

## RESEARCH ARTICLE

## EXPLORING THE DYNAMICS OF SOCIAL MEDIA ADDICTION AMONG INDONESIAN USERS

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### ABSTRACT

This study, employs a literature review method to examine the psychological, social, and regulatory dimensions of social media addiction in Indonesia. Findings reveal that excessive social media use negatively affects mental health, leading to anxiety, sadness, low self-esteem, and vulnerability to cyberbullying. To address these issues, the study highlights Cognitive Behavioral Therapy (CBT) as an effective intervention to reshape maladaptive thought patterns. Additionally, enhancing media literacy, strengthening cybersecurity awareness, and implementing public education campaigns such as "Socially Smart Awareness" are crucial in promoting healthier digital behavior. The research also emphasizes the need for regulatory measures that ensure user protection while maintaining justice and digital freedom. Overall, integrated psychological, educational, and policy-based approaches are essential to mitigate the adverse effects of social media addiction among Indonesian users.

**Keywords:** *social media addiction, mental health, media literacy, cybersecurity, Indonesia*

### INTRODUCTION

The rapid advancement of information technology in the age of globalization has significantly transformed the way people live. The Internet is pivotal in fulfilling various human needs, including social interaction and access to information and entertainment, mainly through popular social media platforms. The term "social media addiction" is a behavioral pattern that results in an obsessive and excessive usage of social media sites like Facebook, Instagram, TikTok, and others. Andreassen and Pallesen (2014) said that social media addiction can be characterized as excessive concern about social media platforms. It involves a powerful motivation to engage with these sites, leading to significant time and energy dedicated to social media activities. This excessive involvement can disrupt other social interactions, academic or professional commitments, relationships, psychological well-being, and overall well-being

(Dalvi-Esfahani et al., 2019). One important distinction between social media addiction and the occasional overuse of social media, which many individuals may encounter, is that the latter has negative consequences. It happens when using social media on the internet gets compulsive and out of control. (Hou et al., 2019).

The usage of social media and the internet has permeated modern culture. The proliferation of advanced gadgets equipped with diverse applications for online and offline access to news, social networks, lifestyle content, and hobbies has garnered widespread public interest. Gadgets have become highly accessible and nearly ubiquitous across communities. The Indonesian Internet Service Providers Association, or APJII claims that data from 2020 (Q2), as cited in Khotimah et al. (2021), there was a significant surge of approximately 73.7% in Internet users in Indonesia. This growth was observed in comparison to the

2018 APJII poll, which found that 171.17 million people, or approximately 64.8% of Indonesia's population, were Internet users. The increase in internet activity was indirectly influenced by the palapa ring project in Indonesia and the pandemic covid-19 in 2020, prompting people to stay indoors and seek information and entertainment online (Fajar, 2020). On the other hand, Internet Addiction Disorder (IAD) has also become more prevalent in Indonesia as a result of this increase in internet users. commonly referred to as pathological Internet use (Tomczyk & Solecki, 2019). Research conducted by Siste et al. (2020) demonstrated the correlation between the Covid-19 pandemic, increased Internet usage, and the psychological impacts experienced by Internet users.

Internet addiction, as defined by Beard, signifies an excessive dependency on the Internet, impacting user's psychological well-being and causing disruptions in their work, education, and another life domains. Block further categorizes Internet addiction into four groups: adverse consequences, low tolerance, withdrawal symptoms, and excessive use. This addiction leads to various issues, such as poor dietary habits, sleep disturbances, stress, depression, narcissistic tendencies, and relationship challenges. Most people use the Internet for at least eight hours every day, shaping a modern societal lifestyle, yet this addiction yields detrimental consequences in daily life. Internet-connected devices shape both positive and negative aspects of social interactions. While it facilitates convenient remote communication, negative impacts include potential dysfunction in teenagers, reduced face-to-face interaction time, compromised quality of direct interaction due to Internet presence, heightened hyperpersonal behavior, and desensitization to the environment. Furthermore, Internet addiction can significantly affect the emotional and behavioral development of children and adolescents.

In Indonesia, the Internet Addiction Test (IAT), initially developed by Kimberly Young, has been updated to evaluate the degree of social media addiction. Young's IAT, established in 1996 based on DSM-IV criteria, comprises twenty items known for validity and reliability. However, some researchers have questioned its assessment process

and adaptability in diverse contexts. Despite criticisms, Young's IAT has been successfully used in various countries, demonstrating strong validity and reliability in nations like South Korea, Arab nations, France, Germany, Italy, India, Turkey, Vietnam, and Croatia, among others (Černja et al., 2019). It has also been adapted for testing online gaming addiction, mobile phone addiction, and other related areas.

Indonesia, with a population of over 276 million and a rapidly growing economy, commands a prominent place in Southeast Asia's internet market. Although 53.7% of Indonesians have access to the internet, a large and active social media user base spends 3.28 hours a day on these sites. According to 2019 data from the Ministry of Communication and Information, 95% of Indonesians, especially early and late teenagers aged between 15-20, utilize the internet for social media purposes (Alfiah et al., 2021). As of 2022, there are over 188.6 million active social media users in Indonesia. indicating a substantial 68.9% coverage within the target demographics. Notably, there has been a 12.6% increase in users from 2021 to 2022. WhatsApp stands out as the predominant chat platform in Indonesia, engaging nearly 90% of internet users, closely trailed by further Meta-owned platforms. Instagram and Facebook are utilized by 81-85% of the country's internet users in the 16–64 age range. TikTok's user base in Indonesia has expanded significantly over the last four years, from 35 million to over 44 percent of the country's total population. (CR Team, 2023).

