The Impact of Facebook Social Media Usage on the Social Relationships of Teenagers in Makassar City

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| Article Info	Abstract
	This study aims to investigate the influence of Facebook social media on the social relationships of teenagers in Makassar City, along with the government's endeavors to mitigate the adverse effects of Facebook usage in this demographic. Employing a qualitative approach, the research utilizes various data collection methods, including in-depth interviews with teenagers aged 18-22, discussions with the City's Communication and Information Office (Diskominfo), observation of teenage Facebook users, and document analysis related to the study's focus. The research findings undergo thorough analysis through stages of data reduction, presentation, and conclusion drawing. The results reveal that Facebook usage has both positive and negative impacts on teenagers in Makassar City. Positively, the platform facilitates the establishment and regulation of friendships, promoting positive communication through content sharing and constructive comments. Conversely, negative consequences arise as users feel offended by statuses, comments, and uploaded media touching on personal matters. Moreover, these negative impacts extend to teenagers displaying apathy towards social relationships, leading to procrastination and forgetfulness. Teenagers in Makassar predominantly use Facebook for gaming, entertainment, watching, and online selling. The government, as a key policymaker, encounters challenges in significantly minimizing the negative effects of Facebook usage among teenagers due to privacy concerns. Current governmental initiatives are confined to socialization campaigns and encouraging responsible and positive social media use among teenagers. Despite these efforts, more attention is required to effectively address the identified negative impacts
	Abstrak Penelitian ini bertujuan untuk menyelidiki dampak media sosial Facebook terhadap hubungan sosial remaja dan upaya pemerintah dalam meminimalisir dampak negatif penggunaan Facebook di kalangan remaja Kota Makassar. Metodologi penelitian ini menggunakan pendekatan kualitatif dengan teknik pengumpulan data melalui wawancara mendalam terhadap remaja Kota Makassar berusia 18-22 tahun, wawancara dengan Diskominfo Kota Makassar, observasi terhadap remaja pengguna Facebook, dan telaah dokumen terkait dengan fokus penelitian. Hasil penelitian dianalisis dengan tahapan reduksi data, penyajian data, dan penarikan kesimpulan. Temuan penelitian menunjukkan bahwa penggunaan media sosial Facebook memberikan dampak positif dan negatif bagi remaja di Kota Makassar. Facebook memberikan ruang bagi remaja untuk menjalin dan membatasi hubungan pertemanan, namun juga menimbulkan konflik akibat status, komentar, foto, dan video yang menyinggung pribadi. Dampak positif melibatkan aspek silaturahmi dan komunikasi yang baik. Sementara dampak negatif mencakup perasaan tersinggung dan apatis terhadap lingkungan sekitar. Pemerintah, sebagai pemangku kebijakan, menghadapi kendala dalam meminimalisir dampak negatif ini karena menyangkut privasi individu. Upaya yang dilakukan pemerintah terbatas pada sosialisasi dan ajakan kepada remaja untuk menggunakan media sosial secara bijak dan positif. Meskipun demikian, perlu perhatian lebih lanjut untuk mengatasi dampak negatif secara lebih efektif.

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1. INTRODUCTION

The penetration of the internet in public spaces in Indonesia has experienced rapid development over the years. According to data presented by the Indonesian Internet Service Users Association (APJII, 2018), the number of internet users in 2017 was approximately 143.26 million people (54.68% of the total population of Indonesia, which is 262 million people). Generally, social media users are from the middle-class population residing in major cities such as Jakarta, Bandung, Surabaya, Medan, and Makassar (Jati, 2015). The widespread use of social media, involving half of the total population, has earned Indonesia the title of "the social media capital of the world" (On Device Research, 2013).
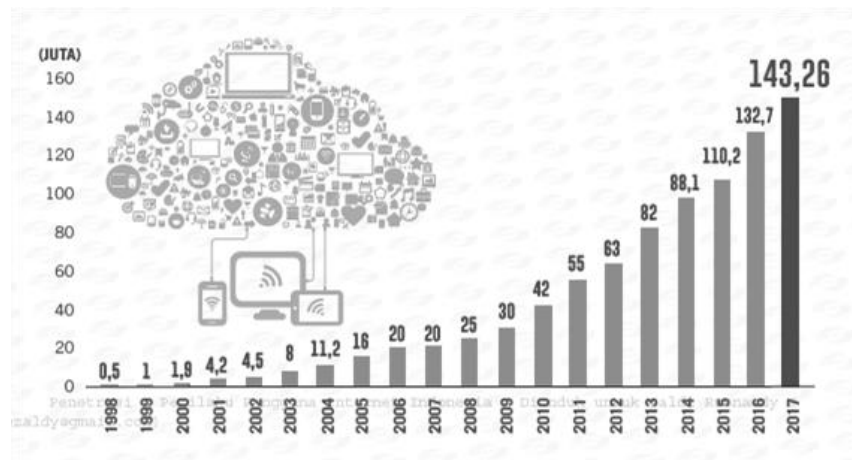
Graph 1. Illustrates the trend of internet usage in Indonesia
(Source: APJII, 2018)

