

# Use of Social Media and Self-image Perception: Descriptive Study for Adolescent in Padang Sidempuan City

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**Keywords:** Adolescent perception, self-image, social media, Padang Sidempuan.

**Abstract:** This study aims to describe the phenomenon of selfie photos in social media on Youth in Padang Sidempuan City. The research method used in this research is descriptive method, which is to describe the phenomenon of selfie photos in social media on Youth in Padang Sidempuan City. The population in this study were teenagers in Padang Sidempuan City is 24,189. While the sample is set with a precision of 10% by using random sampling technique, obtained a sample of 100 adolescents active social media users. Based on the results of descriptive analysis, the mean value for the use of social media in adolescents in Padang Sidempuan City obtained by 71.5 when compared to the ideal value that may be achieved is equal to 80 then the value is in the high category. This means that the level of social media use in adolescents in the City of Padang Sidempuan especially on social media instagram, line, whats app and facebook, high. While the results of the analysis for selfie pictures, obtained the mean value (mean) for the use of social media in adolescents in the city of Padang Sidempuan obtained for 72.66 when compared the ideal value that may be achieved is equal to 80 then the value is in the high category. The level of social media use in adolescents in Padang Sidempuan City especially on social media instagram, line, whats app and facebook, high and Photos selfie is one of the arena for adolescent city Padang Sidempuan to show self-actualization in social life.

## 1 INTRODUCTION

Brogan (2010: 11) said "Social media is a new set of communication and collaboration tools that enable the common person." (Social media is a new set of communications and collaboration tools that allow many types of interactions previously unavailable to ordinary people).

Social media by Dailey (2009: 3) is an online content created using publishing technologies that are highly accessible and scalable. Most important of these technologies is the shifting way of knowing people, reading and sharing news, and searching for information and content. There are hundreds of social media channels operating around the world today, with four great facebook, Line, instagram, and twitter. (Badri, 2011: 132).

According to Cross (2013), social media is a term that describes the various technologies used to tie people into collaboration, exchange information, and interact through web-based messaging. Because the internet is always experiencing growth, then the

various technologies and features available to users are always changing. This makes social media more hypernym than a specific reference to various uses or designs.

As is known, before the emergence and popularity of social media, most people communicate by way of sms or lewathandphone. Namun now with the social media, people tend to communicate through the service in the form of messaging through services available on social media.

One type of social media according to Karjaluoto (2008: 4) is Social networks (social networks), which is a virtual community that allows users to connect with other users. Some social networking sites are created to expand group networks (eg Facebook), while others are based on specific areas (eg LinkedIn). One of the most popular social media is social networking. This network shows the way in which they relate because of the similarities of sociality, from those who are known everyday to family.

According to Everett M. Rogers (1986), communication technology is hardware in organizational structures that contain social values, allowing individuals to collect, process and exchange mutual information with other individuals. Webster (1995) can be seen from several criteria, such as technology, where the information society will rely on technological innovations that are increasingly growing; economic, where the information society will have an information industry that is divided into five categories namely education, communication media, information machine, information service and other information activities such as research and social activities; occupational, where changes that occur in the information society lead to changes that occur in the availability and demand of labor in the field of information; spatial, where the information society has an information network connected to the location and has an effect on organizing time and space; and culture, where the information society undergoes changes in socio-cultural circulation in everyday life because of the information available in various media.

According to Mayfield quoted by Badri (2011: 133) mentioned there are now seven types of social media, but innovations and changes continue to happen. Social media that exist today:

1. Social networking sepebook, instagram, line, myspace and bebo. This site allows people to help personal web pages and connect with their friends to share communication content.

2. Blog, is the best form of social media, in the form of online journals with the best loading of the best, the latest writing is on the front page.

3. Wikis like Wikipedia and the online encyclopedia. Wikis gets anyone to fill out or edit the information in it, acting as a document or a communal database.

4. Podcasts, provides audio files and videos by subscribing through services such as Itunes from Apple.

5. Forums, areas for online discussion, around specific topics and interests. Forums exist before social media and become a powerful and popular online community.

6. Content communities like flickr (for photo sharing), del.icio.us (bookmarked links) and youtube (video). This community organizes and shares certain types of content.

7. Microblogging, social networking sites combined blogs, where a small amount of content (updates) are distributed online and via mobile phone networks, twitter is the leader of this service.

From the above definition the researchers drew the conclusion that social media has a variety of types and have different functions and ways of use. But still with the same purpose to exchange information and easy to access.

Selfie (self portrait) is a photo activity that displays the whole or part of the body of the user by using the camera phone, where the photos can be uploaded to social media like facebook or instagram with the effects of social media. In addition, the selfie is a symbol of action that is communicated by the culprit to others who ultimately form the meaning. In selfie and uploud activities of selfie photos in social media, where the photographs feature a variety of poses, makeup and physical appearance as well as a selfie location. It is a manifestation of the interaction of actions carried out by self-perpetrators with other people and after the interaction takes place, then the other social media users will interpret and give meaning to what he sees, so that not infrequently other users provide feedback / feedback whether it be a comment or "like" (likes) to what is displayed by the perpetrator selfie.

Kota Padangsidimpuan, is one of the middle cities which is currently experiencing rapid growth in various sectors. In addition, the city of Padangsidimpuan is the only city located on the edge of the west coast of Sumatra, so the city becomes a shopping center of goods and services from several other areas, such as; Tapanuli Selatan, Padang Lawas Utara, Padang Lawas and Mandailing Natal. Therefore, it is in this city in terms of the development of information technology is also a reference for the surrounding areas.