## METHOD

This study employs a literature review method to analyze various research findings and scholarly articles related to social media addiction in Indonesia. The literature review approach was conducted by collecting, examining, and synthesizing previous studies published in both national and international academic journals. The sources were obtained through online databases such as Google Scholar, ResearchGate, and ScienceDirect using keywords including "*social media addiction*," "*mental health*," "*Indonesia*," and "*psychological impact*." The inclusion criteria

consisted of articles published between 2015 and 2024, written in English or Indonesian, and focusing on the psychological aspects of excessive social media use. The collected data were analyzed through a process of identification, categorization, and thematic synthesis to identify patterns, similarities, and differences among the reviewed studies. This analysis aimed to provide a comprehensive understanding of the impact of social media addiction on mental health, particularly in relation to anxiety, depression, and self-esteem.

## RESULTS

### *Issues and Challenges*

#### **Mental Health Issue**

The escalation of mental health challenges related to social media usage presents hurdles in providing comprehensive social services. The growing number of individuals grappling with problems like anxiety, sadness, and diminished self-esteem due to social media emphasizes the urgent need for more mental health professionals. Mental health practitioners must thoroughly understand social media's impact to deliver effective care. Furthermore, training in assessing social media usage and its potential mental health implications is essential. A more profound comprehension of how social media activities influence users can enhance the efficiency and success of therapy for patients. The study carried out by Sujarwoto et al. (2019) unveiled a connection between excessive social media use and the psychological health of Indonesian university students. Their research showed that university student displaying with greater levels of social media addiction scores were more susceptible to mild depressive illness. This observation corresponds with the findings of (Gao et al., 2020), who similarly indicated that heightened social media use had adverse effects on mental health, a phenomenon observed during the Wuhan outbreak.

#### **Depression and Anxiety**

Depression involves feelings of worthlessness, low energy, indifference, negativity, or self-blame. Studies related to different age groups suggest that depression often surfaces during early adulthood, particularly in the late twenties. Teens between the ages of 10 and 19 go through abrupt changes in their social relationships, emotions, and thoughts. However, in contrast adults often become socially isolated and reduced enthusiasm for activities, indicating decreased willingness to engage socially. Maurizka et al. (2021) analysis results indicated that social media usage's impact on depressive symptoms can be traced through multiple pathways. These include influences such as emotion regulation, poor sleep patterns, and perceived stress. Internet addiction is commonly associated with depression due to various psychological, physical, and social factors.

Anxiety and depression were the most frequently studied outcomes among the 16 research papers examined (Karim et al., 2020). This study identified significant risk factors contributing to anxiety and depression, such as the duration of time spent on social media platforms, the activities carried out on these platforms, and the level of addiction individuals have to social media. Anxiety is a prevalent mental health concern, and in modern society, individuals may feel anxious about social media, fearing disconnection. This fear can lead to persistent monitoring of friends' messages and notifications, impacting their friendships negatively. Additionally, there is a positive correlation between internet addiction and the lack of adequate social support. People diagnosed with depression often seek social support online due to these circumstances.

#### **Low Self-Esteem**

The relationship between self-esteem and social media addiction and mental health is tightly related. People that have low self-esteem often find themselves more vulnerable to the critiques and feedback found online, leading to discomfort and anxiety (Apaolaza et al., 2019). In contrast, those with positive self-esteem tend to handle criticism more constructively as it does not focus on their perceived shortcomings. Consequently, individuals

with positive self-esteem become cautious and guarded in their social interactions, developing a self-protective mechanism.

The activation of certain behaviors, such as extensive use of social media, is triggered by self-evaluation, especially regarding feeling valuable or worthwhile (Andreassen, 2015 cited in Rahardjo & Mulyani, 2020). Social media platforms offer individuals a unique space to continue building social connections with minimal risk of negative evaluations that might occur in face-to-face interactions. The feeling of worthlessness, often experienced by individuals with low self-esteem, is mitigated by active participation in social media. For them, strengthening social networks, including accumulating a large number of friends or followers, becomes a way to create a sense of value and validation.

In addition, Subu et al. (2022) underlined the significant influence of self-esteem, derived from online interactions, on social media addiction. The analysis result by Purnama et al. (2021) showed that 57.1% of those surveyed displayed low self-esteem. This revealed a moderate positive correlation between social media addiction and self-esteem among adolescents living in rural areas. This intricate interplay between self-esteem, social media usage, and mental health highlights the need for a comprehensive understanding of these dynamics to address the growing concerns related to social media addiction and its impact on individuals' well-being.

### Cyberbullying

The issue of how social media addiction affects mental health in the context of cyberbullying stands as a significant concern in Indonesia. Among the youth, social media addiction has emerged as a dominant trend, creating avenues for instances of cyberbullying (Collantes et al., 2020). Indonesia has witnessed a rapid surge in social media usage, particularly among its younger demographic, increasing the likelihood of being the victim of cyberbullying and the ensuing effects on mental health. Despite this, cyberbullying in the country is often underestimated due to a prevailing

assumption that social media serves as a platform for unrestricted expression (Chakan & Millenio, 2023).

In Indonesia, social media addiction amplifies the susceptibility of individuals, particularly the youth, to cyberbullying. The addictive nature of social media platforms encourages continuous online engagement, elevating the exposure to cyberbullying incidents. This prolonged exposure significantly heightens the risk of becoming a target of cyberbullying or engaging in harmful online behaviors, resulting in adverse mental health outcomes for both victims and perpetrators. Moreover, in Indonesia, cyberbullying on social media frequently targets particular groups based on factors such as race, religion, ethnicity, and other archaic concerns rather than just individuals. (Syahid et al., 2023).