According to data from WeAreSocial.net and Hootsuite (2018), there are several social media platforms actively used by the Indonesian population, categorized into two types: social networking media and messenger apps. YouTube takes the first position with a usage percentage of 43%, followed by Facebook in the second position with a usage percentage of 41%, and WhatsApp in the third position with a usage percentage of 40%. The substantial public attention given to social media contributes to the internet emerging as a new public space in society. Through social media, individuals can actively contribute to building social cohesion. The rapid development of technology in communication within society has undoubtedly traversed various eras known as the four communication eras: the written era, the print media era, the telecommunications media era, and the interactive communication media era. The era of interactive communication media has introduced us to the world of the internet, featuring various engaging programs. Numerous programs have been created on the internet, such as websites, blogs, Facebook, and Twitter. In the context of this research, Facebook is a popular social networking website that offers attractive features like messaging, image sharing, finding new friends, and many other easily accessible features. Accessing Facebook has become a common practice in today's interconnected world.

According to Internetworldstats, Facebook users in Indonesia reached 175.3 million by the end of March 2021. This figure is equivalent to 63.4% of the total population, estimated at 276.36 million (as of 2021), or 82% of internet users in the country. Among them are teenagers aged between 12-22 years old, making it a routine for a significant portion of the population, especially the youth. Recent research has highlighted the role played by social media in the lives of teenagers, including their potential impact on mental health, including suicidal ideation (Luxton et al., 2012). Social networking sites like Facebook, Twitter, blogs, and MySpace are highly popular among young people (Mitchell and Ybarra, 2009). These platforms represent a new aspect of the youth environment, where they spend time exploring their identities and communicating with friends (Mitchell and Ybarra, 2009; Robertson et al., 2012). Social media sites like Facebook can offer an outlet for personal expression and reflection (Blais et al., 2008). Teenagers report feeling more capable of being their "true selves" when communicating online compared to face-to-face interactions (Lenhart et al., 2001).

The increase in self-disclosure may be attributed to the limited availability of other social cues (Blais et al., 2008). Teenagers are more capable of experimenting with social skills, identity, strategies, and receiving support, which may prove to be riskier in face-to-face contexts (Sun and Hui, 2007). However, some researchers have indicated different effects that may arise from increased self-disclosure and social experimentation in teenagers. Communicating with known individuals may have

positive impacts, while communicating with strangers may not have any impact or may even have a negative impact on the quality of relationships (Blais et al., 2008).

Teenagers, with their emotionally labile and volatile psychological characteristics, often misinterpret information they receive, whether from mass media or social media platforms like Facebook. In such circumstances, teenagers are frequently tempted by their curiosity to try new things presented to them through these media, ultimately resulting in behavioral changes, both positive and negative. An example can be observed in the teenagers of Makassar City who possess and use Facebook for various purposes, such as sharing photos, messaging, updating statuses, and more. What's noteworthy about the presence of Facebook, as per the author's initial observations, is its role as a catalyst for behavioral and sociocultural changes among teenagers in Makassar City. A significant portion of these teenagers, whose parents are predominantly farmers with a well-preserved cultural background, is gradually transitioning towards a more modern lifestyle. Communication patterns are shifting towards media communication, shaping a more individualistic society.

Figure 1. Identification and Analysis of Research Issues
(Source: Researcher's Compilation using Nvivo 12 Pro, 2021)

Based on Figure 1 above, observations and studies related to the impact of Facebook social media usage on teenagers in Makassar City indicate that, in terms of social relationships, the positive effects include strengthening social bonds, expanding friendships, and ease of social interaction. On the other hand, negative impacts encompass imitative behavior, sensitivity, reduced connection with the immediate environment, lack of attention to family, and time forgetfulness. Regarding knowledge, positive effects include increased knowledge and a platform for discussions, while negative impacts involve reduced study time. This aligns with the findings of Juditha's research (2012), stating that teenagers benefit from increased friendships, information acquisition, knowledge enhancement, and entertainment through Facebook. However, the excessive use of Facebook tends to lead teenagers to waste time unintentionally, as it becomes addictive and contributes to time forgetfulness, even though the majority of them use Facebook during their leisure time.

