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Social Media and its Impact on the Generation Z's Confident Character

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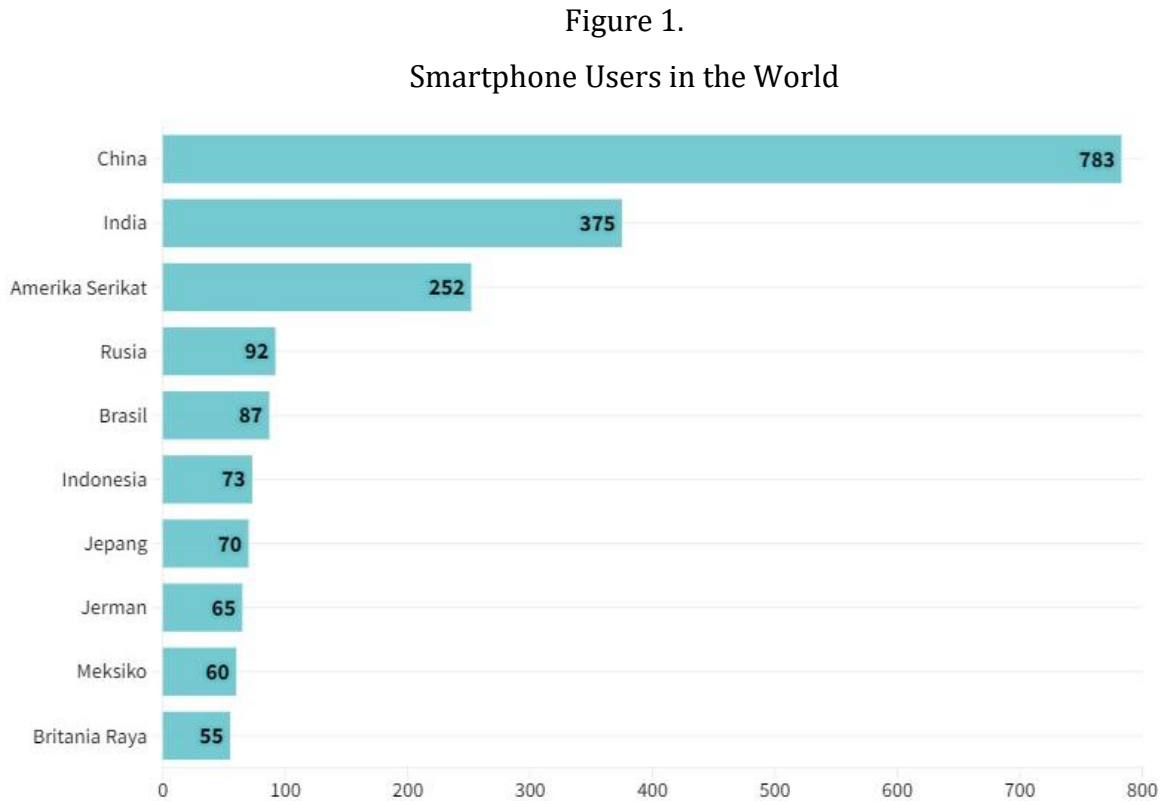
ABSTRACT

This research aims to determine the effect of social media on the self-confident character of the Generation Z. The object of this research is Generation Z who study at Madrasah Tsanawiyah Al-Kairiyah Kubang Puji and Madrasah Al-Khairiyah Pontang. The total sample was 60 Generation Z, students are studying at Madrasah Tsanawiyah Al-Kairiyah Kubang Puji and Madrasah Tsanawiyah Al-Khairiyah Pontang. The sample was taken based on Ferdinand's sampling theory. The research method used is quantitative. The data collection method used a questionnaire, which was distributed to 60 Generation Z, people who study at these two Madrasahs. Data were processed using SPSS software version 26. Data analysis used a simple linear regression method. The results of this research show that social media positively and significantly effects formation of the confident character of the generation Z. The influence that social media variables have on the character of the generation Z is 17.9%. while the rest is influenced by other factors not examined in this study.