Furthermore, the anonymity and lack of accountability linked with social media addiction contribute substantially to the prevalence of cyberbullying incidents in Indonesia. Those addicted to social media might feel detached from the real-life consequences of their actions, leading to a greater inclination to engage in hurtful behaviors online. This anonymity exacerbates the severity of cyberbullying, causing significant impacts on victims, including anxiety and, in some cases, depression (Collantes et al., 2020).

The adverse impacts of cyberbullying on mental health in Indonesia are made worse by social media's addictive qualities. Continuous monitoring of social media notifications and persistent online engagement becomes an addictive behavior, rendering individuals more susceptible to experiencing stress, anxiety, and heightened emotional distress when faced with cyberbullying incidents. The inability to disconnect from social media due to addiction further intensifies the adverse psychological effects of cyberbullying, resulting in ongoing mental health challenges for affected individuals. Alfaray et al. (2020)'s analysis uncovered an interlink between two seemingly distinct issues within social media. It revealed that individuals with inclinations toward social media addiction tend to spend significantly

more time on these platforms compared to those without such tendencies.

Consequently, these individuals are at a heightened risk of encountering various forms of bullying, including receiving hateful comments or messages. Not only does the frequency of use contribute to this exposure to bullying, but the underlying reasons for using social media can also make an impact. For instance, individuals using these platforms to construct their identity and garner popularity are more susceptible to negative remarks directed at them by strangers.

### **Fear of Missing Out**

FoMO significantly influences social comparison behaviors, wherein individuals constantly measure their lives against the carefully curated and often exaggerated portrayals of others on social media. This comparison tends to evoke emotions like feelings of inadequacy, reduced self-esteem, and even symptoms of depression. Furthermore, FoMO contributes to heightened anxiety and stress as individuals persistently strive to stay connected and informed, fearing they might miss out on essential information or social gatherings. These feelings of anxiety and stress can lead to disrupted sleep patterns, reduced productivity, and various physiological and psychological challenges.

In certain situations, experiencing the Fear of Missing Out (FoMO) may contribute positively to one's psychological well-being. This recent study indicates that despite established evidence highlighting the negative impact of FoMO on mental health, the relationship between FoMO and psychological well-being is complex and varied. Numerous researchers have lately confirmed the significant influence of FoMO on mental well-being (Elhai et al., 2020).

A substantial body of research has identified a link between mental well-being and the Fear of Missing Out. Studies conducted by Holte & Ferraro (2020), have revealed a positive correlation between FoMO and both depression and anxiety, along with a notable predictive capacity for stress. Several research studies conducted in Indonesia indicate that students within the country exhibit elevated

levels of Fear of Missing Out (FoMO) alongside a prevalent issue of social media addiction (Azizah et al., 2022; Rahardjo & Mulyani, 2020; Salim et al., 2020).

These studies reveal a direct relationship between the extent of FoMO experienced by students and their likelihood of developing social media addiction. Precisely, a higher level of FoMO among students in Indonesia corresponds to an increased probability of experiencing addiction to social media platforms.

### ***Privacy and Security Issue***

There have been substantial social, economic, and cultural shifts brought about by the advancement of information technology, especially Internet communications. These systems have the capacity to efficiently and rapidly gather, store, process, create, and distribute information to the general public. (Nuzulita & Subriadi, 2020). With the digital dimension, activity becomes challenging to limit because of technology that is very cheap and easily accessible from any part of the world (Fahlevi et al., 2019). The Association of Internet Service Organizers of Indonesia (APJII) Survey states that in 2023, 215.626.156 individuals or 78.19 percent of Indonesia's 275.773.901 total population, will have access to the internet. Social media use is a part of using the Internet. Social media sites will enable social networking by sharing expressive and communicative content, building professional relationships, and behaving "social" online. (Van Dijck, 2013 as cited by Nuzulita & Subriadi, 2020). The term "social media" also refers to the social networks, blogs, discussion forums, and reviews that currently rule the Internet. (Zhang & Mao, 2016 as cited by Febria Lina & Setiyanto, 2021).

In this part, privacy and security in social media are discussed. Most internet users use search engines and social networking sites like Instagram, Facebook, Line, Twitter, WhatsApp, and YouTube for communication. Regrettably, social media offers advantages but also increases the risk of new issues, such as cybercrimes (Yudiana et al., 2022). People disclose personal information on social

media for a variety of purposes, including as sharing opinions and expressing oneself. There may be societal benefits to such actions. Notwithstanding privacy issues, people willingly divulge personal information to benefit society. While some keep certain information private because they understand privacy, others do not. Social media users can better decide what information to disclose and keep private by being aware of their privacy settings (Al-Saggaf & Nielsen, 2014 as cited by Nuzulita & Subriadi, 2020).

The directorate of cybersecurity operations of the Indonesian national cyber and passwords agency has released a Facebook security guide. According to the guide, Facebook is one of the most widely used social media sites on the planet. More than 2.89 billion active users are recorded on social media, the highest number in contrast to other social media platforms like Instagram, WhatsApp, and YouTube. In July 2021, 98.5% of active users of Facebook used a mobile device to access the social media platform. One of Facebook's biggest global markets is Indonesia. Indonesia had 140 million Facebook members by July 2021, demonstrating this, according to Statista. It is recorded that the first and second rankings are occupied by India, with 340 million users, and the United States, with 200 million users, respectively (BSSN, 2021).