Observing the increasing popularity of Facebook, particularly among internet users in Makassar City, especially teenagers, and the various impacts it brings, this research is crucial. Stemming from the aforementioned issues, this study is essential to delve into the effects of Facebook social media on the social relationships of teenagers in Makassar City.

2. RESEARCH METHOD

This research employs a qualitative-exploratory method with a phenomenological approach, as outlined by Creswell and Poth (2016), focusing on the interaction among teenagers. This interaction is not confined solely to offline public spaces but also tends to shift towards the virtual realm, particularly on the widely-used Facebook platform among teenagers. Hence, Facebook is selected as the locus of investigation to explore the dynamics of teenage social interactions.

In the context of this study, Facebook serves as a rich repository for investigating the evolving landscape of teenage social dynamics. The platform not only facilitates conventional interactions but also offers a lens into the virtual realm where social behaviors and relationships manifest differently. Understanding how teenagers navigate this digital space is pivotal for unraveling the implications on their social connections and overall well-being. This research endeavors to shed light on the multifaceted impact of Facebook on the social fabric of Makassar City's teenagers. The analytical framework applied to the collected data encompasses not only traditional qualitative methods but also leverages the advanced capabilities of Nvivo 12 Pro. This software aids in unraveling intricate patterns within the qualitative data, ensuring a nuanced exploration of the various themes and trends that emerge from the interactions observed on Facebook. By employing rigorous qualitative analysis, this research aspires to capture the essence of how Facebook contributes to the shaping of teenage social relationships and the subsequent implications on their behaviors and attitudes. In doing so, it seeks to contribute valuable insights to the broader discourse on the intersection of social media and adolescent development.

The data analysis process utilizes an interactive method, following the steps proposed by Miles, Huberman, and Saldana (2014), which include data collection, data reduction, data analysis, and drawing conclusions. Nvivo 12 Pro serves as a qualitative research analysis tool (Woolf & Silver, 2017) to facilitate in-depth findings. Data collection techniques involve interviews, observations, and document reviews to gather pertinent information. The qualitative data analysis includes stages such as data collection, data reduction, data presentation, data verification, and conclusion drawing.

3. RESEARCH RESULTS AND DISCUSSION
3.1 The Negative Impacts of Facebook Social Media on the Social Relationships of Teenagers in Makassar City

Facebook is a widely used social media application among teenagers today. Moreover, this application provides users with the convenience of seeking and expanding friendships from all corners of the world, without considering the users' social status and background. However, this social media application gradually exerts a level of control over its users through various features, such as the dashboard for uploading written posts and videos. Consequently, users may become engrossed and sometimes neglect their immediate surroundings. In general, this application is widely utilized and leveraged by many individuals to showcase their existence and identity. Some even capitalize on the platform for online selling. This illustrates that the application has two significant impacts, both positive and negative, on its users. Below, the visualization outlines the negative impacts of Facebook social media usage on teenagers in Makassar City, alongside efforts to minimize these adverse effects, as depicted in Figure 2 below:
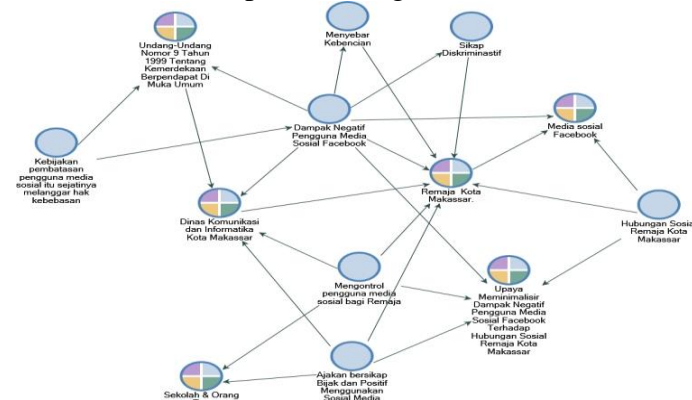
Figure 2. Efforts to Minimize the Negative Impacts of Facebook Usage for Teenagers in Makassar City (Researcher's Compilation using Nvivo 12 Pro, 2021)