1. Introduction

Indonesia is "Asia's sleeping digital technology giant". The population of Indonesia reached 278.69 million people (Annur, 2023a) is a big market. Indonesian smartphone users are also growing rapidly. The digital marketing research institute Emarketer

estimates that in 2018 the number of active smartphone users in Indonesia will be more than 100 million people. Even though internet users currently have not reached the number predicted by Emarketer, smartphone users in Indonesia are quite large, as can be seen in Figure 1 below:



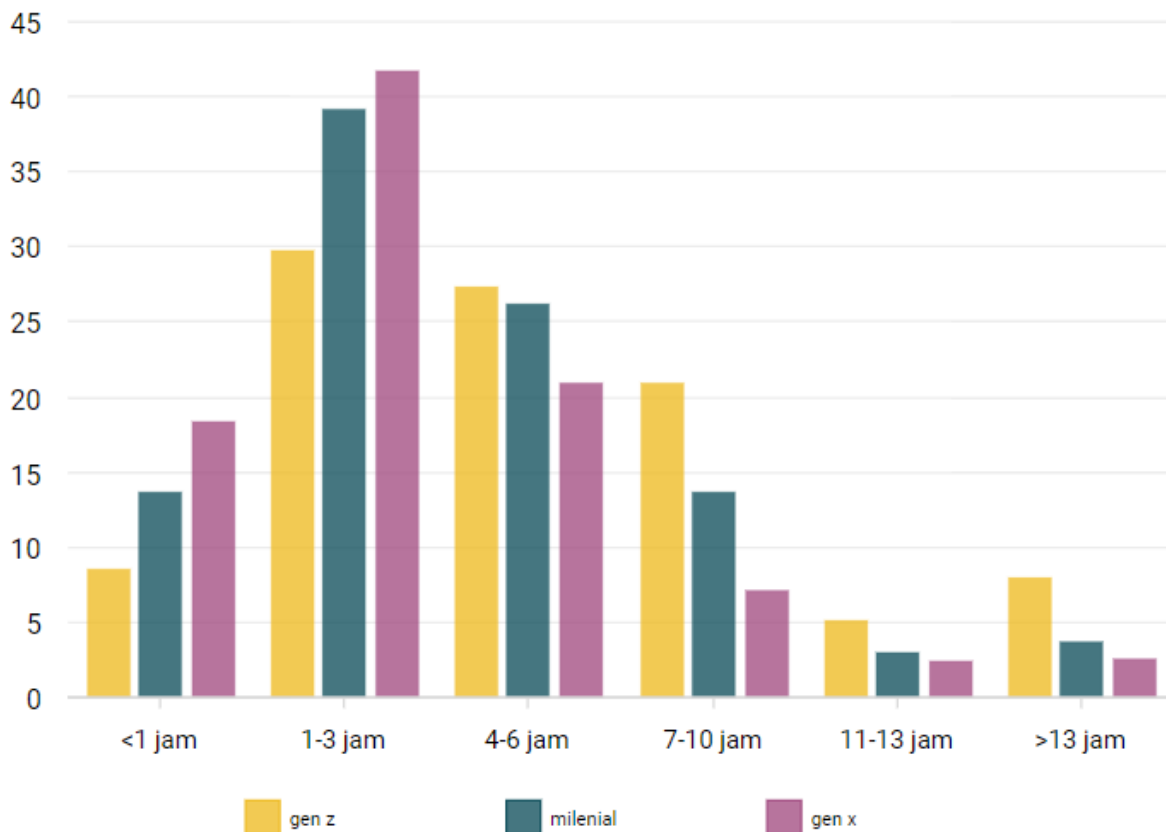
Source: Goodstats 2023

Figure 1 above shows that Indonesia is in sixth position in the ranks of countries with the most smartphone users, reaching 73 million users. This number is expected to increase to 115 million users in 2027 (Syaharani, 2023)

According to the We Are Social report, the number of internet users in Indonesia has reached 213 million people as of January 2023. This number is equivalent to 77% of Indonesia's total population of 276.4 million people at the beginning of this year. The number of internet users in the country rose 5.44% compared to the previous year (year-on-year/yoy). In January 2022, the number of internet users in Indonesia will only be 202 million people. The report also found that the average Indonesian uses the internet for 7 hours 42 minutes a day. On the other hand, the report noted that the majority, or 98.3% of Indonesian internet users use mobile phones (Annur, 2023)

According to the Alvara Research Center survey report, most internet addicts or addicted users come from the Generation Z, as can be seen in Figure 2 below:

Figure 2
Internet Addict Data



Source: Databox 2023

Internet-addicted users are people who use the internet more than 7 hours/day. The survey results in Figure 2 above show that 20.9% of respondents from Generation Z accessed the internet in the range of 7-10 hours/day. Meanwhile, the millennial generation is 13.7% and X Generation is only 7.1%. The generation Z respondents who use the internet 11-13 hours/day reached 5.1%. Meanwhile, the millennial generation is 3% and the generation X is only 2.4%. Meanwhile, the generation Z respondents who accessed the internet more than 13 hours/day reached 8%. Meanwhile, the millennial generation and the generation X are only 3.7% and 2.6% respectively (Annur, 2022).