Criminals have increasingly utilized social networks to perpetrate illicit activities, leveraging the evolving communication landscape for their harmful intentions. One example is disseminating false or illegal information through social media platforms. While spamming initially prevailed in emails, its prevalence has extended to social media, where cybercriminals distribute unlawful messages containing malicious links (Huber et al., 2009 as cited by Almadhoor et al., 2021). Another method employed is hacking, which involves unauthorized access to digital devices or computers through various social media platforms. Hackers, often part of cybercriminal networks, send messages to social media users, exploiting invalid links that, when clicked, grant access to the user's device. Cybercriminals employ various strategies, including opportunistic and targeted attacks, using

specific tools, while opportunistic attacks typically involve worms and viruses (Alferidah & Jhanjhi, 2020).

In the big data era, protecting personal information is the biggest concern. (Pratama & Pati, 2021). The directorate of cybersecurity operations of the Indonesian National Cyber and Passwords Agency has released a common type of cyber attack when using Facebook, namely phishing. Phishing is an attempt to obtain information about a person's data through an undercover technique. Phishing targets various types of sensitive information, including personal data (such as name, age, and address), account credentials (like usernames and passwords), and financial details (including credit card and account information).

The primary objective of phishing activities is to surreptitiously acquire individuals' personal information by deceiving them into voluntarily disclosing it. Subsequently, the obtained information is frequently exploited for criminal purposes. Phishing attacks consist of four types. The first type is email phishing, which uses email media to reach a potential victim. The second is spear phishing, using massive email sending with a random candidate victim, spear phishing targeting a specific candidate. The third is whaling, which is phishing that targets individuals specifically and individuals with high authority in an organization, such as business owners, corporate directors, personnel managers, and others. The last one is website phishing, an attempt to warn fake websites to deceive potential victims. A website for phishing will look similar to an official website and use a similar domain name. It is called domain spoofing (BSSN, 2021).

At the end of 2022, the Indonesian Police recorded 8.831 cases related to cybercrime from January 1 to December 22. Additionally, the Indonesian Police Agency reports 8.372 individuals who have become victims of the crime above. There are numerous cases, including 3.723 cases of artificial intelligence data manipulation, 2.131 cases of theft via electronic media, 1.098 cases of cybercrime, 835 cases of online gambling, 145 cases of harassment via social media and related cases of cybercrime, 143 cases of pornography or

prostitution via electronic media, 59 cases of theft via electronic media and related cases of cybercrime, and 43 cases of hate speech via electronic media (Pusat Informasi Kriminal Nasional, 2022).

Cybercrime is another global issue. Several affluent nations, particularly those hosting significant multinational firms in the e-commerce sector, have become the world's top hubs for criminal activities. The definition of a digital business with an online presence is that "every business is a digital business today." The world is changing significantly due in large part to the impact of information and communication technology, or ICT. The wave of digital business or other technologies is the source of the phenomena of business in the face of clever and creative intellectual capital. Many activities and enterprises related to Internet development have emerged in the Internet era. Many businesspeople, scholars, academic institutions, and entrepreneurs are investors nowadays. Due to its lack of physical presence, the e-commerce industry presents a unique and dangerous issue in terms of operationalism and raises the possibility of fraud and criminal activity. There are numerous explanations behind Indonesia's uncontrolled e-commerce credit. More corporate operations move online, and more customers and organizations from around the world congregate in cyberspace; the cost of cybercrime will only rise. The likelihood of intellectual property theft is rising, which means businesses less dependent on innovation may suffer massive losses if criminals use a product (Fahlevi et al., 2019).

#### Education and Awareness

Social media has emerged as a powerful global phenomenon, deeply ingrained in people's daily lives due to technological advancements. However, the increased dependence on social media has raised concerns about addictive behavior, akin to other forms of addiction like smoking or alcoholism causing the medical community to acknowledge social media addiction as a serious mental health issue. An individual's virtual existence can be drastically altered by excessive social media use, which frequently causes them to

lose touch with their true selves and reality. In Indonesia, there remains a substantial lack of education and awareness regarding social media addiction. Despite the widespread use of social platforms, comprehensive understanding and acknowledgment of the addictive nature of excessive social media use are often lacking, especially among youth. This gap in awareness exacerbates the vulnerability of individuals, particularly those facing social anxieties, to succumb to addictive behaviors on these platforms.

The absence of structured educational programs or initiatives to inform users about the potential risks and foster responsible usage further compounds the issue. As a result, many users, unaware of the psychological implications of excessive social media engagement, inadvertently fall prey to addictive patterns, adversely impacting their mental well-being and disconnecting them from their offline realities. Consequently, there is an urgent need for targeted awareness campaigns and educational initiatives tailored to address social media addiction within Indonesia's diverse demographic landscape. These efforts could significantly mitigate the risks associated with excessive social media use and promote healthier online behaviors among users across various age groups and backgrounds.

Creating effective awareness campaigns demands a comprehensive approach involving various facets such as communication strategies, the relations of media, government or health initiatives, and allocated budgets to achieve particular objectives. Fundacja Komunikacji (2010) as cited in Sedek (2021) defines such campaigns as a series of activities targeted at specific groups over a defined period to enhance knowledge or induce changes in perception and behavior towards a particular social issue.