Here are the negative impacts experienced by users:

a. **Hurt Feelings**

Many users of the Facebook social media application experience hurt feelings and discomfort due to irrelevant content they encounter while using the platform. These irrelevant instances arise from uploads or posts made by their Facebook friends, which can lead users to feel offended and uneasy. In some cases, these situations escalate to arguments among Facebook friends. From interviews conducted, it was found that a significant number of teenagers feel offended due to the abundance of posts that are not relevant to them. For instance, according to one informant named Musdalifa, he expressed, "Yes, sometimes friends on Facebook make statuses that can be offensive and make me emotional, for example, when we have problems or are scolded by lecturers on campus. Perhaps a friend jokes by posting a status about the incident, but it is embarrassing when everyone knows what happened." Another statement from Musdalifa emphasizes, "The hurt feelings I usually experience are when friends intentionally or unintentionally tag our Facebook accounts, and in their posts, there are many strange things that I find embarrassing. What's even more annoying is when a friend seems to instigate or support such posts, making us feel ashamed and losing face."

Based on the informant's statements above, it can be concluded that the Facebook social media application is widely used by teenagers primarily as a means to vent their frustrations towards others, and many users feel offended by the statements in these posts. The offense experienced by users cannot be entirely avoided, as it depends on each user. There are no specific or explicit limitations imposed on Facebook users regarding the uploading or posting of statements, photos, or videos that may offend individuals or groups. Marshall (2018) suggests that individuals respond to such violations by offering a clear depiction of how users design the context of their experiences and strategies for handling offensive or inaccurate posts. Users typically respond by either unfriending or blocking individuals whose posts they find offensive, effectively reducing their exposure to such content.

b. **Relationship with the Surrounding Environment**

With the continuous advancement of technology in today's era, it is not unlikely to influence the current social order, especially as teenagers nowadays choose to occupy themselves with the gadgets in their hands. The absorption of teenagers in their gadgets and navigating the virtual world often leads them to disregard the real-world conditions. This can trigger a gap in the social environment of these teenagers, emphasizing the crucial need for education to enable social media users to utilize their time for beneficial activities. From the following interviews, it was found that teenagers often neglect their surrounding environment when engrossed in using the Facebook social media platform, as stated by Musdalifa: "Now, with the ease of opening the Facebook application, sometimes I don't pay attention to the surroundings. I even forget my parents' and siblings' instructions at home because I'm so absorbed in playing on Facebook. I often get scolded by my sibling if I'm too engrossed in Facebook, and I'm always told that I have a 'Facebook face.' It doesn't necessarily cause a rift, but sometimes it leads to arguments between me and my sibling because they want me to do things quickly, and sometimes they instruct me while I'm busy on Facebook. If my parents are not tech-savvy, they occasionally just suggest reducing phone usage, saying it also costs money."

Social media has transformed the way people communicate, and face-to-face interactions have decreased. The reasons may be numerous, but the reality remains the same. In a society that is in a rush and heavily time-pressed, short and easy communication is replacing lengthy written communication. This is a natural development. What we need to understand is whether this has created positive or negative consequences. Essentially, due to the human need for social association and required social interaction, but due to the lack of

time in the current environment, social media has become the center of attention (Subramanian, 2017).

c. **Family Attention**

Family attention is crucial for monitoring and controlling the actions and behaviors of their children, especially when they observe their teenage children engrossed and spending a long time playing with gadgets to surf the online world or use social media platforms like Facebook. Family attention is expected to control teenage children, encouraging them to spend more time on beneficial activities. Based on interviews with several informants regarding their family's attention to their use of Facebook and social media, according to the informant Musdalifa, his family's attention seems insufficient. His mother, who is not familiar with social media, sometimes allows him to spend a long time on his phone. In contrast, his siblings protest if he spends too much time on Facebook, as he mentioned: "It seems like my family's attention is lacking because my mother, who doesn't know about social media, sometimes lets me spend a long time on my phone. It's different from my siblings who always complain when I spend too much time on my phone, smiling while playing Facebook." He also mentioned that his sibling often bullies and scolds him, saying, "I often get bullied and scolded at home because I sometimes forget what my parents or siblings tell me at home."

In contrast, the informant Nurfadillah Suci's family is not too pleased when she is curious about her Facebook friends because they see no value in it. She stated: "My family, including my sister, often scolds me because I get too absorbed in playing with my phone. If I'm too engrossed in using my phone, reading Facebook statuses and being curious about my friends, sometimes I'm not listened to when they call me." She also mentioned various responses from her family, some expressing anger, some refusing to accompany her stories, with her sister being the most upset when she's too absorbed in her phone, especially on Facebook. According to her sister, being curious about her friends' statuses is useless.

