharing, and video features allow teens to stay connected even if they're in different locations. Research by Angelini et al. (2024) shows that the use of social media based on positive

interactions can improve the quality of friendship relationships and strengthen a sense of togetherness in social groups. On the positive side, social media can be a means to get social support. Adolescents who experience difficulties in daily life often use social media to share experiences and gain support from peers. This support can help increase confidence as well as reduce feelings of loneliness that are often experienced in adolescence (Piccerillo & Digennaro, 2024).

Nonetheless, social media can also cause various problems in friendships. One of the problems that often arises is cyberbullying or bullying or violence that is carried out continuously through digital technology (cyberbullying). Cyberbullying can occur through negative comments, insults, the dissemination of personal information, or acts of intimidation carried out through digital platforms. Recent research shows that cyberbullying has a significant impact on adolescent mental health, including increased anxiety, stress, and low self-esteem (Marengo et al., 2024). In addition to cyberbullying, social media can also cause the emergence of social relationships that are less close or less close. Many friendships are formed only based on digital interaction without strong emotional closeness. As a result, some adolescents have difficulty building quality interpersonal relationships in real life. Therefore, social media should be used as a means of supporting social relationships, not as a substitute for direct interaction (Avci et al., 2025).

3. The Impact of Social Media on Teen Education

In the field of education, social media provides various benefits that can support the learning process. Various digital platforms provide access to learning materials, educational videos, scientific articles, and academic discussions that can help students understand various learning concepts more easily. The presence of social media also allows the learning process to take place flexibly without being limited by space and time (Triyana, 2018). The use of social media in education can increase students' motivation to learn. The wide range of educational content available on digital platforms helps students acquire additional information beyond the material provided in school. Furthermore, social media can also help students discuss with friends and teachers about learning materials so as to expand their horizons and knowledge (West et al., 2024). Social media also plays a role in increasing digital literacy skills. During the industrial revolution 4.0, the ability to use technology effectively is one of the important competencies that must be possessed by the younger generation. Through the proper use of social media, adolescents can develop the ability to search for information, evaluate information sources, and utilize technology to support the learning process (Jungselius, 2024).

On the other hand, excessive or frequent use of social media can interfere with concentration and interest in learning, which tend to be lower. Many teens spend hours accessing social media, reducing their time studying and other academic activities. Conditions like this can lead to a decline in academic achievement, mental health, and lack of confidence if this is not balanced with good time management (Ayub & Sulaeman, 2022). In addition, not all information available on social media has a high level of validity or truth. A lot of information is not known to be true and has the potential to mislead users. Therefore, critical thinking skills and digital literacy are needed so that adolescents are able to sort out the correct information and are not easily influenced by information that cannot be accounted for (Piccerillo & Digennaro, 2024). In addition, awareness and self-control are needed in using social media so that the benefits obtained are greater than the negative impacts.

4. The Impact of Social Media on Adolescent Social Interaction

Social interaction is a reciprocal relationship that occurs between individuals and groups in people's lives. In the context of adolescent development, social interaction has an important role in character formation, communication skills, empathy, and other social skills. Therefore, changes in interaction patterns due to the use of social media are a phenomenon that needs to be considered (Fahri & Qusyairi, 2019). Social media provides opportunities for teens to expand social interaction through a wider communication network. Teenagers can interact with individuals from different regions and even different countries. This allows for the exchange of information, culture, and experiences that can enrich their social insights (Kaplan & Haenlein, 2010). However, excessive use of social media can lead to a reduced frequency of direct social interactions. Many teenagers prefer to spend time in the digital world rather than participating in social activities in the surrounding environment. This condition can reduce the ability to socialize and reduce the sense of concern for the community and the surrounding environment (Putri, Nurwati, & Budiarti, 2016).

Research by Ayub and Sulaeman (2022) shows that uncontrolled use of social media can lead to digital dependency which has an impact on reducing the quality of social relationships in real life. Adolescents who are too dependent on social media tend to have difficulty in building deep interpersonal communication relationships and are less active in social activities in the community. Based on the results of these studies, it can be stated that social media has a very large influence on the social interaction of a teenager. The positive or negative impact caused depends on how intense or size and how it is used. Therefore, a balance is needed between digital activities or activities and direct social interaction so that adolescents' social

development can take place optimally in the current digital era. With that, adolescents need to pay attention to the wise and correct use of social media so that the benefits received can support the social development of adolescents by not reducing the quality of interaction and communication in their lives.