The core purpose of these campaigns is to increase awareness and prompt desired behavioral changes. When devising a public awareness campaign, agencies must consider the type of knowledge that stimulates behavioral modifications. These campaigns operate on the premise that enhancing people's understanding of an issue will alter their behavior accordingly (Bouder, 2013 as cited in

Sedek, 2021). By using accurate information and employing suitable language, awareness campaigns impart knowledge to individuals and society. They convey procedural and normative effects, influencing people's perceptions through creative concepts, facts, and figures.

### *Regulations and Governance*

A significant shift towards enhanced social interaction has marked the evolution of the Internet. With the emergence of Web 2.0, a transformative era in communication began, allowing users to create profiles, engage in peer-based content creation, establish connections, receive notifications, and utilize adaptable communication tools. Among the enduring outcomes of this revolution are social networking services, exemplified by leading platforms like Facebook, YouTube, and Instagram, boasting user bases of 2.2 billion, 1.9 billion, and 1 billion, respectively. These offerings are called "platforms," with diverse connotations concerning their structure and role within various social and organizational settings. Tarleton Gillespie's work highlights the discursive implications of adopting the term "platform," suggesting it as a strategically vague yet specific concept catering to diverse audiences and venues.

Furthermore, the term "platform" holds multidimensional significance, serving different organizational purposes based on context (Clement, 2020). It signifies the technological structure enabling various services and the promise of an audience and figurative space for expression. Nick Srnicek defines platforms as digital infrastructures facilitating interactions among multiple groups and offering tools for individuals to develop their markets, services, and goods.

Crucially, networks serve as "intermediaries," connecting a diverse array of actors from both business and consumer sectors within a combined digital environment. Professor Laura DeNardis defines intermediaries on the internet as platforms operated by third parties that act as a middleman between the people who create and access digital material and the content itself. At the moment, the word "platform" refers to a variety of entities,

encompassing social media platforms such as Youtube and Instagram, multifaceted technology giants such as Amazon offering online buying and services related to cloud computing, transportation networks such as Uber, and lodging services such as Airbnb. This collective array of services is known as the "platform economy" (Rochefort, 2020).

Social media platforms are presently undergoing significant legal and social scrutiny. Reputable digital news outlet The Verge highlights that newly proposed regulatory measures are targeting social media, advancing through the U.S. Congress with a focus on areas such as user privacy data security and granting users more control over the technical functionalities of these services. Over half of the states have already enacted social media privacy laws, varying in scope and complexity, while additional bills are pending review and consideration.

Furthermore, a number of nations, like Brazil, Bahrain, Hong Kong, India, Switzerland, and many more, have implemented innovative policies to regulate privacy issues globally. In 2020, a non-governmental organization called Freedom House discovered that at least seventeen countries in Europe, the Middle East, South America, Asia, and other regions have either approved or proposed laws limiting access to certain online information. These initiatives were specifically designed to counter harmful digital information and fake news. This broad synopsis demonstrates the wide range of regulatory measures taking place around the world. Thus, the focus here will be mostly on significant social media regulatory initiatives in the US and Western Europe. These areas have historically generated controversy in democratic democracies over these kinds of matters.

Since efforts to regulate social media platforms grow, scholars acknowledge this task's unprecedented complexity. The subject of Internet governance, along with its intricate challenges, has long held significance in communication research. Informed and innovative approaches will be essential in guiding the fundamental activities within industry, especially in light of the introduction of new goods and platforms. A wide

range of technological, economic, political, legal, social, and cultural issues that fall under the broad term of governance are competitively influenced by governments, international organizations, and non-state groups.

Fundamentally, communication and information regulatory platforms must address the dynamic nature of companies and business models in the digital economy. Pieter Nooren and associates argue that principles-based regulation is preferable than rules-based regulation because it establishes a broad norm of behavior and gives regulators latitude in approving or disapproving particular behaviors. At the same time, the latter entails detailed, pre-defined actions that will be penalized.

The rampant emergence of hoaxes has negatively impacted social media development in Indonesia, proliferating as a tool in democratic contests. Because of anonymous accounts that purposefully propagate false material for political ends, hoaxes have become a common problem in social and political domains. This phenomenon underscores the widespread use of social media as a politically and economically motivated target by anonymous accounts, often resulting in attacks against affected parties and a loss of credibility in cyberspace.

Despite some punitive actions against anonymous account administrators spreading hoaxes, numerous anonymous accounts continue to propagate slanderous news during national or local elections, demonstrating how political and social issues fuel how hoaxes are spreading. The economic motive behind hoaxes must be considered. The prevalence of hoaxes disrupts healthy democratic life by disregarding established norms and regulations, prompting government concern and a corresponding anti-hoax campaign.

The Electronic Information and Transaction Act has been updated by the government. (ITE Law) to control social media and other electronic media in order to stop the spread of hoaxes. The Electronic Information and Transaction Act has been updated by the government in the virtual space. This legislative move underscores the need for cyberlaw as a positive legal tool to control cyber community life in Indonesia. The ITE Law's presence also reflects the state's intention to assert sovereignty in

cyberspace by expanding its regulatory authority into the virtual realm.

However, the ITE Law has faced opposition from the public, specifically regarding Article 27, paragraph (3), which human rights activists and the press contested. The law was first supported by the petitioners in order to fill a legislative void in the field of information technology, but they were vehemently against one of its sections because they appeared to restrict the freedoms of speech, opinion, writing, and expression. Despite the challenge, the Constitutional Court ruled the petition unacceptable in a consultative meeting dated May 4, 2009, based on Decision No. 2 / PUU-VII / 2009.