According to Ratih, her family's attention seems relaxed, offering admonitions when observing Ratih on Facebook. She said, "My father pays attention, especially when he sees me using Facebook, especially when watching people live on Facebook; he usually scolds me and tells me to finish my tasks or tidy up instead of using my phone." Her father's responses are not varied, as he understands that using Facebook is primarily for entertainment, but he still offers guidance when she gets too absorbed in Facebook.

As for Diana, she feels her sister's responses are excessive compared to her parents' normal reactions. Diana often receives scolding from her sister when she gets too absorbed in playing Facebook or watching Indian movies, even until midnight. She said, "In my family, only my sister often scolds me when I get too absorbed in playing Facebook, especially when I'm engrossed in watching Indian movies. My sister always scolds and even gets angry with me because I sometimes watch until midnight." She also added that her parents are generally okay with it, and it's only her sister who reacts strongly when she's absorbed in watching and playing Facebook.

From the statements of the informants above, it can be concluded that family attention plays a crucial role in reducing the habits of teenagers in spending excessive time on social media like Facebook, ensuring they do not neglect their responsibilities and other needs, such as doing homework or assisting the family.

3.2 Positive Impact of Facebook Social Media on the Social Relationships of Makassar Teenagers

In addition to providing negative effects on its users, Facebook also has positive impacts, allowing users to make numerous friends and easily foster connections. Furthermore, many Facebook users utilize the platform for financial gain through online sales, and some use it to

convey information. A substantial number of Facebook users experience positive impacts, transforming their lives by showcasing their abilities through the application.
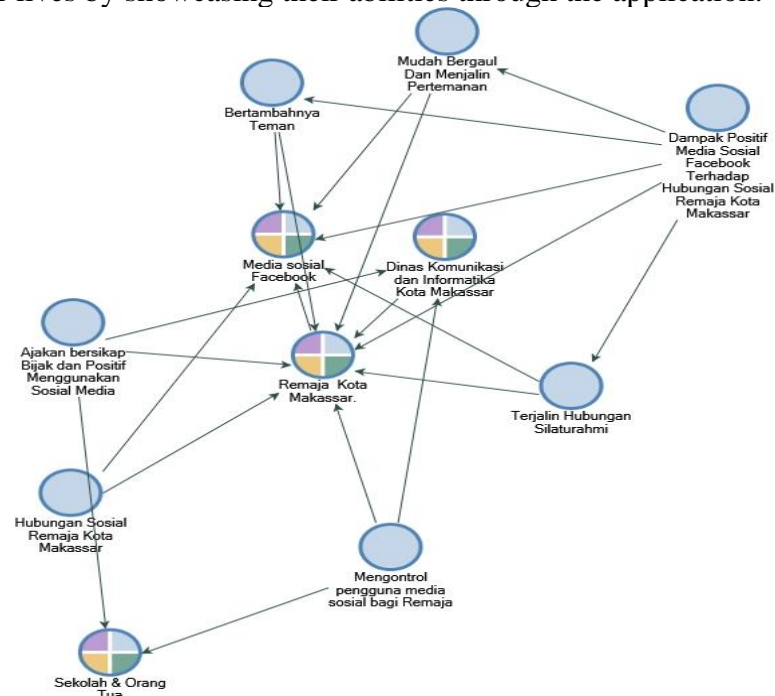
Figure 3. Positive Impacts of Facebook Social Media Usage for Teenagers in Makassar City
(Researcher's Compilation from Nvivo 12 Pro, 2021)

3.3 Efforts to Minimize the Negative Impact of Facebook Social Media Usage on the Social Relationships of Teenagers in Makassar City

The popularity of social media, especially Facebook, among teenagers has become a concern for their immediate surroundings, particularly for their families. This popularity has led to changes in behavior, causing a shift in social dynamics within their environment. The fascination of teenagers with exploring the online world through Facebook has resulted in their neglect of the surrounding environment. Moreover, incidents of conflicts and hurt feelings among teenagers using Facebook are not uncommon.

These negative impacts require serious attention from both families and local governments. The government should provide education to parents of teenagers, emphasizing the importance of monitoring their teenagers' use of Facebook. Additionally, efforts should be made to raise awareness among teenagers about the potential negative consequences of excessive use of Facebook. The aim is to maximize the effective use of teenagers' time in Makassar. For example, by reducing their time spent on Facebook, teenagers can engage in more beneficial activities such as completing school assignments or helping their parents.