PREVIOUS RESEARCH AND RESEARCH NOVELTY

Table 1. Comparison of Past Research with Current Research

Yes	Researcher	Research Title	Research Focus	Research Findings	Differences with Current Research
1	Ayub & Sulaeman (2022)	<i>The Impact of Social Media on Social Interaction in Adolescents: A Systematic Review</i>	Analyze the impact of social media on adolescents' social interaction through a systematic study.	Social media has a positive impact in the form of ease of communication and a negative impact in the form of reduced direct interaction.	This research not only discusses social interactions, but also examines aspects of communication, friendship, education, and social interaction in an integrated manner.
2	Every Day & Sweet (2023)	<i>The Impact of Social Media Use on People's Social Interactions: A Literature Study</i>	Examine the influence of social media on social interaction in general.	Social media influences people's communication patterns and social relations.	This research focuses specifically on adolescent groups as the most active social media users and connects them with the perspective of social studies.
3	Putri, Nurwati, & Budiarti (2016)	<i>The Influence of Social Media on</i>	Analyze the influence of social media on	Social media affects adolescents' behavior and	This study uses more up-to-date references and discusses the

<i>Adolescent Behavior</i>	adolescent behavior.	interaction patterns.	impact of social media more comprehensively on adolescent social development.
----------------------------	----------------------	-----------------------	---

Based on **Table 1**. It can be seen that the research first discusses the various influences of social media on the social life of adolescents and the community. However, most of these studies still focus on one specific aspect, for example social behavior, social interaction, or communication. Meanwhile, this study tries to provide a broader study by integrating four main aspects of adolescent life, namely communication, friendships, education, and social interaction. That is what gives this research an update Thus, this study is expected to provide a more comprehensive or comprehensive picture of the impact of social media use on the social development of adolescents in the digital era.

Table 2. Similarities of Previous Research with Current Research

Research	Equations
Ayub & Sulaeman (2022)	Both discussed the impact of social media use on the social life of adolescents.
Every Day & Sweet (2023)	Both found that social media has a positive and negative impact on users' social relationships.
Putri et al. (2016)	Both highlight changes in behavior and patterns of social interaction due to the use of social media.
Current Research	Emphasizing that social media provides benefits in communication, education, and friendship, but also has the potential to have a negative impact if used excessively.

Based on **Table 2**. It can be seen that this study has similarities with various previous studies that stated that social media is one of the factors that affect the social life of adolescents. All research shows that social media can provide ease of communication, expand social networks, and help access to information. However, these studies also found negative impacts in the form of reduced face-to-face interaction, increased dependence on digital media, and the emergence of various social problems such as cyberbullying. These findings reinforce the results of this study that the use of social media needs to be done wisely so that the benefits obtained are greater than the negative impacts caused.

Table 3. Research Novelty

Aspects	Previous Research	Current Research
Study Focus	Generally, it only addresses one specific aspect, such as social behavior or social interaction.	Integrating aspects of communication, friendship, education, and social interaction in one study.
Object of Study	The general public or teenagers with limited focus.	Teenagers as the most active group of social media users.
Analytical Perspective	Communication, psychology, or social behavior.	Social Science (IPS) Perspective and Adolescent Social Development.
References	Some use old references.	Dominated by the latest scientific references in the last five years.
Research Contributions	Partially explain the impact of social media.	Provide a more comprehensive picture of the influence of social media on the social development of adolescents in the digital era.

Based on **Table 3**. The novelty of this research lies in the approach used in discussing the impact of social media on adolescent lives. This research not only discusses one specific aspect, but integrates four important aspects, namely communication, friendship, education, and social interaction into one complete discussion. In addition, this study uses various latest scientific references that are relevant to the development of social media in the digital era. Another innovation is the use of the Social Science (IPS) perspective to explain the relationship between social media use and adolescent social growth. Thus, this research is expected to make a broader contribution to understanding the occurrence of social media use among adolescents and its implications in their social lives.

CONCLUSION

From the results of the literature review that has been done, it can be taken that social media has a very big impact on adolescents' social interaction in the digital era. This influence can be in the form of a positive impact or a negative impact of addiction on the way and intensity of its use. In terms of communication, social media facilitates the exchange of information and speeds up the communication process without being

limited by space and time. In the aspect of friendship, social media helps teens expand their social networks and maintain relationships with peers. In the aspect of education, social media plays a role as a source of information and learning media that supports the improvement of digital literacy. In addition, social media also provides opportunities for adolescents to expand social interaction with various community groups. On the other hand, excessive use of social media can have various negative impacts. Adolescents can experience a decrease in the value of face-to-face communication or real communication, a reduced sense of concern for the social environment, an increased risk of addiction in the digital world, and the emergence of various problems such as cyberbullying and the spread of incorrect (invalid) information. This condition can affect the social and emotional development of adolescents if it is not balanced with the correct and wise use of social media. The results of the study show that social media is basically not a completely positive or negative factor, but a useful tool and the risk depends a lot on how it is used. Therefore, it is very necessary to balance digital activities and direct social interaction so that adolescents are still able to develop their abilities in terms of communication, empathy, cooperation, and other social skills needed in social life.