### Impact on Relationship

In the ever-evolving landscape of the digital age, the burgeoning influence of social media has not only redefined communication but also left an indelible mark on the fabric of human relationships. As individuals traverse the intricate realm of online interactions, the pervasive nature of social media addiction unveils multifaceted consequences that ripple through the very core of interpersonal connections. Examining the impact of social media addiction on relationships requires a nuanced understanding, considering the wealth of scholarly insights available in recent years.

Social networking sites provide dopamine producing social situations, which may be the main cause of the rise in social media addiction. Social media sites like Facebook, Instagram, and Snapchat target user engagement by evoking the same brain responses as recreational drugs and gambling. Retweets, likes, and shares on social sites continuously activate the brain's reward region, according to studies, causing a chemical reaction similar to that of cocaine. Social media use has been compared by neuroscientists to an intravenous dopamine shot. (Addiction Center Web, 2023).

In addition, approximately 4.2 billion individuals, constituting 53.6% of the global population, are active social media users (We are social UK, 2021). This year, there has been a 13.2% increase in users compared to the previous year. Social media usage

is seen throughout age categories, according to statistics from the Pew Research Center in 2021: 90% of people in the 18–29 age group, 82% of people in the 30–49 age group, 69% of people in the 50–64 age group, and about 40% of people over 65 use social media platforms. These statistics depict the widespread adoption of social media across diverse age ranges. On average, people spend around 2 hours and 25 minutes daily on social media. The contemporary landscape comprises numerous popular social media platforms widely utilized worldwide.

The profound effects of social media addiction on relationships have been increasingly acknowledged by researchers. According to a study by Kuss and Griffiths (2020), the compulsive use of social networking platforms can lead to addictive behaviors, reshaping the dynamics of communication within relationships. This shift in communication patterns introduces new challenges that individuals must navigate, impacting the depth and authenticity of their connections.

The effects of social media addiction go beyond how they appear to affect social comparisons and communication; they also have an impact on relationship satisfaction and personal wellbeing. Research by Andreassen (2021) indicates that excessive social media use can correlate with decreased relationship satisfaction. This challenges the conventional notion that social media platforms enhance interpersonal connections and underscores the need to navigate the digital landscape mindfully.

Furthermore, the addictive nature of social media introduces a concerning dimension. According to Andreassen (2021), addiction to social media platforms may manifest as dependency behavior. Individuals find it challenging to control their online engagement, and attempts to limit usage often result in withdrawal-like symptoms. This dependency poses a significant hurdle in maintaining healthy and balanced relationships.

## DISCUSSION

### *Views on the Key Strategic Issues or Challenges from the Strategist Point of View*

An in-depth investigation into mental health issues associated with cyberbullying, low self-esteem, depression, anxiety, and social media addiction in Indonesia is considered a major strategic issue by strategists. The widespread consequences of social media addiction on mental health and overall wellness in a range of age groups, especially students, demonstrate the need for comprehensive therapy. Understanding the complex interactions between social media use and mental health is crucial from a strategic standpoint. Taking up this problem necessitates a comprehensive approach involving various stakeholders, including policymakers, mental health professionals, educators, and technology companies. Firstly, there's a need for comprehensive mental health education and awareness programs tailored for different demographics, focusing in particular on youth and students, who are more susceptible to the negative consequences of social media addiction. These programs should focus on fostering digital literacy, promoting healthy social media habits, and providing coping mechanisms to mitigate the negative impacts on mental health. From a policy standpoint, regulations and guidelines need to be implemented to safeguard users, especially the youth, from the detrimental effects of excessive social media use.

This might involve creating age-appropriate restrictions on social media access, enforcing responsible use policies by social media platforms, and advocating for mental health support services integrated into digital platforms. Furthermore, mental health professionals must receive specialized training to effectively address social media-related mental health concerns. This includes understanding the dynamics of social media addiction, cyberbullying, and their correlation with depression, anxiety, and low self-esteem. Providing accessible mental health services tailored to tackle these issues in Indonesia's digital landscape is paramount.

Additionally, technology companies should play a role in promoting responsible and healthy usage of

their platforms. Implementing features that encourage positive interactions, reducing screen time and providing mental health resources on the platforms will help lessen the detrimental effects of social media addiction on mental health. Overall, a strategic approach encompassing education, policy development, mental health support, and responsible technology usage is crucial to address the complex challenges arising from social media addiction's impact on mental health in Indonesia. Collaboration among various stakeholders is pivotal in crafting holistic solutions to ensure the well-being of individuals navigating the digital realm.

The strategy of dealing with privacy and data security issues also has been a subject of continuous discussion to this day. According to the Cyber and National Code Agency's Annual Report for 2022, there are two strategic regulations in the form of presidential regulations. The first presidential decree, Peraturan Presiden Number. 82 of 2022 about the Protection of Vital Information Infrastructure, became a legal umbrella in protecting the continuity of Vital Information Infrastructure maintenance, preventing the occurrence of disruption, damage, and destruction to Vital Information Infrastructure due to cyber attacks, as additionally enhancing the preparedness of eight (eight) sectors (government administration, finance, energy and mineral resources, transportation, health, and ICT (information and communication technology) and quickening the process of recovering from the effects of cyber incidents that have occurred. The second presidential regulation is a draft of Perpres on National Cyber Security Strategy and Cybersecurity Crisis Management.