The phenomenon seen today in the city of Padangsidimpuan that the teenagers from the age of 13 years to 21 years in the city of Padangsidimpuan indeed are rife to do selfie photos, which have an impact on their own both in terms of positive or negative values that result in bad or otherwise for them in take pictures of themselves to send to colleagues or sent to social media.

#### Research methods

Research on "The Use of Social Media and Perception on Selfie Photos (Descriptive Study of Youth in Padang City)" is a quantitative research approach. According Sugiyono (2011: 4) Quantitative research is a systematic scientific research on the parts and phenomena and their relationship.

The population in this study, including all adolescents in Padang Sidempuan City registered on statistical data about population by age group and gender in 6 sub districts in Padangsidempuan City in

2016 where the number of adolescents registered in population data of Padang Sidempuan City was 24,189 person. sampling in this research using Random Sampling Technique is sample drawn by randomly selecting some strata, and all members of the selected strata or at least sebahagian large. Determination of the number of samples using the formula proposed by Slovin (in Hussein, 2011: 77), namely:

$$n = \frac{N}{1 + N e^2}$$

$$1 + N e^2$$

Description: n = number of samples

N = total population

d = precision set, that is 5%

The number of population in this study is adolescents between 12 s / d 20 years as many as 24,189 adolescents and the level of precision is set at 10%. Thus, the number of samples obtained as many as 100 samples, such as pertitugan below.

$$n = \frac{N}{1 + N e^2}$$

$$1 + N e^2$$

$$n = \frac{24.189}{1 + 24.189(0.1)^2}$$

$$n = 100$$

Furthermore, data collection methods in this study were conducted with several methods namely, pustka study, field research, and questionnaires. While the data analysis in this study using statistical formula by finding the mean score, percentage score and interval class. According to Tulus Winarsunu (2009: 30) statistical formula in descriptive analysis, as follows.

$$\text{Mean, ie. } \bar{X} = \frac{\sum FX}{N}$$

$$\text{percentage score} = \frac{\text{total score}}{\text{ideal score}} \times 100$$

Information:

$\sum FX$ : Number of respondents who choose (frequency) × the mean value at each interval

N: Number of respondents

$\bar{X}$  : Mean

Next set the category of research instrument scanning. The scoring category is defined by specifying the interval. Data spans or intervals are obtained by using the formula presented by Agus Irianto (2012: 22) below.

## 2 METHODOLOGY

### 2.1 Use of Social Media and Adolescent Perceptions of Self-image

The sub varaiabel from social media in this research that is instgram, line, whats app and facebook, measured with 4 (four) indicator consisting of; reach, accessibility, accessibility, usability, immediacy. Furthermore the distribution of respondents' answers about the use of social media based on the above indicators, are as follows:

#### 2.1.1 Reach Indicator (reach)

Distribution of respondents' answers about the use of social media on the reach indicators, can be seen in table 4.5

Table. 1. Answer Distribution Reach indicator (reach)

No	Pertanyaan	Jawaban			
		VO	O	R	N
1	How often do you use social media every day?	11	51	23	15
2	Using social media makes it easier for me to see up-to-date information	24	43	17	16
3	The contents of instagram / facebook, line andWhatsApp are always what I want	26	55	11	8
4	Because of the wide range of instagram / facebook, line andWhats App makes me have lots of friends	30	42	20	8
5	With the facebook / instagram, line andWhats App makes it easier for me to contact my friends	22	37	25	16
6	Although rarely met, with the facebook / instagram, line andWhats App I can communicate with face to face	30	40	25	5

Noted: VO=Very Often, O=Often, R=Rarely, N=Never  
Sources: Results of Research (Data,2017)

Based on table 1 above, for question no 1 found that 11 respondents very often use social media, 51 people agree, 23 people are rare and 15 people never use social media. While the question no. 2 found as many as 24 people stated that they are very often easy to

obtain the latest information from social media, 43 people stated often, whereas respondents who claimed rarely get the latest information from social media as many as 17 people and never as many as 16 people.

Next to question no. 3 ie the contents of instagram, line, facebook and WhatsApp, states very often as many as 26 people, often 55 people, rarely 11 people and never as many as 8 people. While the question no 4 ie the range of instagram, line, facebook and WhatsApp, too wide makes me have many friends obtained respondents' answers very often as many as 30 people, often 42 people, rarely 20 people and never 8 people. Then on question no. 5 that is about the instagram, line, facebook and WhatsApp, make it easier to contact the friends obtained the respondents' answers 22 people very often, 37 people often, 25 people rarely and 16 people never. While in question no 6 is about although rarely met, with the instagram, line, facebook and WhatsApp, I can communicate with face to face obtained 30 respondents' answers very often, 40 people often, 25 people rarely and 5 people never.

### 2.1.2 The Accessibility Indicator, (accessibility)

Distribution of respondents' answers about the use of social media on accessibility indicators, (accessibility) can be seen in table 4.6 as follows:

Table 2. Answer Distribution The accessibility indicator, (accessibility)

No	Pertanyaan	Jawaban			
		VO	O	R	N
1	How often do you use social media every day?	28	26	34	12
2	Using social media makes it easier for me to see up-to-date information	20	45	29	6
3	The contents of instagram / facebook, line andWhatsApp are always what I want	40	41	8	11
4	Because of the wide range of instagram / facebook, line andWhats App makes me have lots of friends	31	49	17	3
5	With the facebook / instagram, line andWhats App makes it easier for me to contact my friends	30	20	26	24

Noted: VO=Very Often, O=Often, R=Rarely, N=Never

Sources: Results of Research (Data,2017)

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