ADVICE

Based on the results of the research, the author suggests that adolescents use social media wisely and responsibly so that the benefits can be obtained to the maximum without ignoring social life in the real world. Adolescents need to limit the time they spend using social media and stay active in various social activities that can improve their communication skills and direct social interaction. For parents, supervision and assistance are needed for children's use of social media. Parents are expected to be able to educate in the use of social media properly, safely, and in accordance with the age of adolescent development. In addition, correct communication with parents and children needs to be built so that adolescents do not

use social media as the only means of social interaction. For schools, it is important to improve digital literacy education through various learning activities that encourage the positive use of technology. Teachers can also provide an understanding of social media etiquette, the dangers of cyberbullying, the virtue of maintaining a balance between digital activities and direct social interaction. For the next researcher, it is recommended to conduct field research with quantitative and qualitative approaches so that empirical data can be obtained on the influence of social media in adolescent social interaction in various regions and different characteristics of respondents.

BIBLIOGRAPHY

- Angelini, F., Gini, G., Marino, C., & Van Den Eijnden, R. (2024). Social media features, perceived group norms, and adolescents' active social media use matter for perceived friendship quality. *Frontiers in Psychology*, 15, 1222907. <https://doi.org/10.3389/fpsyg.2024.1222907>
- Avci, H., Baams, L., & Kretschmer, T. (2025). A systematic review of social media use and adolescent identity development. *Current Addiction Reports*. <https://doi.org/10.1007/s40894-024-00251-1>
- Ayub, M., & Sulaeman, S. F. (2022). The impact of social media on social interaction in adolescents: A systematic review.
- Colasante, T., dan rekan. (2024). Bidirectional associations of adolescents' momentary social media use and negative emotions. *Current Psychology*. <https://doi.org/10.1007/s42761-024-00244-2>
- Fahri, L. M., & Qusyairi, L. A. H. (2019). Social interaction in the learning process. *PALAPA: Journal of Islamic Studies and Education*, 7(1), 149–166.
- Jungselius, B. (2024). A scoping review of current research on social media use among children and adolescents. *Discover Mental Health*, 4(1). <https://doi.org/10.1007/s44202-024-00226-2>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Marengo, D., et al. (2024). Social media use and adolescent mental health: A systematic review of recent evidence.

- Pérez-Torres, V., Pastor-Ruiz, Y., & Abarrou-Ben-Boubaker, S. (2024). Social media: A digital social mirror for identity development during adolescence. *Current Psychology*. <https://doi.org/10.1007/s12144-024-05980-z>
- Piccerillo, L., & Digennaro, S. (2024). Adolescent social media use and emotional intelligence: A systematic review. *Current Addiction Reports*. <https://doi.org/10.1007/s40894-024-00245-z>
- Pratidina, N. D., & Mitha, J. (2023). The impact of social media use on people's social interactions: A literature study. *Scientific Journal of Batanghari University of Jambi*, 23(1), 810–815. <https://doi.org/10.33087/jiubj.v23i1.3083>
- Putri, W. S. R., Nurwati, N., & Budiarti, M. (2016). The influence of social media on adolescent behavior. *Proceedings of Research and Community Service*, 3(1), 47–51.
- Seran, E. Y., & Mardawani. (2023). *The basic concept of social interaction in people's lives*. Yogyakarta: Deepublish.
- Snyder, H. (2019). Literature review as a research methodology: An overview and guidelines. *Journal of Business Research*, 104, 333–339. <https://doi.org/10.1016/j.jbusres.2019.07.039>
- Triyana, I. G. N. (2018). The use of social media in the learning process in the digital era.
- West, M., Rice, S., & Vella-Brodrick, D. (2024). Adolescent social media use through a self-determination theory lens. *International Journal of Environmental Research and Public Health*, 21(7), 862. <https://doi.org/10.3390/ijerph21070862>
- Zed, M. (2014). *Literature research method*. Jakarta: Yayasan Obor Indonesia.