The draft papers have been submitted for adoption by the President of the Republic of Indonesia. The National Cyber Security Action Plan, which will be covered in the Regulations, was created by BSSN as an implementation of the National Cybersecurity Strategy. The National Cyber Safety Strategy of the Republic of Indonesia (SKSN RI) is a formulation of national policy guidelines in using all national cyber resources to realize Cyber Security in order to maintain and advance national interests. The focus of the work of the National Cyber Security

Strategy of the Republic of Indonesia (NSSRI) covers governance, preparedness, protection of vital information infrastructure, risk management in national cybersecurity, national cryptographic independence, capacity development and improvement of integrity, legislation and regulation, and the last is international cooperation. The effort is also separate from the human resource development strategy.

Some of the strategies that can be undertaken are the formation of professional human resources with the support of technical and functional training in cybersecurity; the second strategy is to enhance the culture of cyber security by creating media literacy and cyber-security grades and publishing cyber safety guidance to the public or the public, the last strategy is the creation of a national standard of work competence in the field of cybersecurity that will be used for cyberspace testing.

From a strategic perspective, it is crucial to recognize the significance of Public Awareness Campaigns (PACs) in addressing the issue of social media addiction. These campaigns play a vital role in increasing understanding and knowledge about the risks associated with excessive social media usage. The instruments frequently employed in "public communications campaigns," which aim to encourage behavior change. Public communications campaigns to raise awareness about social media addiction can be designed using various strategies and methods.

Example Campaign "Digital Balance Now", aims to advocate moderation in use and educate the public about the detrimental impacts of social media addiction in order to create a positive online environment. With strategies and activities such as Social Media Campaign using specialized hashtags such as #DigitalBalanceNow to promote the campaign, while also encouraging users to share their experiences on the benefits of limiting time online and Collaboration with Mental Health Experts by inviting psychologists, psychiatrists, and mental health experts to provide insights and advice on social media addiction management. The next strategy "public information campaign".

Public information campaigns for education and awareness on social media addiction aim to provide

clear and easily accessible information to the public. Campaign Example: "Smart Media" with the goal are educating the public about the dangers of social media addiction and offering helpful suggestions for moderation through techniques and events like interactive webinars. by holding online webinars with experts to provide first-hand insights into social media addiction and management strategies and Providing Q&A sessions to interact directly with the audience.

The last strategy is a "public education campaign". Campaigns for public education seek to raise awareness of social media addiction and to arm people with the knowledge they need to manage or avoid the disorder. "SmartScreen Education Initiative" is an example of a campaign. The aim Raise awareness among the general public about the dangers of social media addiction and offer educating materials to support responsible use of the site. With strategies and activities such as 1) Educational Webinar Series, by Organizing a series of webinars with psychologists, education experts, and social media addiction researchers. the most important point is that webinar topics include mental health impacts, time management strategies, and positive habit formation, 2) School and Campus Education Modules, by developing educational modules on social media addiction that can be integrated into school and campus curricula, as well as engaging students in discussions and small research projects on the impact of social media, 3) Engaging Positive Influencers, by inviting influencers who have a positive influence on social media to become campaign ambassadors, and 4) Parent Training, the role of parents is crucial, providing insights and organizing training sessions for parents to help them understand the challenges their children face in the digital world and provide guidance on how to support healthy usage habits.

According to the strategic issue of social media addiction, restrictive laws aimed at social media users have a major negative influence on Indonesia's democratic challenges, thereby weakening the democratic vitality of the nation. The enactment of the ITE Law has faced criticism for failing to encompass essential principles expected in legal frameworks. Bungin (2006) highlights that legislation, especially cyber laws,

should embody fundamental principles. Firstly, they must instill a sense of security for all citizens, encompassing the cyber community and real-life society. Secondly, cyber laws should ensure justice, safeguarding netizens' interests in online activities and preventing conflicts among cyber community members. Thirdly, these laws should protect every cyber citizen's intellectual and material rights. Finally, they should establish a deterrent effect on lawbreakers within cyberspace to prevent crimes from being emulated by other cyber citizens.

From the strategic issue on social media addiction that effect the relationship, a critical perspective from the explanation involves the impact of careful social comparisons on social media platforms such as Instagram and Facebook. The strategies conduct by critically understanding the key aspects identified. Firstly, careful social comparisons on platforms like Instagram and Facebook play a crucial role in shaping relationship dynamics. To tackle this, increased awareness of the influence of social comparisons is needed, and individuals need to be empowered to develop positive mental health and self-perception. The effects of social media addiction go beyond communication and superficial social comparisons to include relationship happiness and personal wellbeing. Seeing a decrease in relationship satisfaction correlated with excessive social media use, a critical solution involves education and campaigns to encourage balanced and intentional use of these platforms.

This involves strengthening the understanding that real relationship quality surpasses digital popularity. Moreover, the addictive nature of social media requires a holistic approach. Prevention and recovery strategies can include awareness campaigns, psychological support, and the development of time and stress management skills. Recognizing that dependence on social media can hinder healthy relationships, measures such as digital detox programs or "offline moments" campaigns can be implemented to help individuals build the necessary balance in their lives.