The government should also offer literacy programs that explain the negative impacts of prolonged Facebook usage. These initiatives can help teenagers understand the adverse effects and encourage them to limit their time on Facebook in their daily activities. Through literacy programs, it is believed that teenagers can reduce their online activities and re-engage more effectively with their immediate social environment.

The role of the government, particularly through the Department of Communication and Information Technology of Makassar City, is crucial in controlling the use of social media, especially Facebook, which is highly popular among teenagers in Makassar. According to Mr. Muhammad Hamzah, S.Sos, the Head of the Sub-Section of Broadcasting and Media Partnerships, the government's role in minimizing the negative impact of Facebook on teenagers

is primarily to encourage them to use social media wisely and positively, preventing issues within their community. He stated, "The government's efforts to minimize the negative impact of Facebook use among teenagers are limited to encouraging them to use social media positively. This means sharing useful content without spreading hatred or offending other groups."

He further shared the government's strategies to reduce excessive social media use among teenagers. The government aims to socialize and involve parents in monitoring and supervising teenagers to prevent the misuse of technology while navigating social media. He mentioned, "In this regard, the government always encourages the community, including parents, to supervise teenagers in using Facebook to prevent the misuse of technology. Additionally, the government encourages young people to share positive information or content on their social media. Furthermore, the government provides libraries in each sub-district to fill the void for young people through reading."

Based on both statements, it is clear that the government's role is limited to encouraging users of Facebook to be wiser in their usage and to avoid disseminating discriminatory or hateful information towards individuals or groups. Additionally, government policies aimed at restricting social media use are practically nonexistent due to concerns about infringing on users' privacy. According to Mr. Muhammad Hamzah, S.Sos, restrictions on social media use would violate users' freedom, but the government consistently urges social media users to utilize these platforms wisely and positively. He expressed, "Regarding policies, there aren't actually any because this concerns the privacy of young people. However, the government's emphasis on Facebook users is simply an invitation to use social media positively."

The Makassar City Government does not issue policies specifically addressing the use of social media, especially Facebook, as it is deemed to encroach upon freedom and privacy. Even though the government acknowledges the potential societal impacts of Facebook use, it consistently encourages the community and teenagers to use social media wisely and positively.

In addition to encouraging the community to use social media wisely and positively, the government has also provided other means, such as libraries in each district in Makassar, so that teenagers can spend their time reading or studying in these facilities. Mr. Muhammad Hamzah, S.Sos, emphasized this point by stating, "Yes, the government provides facilities like libraries in each district so that young people can fill their free time by reading or studying in these libraries or completing their school assignments there." The government's commitment to minimizing the negative impacts of Facebook is evident through collaboration with schools and parents to limit teenagers in using Facebook, ensuring their time is not wasted. Mr. Muhammad Hamzah, S.Sos, clarified this commitment, saying, "In this regard, the government only encourages schools and parents to limit teenagers in using Facebook, so that their activities on Facebook do not waste too much time and do not lead to problems in other communities or social groups."

Overall, the government, as a policy maker, is unable to directly restrict social media use, especially among teenagers, understanding that imposing policies could limit the creative space of young people on their social media platforms and their social environment. While granting freedom to teenagers to use social media, the government is also aware of the potential consequences of using social media in an unwise and negative manner. Therefore, the government consistently promotes and encourages teenagers to use social media wisely and positively through various forms of socialization.

4. CONCLUSION

In conclusion, the utilization of Facebook social media has both positive and negative repercussions for teenagers in Makassar City. On the positive side, Facebook provides ample space for fostering friendships. Teenagers engage in building and maintaining relationships, either by limiting or expanding their social circles, through positive communication with friends on the

platform. They interact by uploading content, offering constructive comments, and avoiding language that may hurt others. Conversely, the negative impact manifests as users often feel offended by various statuses, comments, photos, and videos that intrude on personal boundaries. Furthermore, Facebook usage tends to make many teenagers in Makassar City indifferent towards their social relationships, including those within their immediate surroundings, leading to lethargy and a disregard for time. Teenagers in Makassar City primarily use Facebook for gaming, entertainment, watching videos, and engaging in online commerce. Despite the negative implications, the government, as a policy influencer, faces limitations in massively minimizing the adverse effects of Facebook usage among teenagers due to individual privacy concerns. Consequently, the government's approach revolves around socialization and encouraging teenagers to employ social media wisely and positively.

5. ACKNOWLEDGEMENT

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