### *Suggestion*

#### Conduct Cognitive Behavioral Therapy (CBT)

The intervention selection is based on Cognitive Behavioral Therapy (CBT) principles widely acknowledged in academic and scholarly discussions. CBT aims to address distorted thought patterns, targeting their assumed role in the development and persistence of various psychological conditions. This study also examines the aspect of underlying anxiety, focusing on the factors that contribute to it. The primary aim of the treatment is to regulate behaviors rather than eliminate them. The FoMO-R initiative presents an innovative approach tailored to foster resilience by enhancing individuals' self-help knowledge about the design and optimal use of social networking sites (SNS). This approach to treatment is seen as a safe, workable, pragmatic, and user-centered substitute for anxiolytic drugs and self-help methods that target the recurrent pattern of anxiety. This approach considers the setting of use, concerns, and technological safeguards. The effectiveness of employing cognitive reappraisal to reduce anxiety and manage digital addiction has been recognized. Compulsive behaviors can be regulated by distraction and reappraisal, which are integral parts of the FoMO-R strategy (Gupta & Sharma, 2021). For most people, the excessive participation in particular behaviors that result in self-reported functional impairment is usually temporary. These excessive behaviors, such as FoMO, are often influenced by situational factors and tend to improve over time naturally. Alternative strategies and opportunities for social connection are offered to individuals to alleviate the experience of FoMO (fear of missing out). Several studies have explored the use of anxiolytics and have reported positive outcomes.

#### Media Literacy and Cybersecurity Movement

The responsibility of social media platform owners in safeguarding personal data has become increasingly pivotal alongside their awareness. Educating individuals on preventing cybercrimes involves maintaining updated software, exercising caution in friendships, utilizing current antivirus

programs, acquiring basic security knowledge, refraining from sharing sensitive information, and implementing secure and distinct passwords, all of which prove instrumental in protecting personal data. Furthermore, the author emphasizes the role of security managers and networks in handling security issues by employing various network policy management services like antivirus software, firewalls, anti-malware tools, spam filters, intrusion detection systems, and appropriate reactive measures to prevent attacks. Implementing a systematic approach to address security concerns is crucial for shielding data from social media-related cyberattacks (Almadhoor et al., 2021). Media literacy and cybersecurity movements can be carried out on various levels of society, such as students, educators, government workers, and the general public. Implementation of this media literacy movement and cyber security can be done in cooperation with relevant stakeholders such as the Ministry of Information and Communications, the Indonesian state cyber and code agencies, the police of the Republic of Indonesia, and non-governmental organizations involved in the issue.

#### Public Education Campaign

Teenage social media addiction is becoming more and more of an issue, and this calls for intervention. A Public Education Campaign is an initiative designed to increase public awareness and understanding of a particular issue or topic. The best solution to address the problems and challenges associated with social media addiction is to implement a comprehensive public education campaign. Regarding the addiction to social media, a Public Education Campaign can be an effective tool to convey information about the risks, negative impacts, and management strategies for healthy social media use. We may refer to this effort as "Socially Smart Awareness" since it attempts to educate the public about the profound effects that social media addiction may have on mental health, interpersonal connections, and social media use. Addiction to social media can have an impact on one's general well-being, interpersonal connections, and mental health. Public service announcement videos, webinars for parents and

educators, social media, websites, local media, and merchandise that speaks to the audience's everyday needs should all be included in the campaign to raise awareness of the dangers of social media addiction and offer helpful advice on how to manage usage in a healthy way. Furthermore, it's critical to communicate information and encourage behavior change using the appropriate methods and language. Therefore, this strategy can lessen the adverse effects.

#### Controlling Regulation of Social Media Usage

The ITE law, regarded as a cyber law in Indonesia, is subject to critique regarding its continuity within the legal domain and its implications for the country's democratic future. Firstly, concerns are raised about potential misuse of the regulation, which may stifle dissenting voices critical of security principles. This creates a scenario where individuals questioning the government's actions are labeled as having anti-national motives, hindering fair criminal prosecutions.

Secondly, criticisms are directed at Article 3 of the ITE Act, even after its revision, as it fails to effectively embody the principles of justice. The article mentions critical principles such as legal certainty, availability, prudence, honesty, and technological neutrality but lacks explicit mention of justice. This omission disregards the crucial role of justice, which is significant in criminal law and its application to citizens within the European Union. This absence is interpreted as undermining the pursuit of justice in virtual spaces through legal means.

Lastly, the need for government regulation in the virtual sphere via the ITE law is emphasized to establish legal certainty, enabling the government to act as an impartial mediator in resolving disputes in cyberspace. This regulation should ensure the protection of copyrights and intellectual property rights in the virtual realm and facilitate constructive discussions and criticisms of the government without creating chaos or arbitrary enforcement of rules.

#### CONCLUSION

In conclusion, social media addiction has a profound negative impact on mental health, particularly in the form of sadness, anxiety, low self-esteem, and vulnerability to cyberbullying. Individuals with low self-esteem are more likely to be affected by online criticism, leading to emotional distress. Mental health professionals must understand these dynamics to offer effective treatment, such as Cognitive Behavioral Therapy (CBT), which addresses distorted thought patterns and promotes resilience through healthier social media engagement. Furthermore, awareness of privacy and security issues is crucial, as protecting personal data and preventing cybercrimes are shared responsibilities between users and platform owners. Strengthening digital literacy and implementing cybersecurity initiatives across communities can also mitigate risks and promote safer online behavior.

Beyond individual awareness, broader social and legal measures are essential. Governments and organizations have begun to respond through regulations emphasizing user privacy, data protection, and misinformation control. However, the challenge remains significant as social media continues to shape human interaction and behavior, with over half of the global population actively using these platforms. The addictive nature of social media can damage relationships and increase dependency, highlighting the importance of balanced use. Campaigns promoting digital detox, media literacy, and responsible online engagement can help individuals regain control over their digital habits, foster healthier relationships, and strengthen mental well-being in an increasingly connected world.

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