Z Gen generally has a hobby of creating lots of social media accounts. Starting from Facebook, Twitter, Instagram, and TikTok, to the latest social media such as Mastodon and Lubhouse. Apart from being used to find the latest information, this social media

platform is also often used as a place to communicate, share photos, and create various content that can attract followers and viewers. To be up to date with various information on social media, Gen Z also wants to always be connected to the digital world (Maulia, 2023).

The Generation Z often experiences feelings of insecurity. Insecurity is a feeling where a person experiences insecurity and tends to live in fear, the more insecure he is, the more insecurity he has in his mind (Wardiansyah, 2022). A 2017 survey by Universum showed that 33% of Gen Z said they were insecure or lacked self-confidence (Grattia, 2023). The McKinsey Health Institute also reported survey results which stated that the majority of Gen Z women admitted that social media had a negative impact in the form of fear of missing out on new trends or Fear of Missing Out/FOMO (32 percent), worry about body image (32 percent), and self-confidence (13 percent)(Salsabila, 2023)

This research aims to determine the impact of social media on the self-confident character of Generation Z. Generation Z which is the object of this research is the students of Madrasah Tsanawiyah (MTs) Alkhaeriyah Kubang Puji and Pontang, Serang Regency, Banten Province.

2. Literature Review

Social media

Nasrullah (2015) quotes Boyd as defining social media as a collection of software that allows individuals and communities to come together to share, communicate, and in certain cases collaborate or play with each other (Fensi, 2020). Meanwhile, according to Zubaedi (2013) as cited by (Zaenabiyah, 2020), Social Media are sites where someone can create a personal web page and connect with everyone who is part of the same social network to share information and communicate.

Social media has the following characteristics, (1) reach, from minimal size to global audiences, (2) Accessibility, easily reached by the wider community, because the costs are economical, (3) Actuality (Immediacy), can attract public opinion quickly, and (4) Fixed (permanent), can easily make changes(Ferniati & Nurfaiza, 2023). Meanwhile, according to(Kustiawan et al., 2022), Social media has the following characteristics: (1) The message conveyed is not only to one person but can be sent to many people, for example, messages via SMS or the internet. (2). Messages conveyed are free, without

having to go through a Gatekeeper (3). Messages delivered tend to be faster than other media, and (4) Reception of the message determines interaction time. Social media indicators according to Batee (2019) in (Augustina & Abednego, 2022) includes (1) Convenience, (2) Trust, and (3) Information Quality

Confident Character

In KBBI, a character is a personality and manners possessed by every human being (KBBI Online, <https://kbbi.kemdikbud.go.id>). Character means a description of behavior, especially student behavior that shows the values of right and wrong, good and bad in a situation, in the sense that it means a sign or special characteristic that exists in every human being, because basically by cultivating character it is hoped that it can form personal to be better than before (Mustoip, 2018 as cited by Luthfiyah & Zafi, 2021). Marzuki as cited by (Eka Yeni Winantika et al., 2022) explain that character is identical to a person's morals or behavior in general which is often shown in their daily activities in the form of behavior, thoughts, feelings, and actions based on the norms that apply in society, morals which are formed from good values are reflected in each individual. , shown by having knowledge, morals, and spiritual aspects that he continues to instill in himself.

Self-confidence is a belief in one's ability in one's life to accept reality so that one can develop self-awareness, and think positively and independently. As for self-confidence in person, it can be seen in the aspects of independence, optimism, selflessness, tolerance, confidence in one's abilities, having reasonable ambition, and being able to withstand trials (Walgito 2000 as cited by (Syahputra & Rifandi, 2021)). According to Syamsu Yusuf, self-confidence is a person who has confidence, and determination, does not hesitate, is not afraid to take risks, appreciates his potential abilities and talents, and has mature strategies and solutions. Self-confidence, namely having a good opinion about yourself, being sure to be yourself, respecting yourself, and building a sense of self-respect can help children to have self-confidence (Yusuf, 2011). According to (Jamaris, 2008), indicators of self-confidence are (1) Having the courage to act in carrying out activities, (2) Not hesitating to choose and (3) Doing what you want.

3. Research methods

The research method used in this research is quantitative. According to (Arikunto, 2010) Quantitative research is research where the data is expressed in the form of quantities or numbers that can be calculated systematically. Population according to (Arikunto, 2010) is the entire research subject (Bachtiar, 2018). The population of this research is the entire Generation Z who are students at MTs Al-Khaeriyah Kubang Puji and MTs Al-Khaeriyah Pontang. Determination of the sample size in this study refers to opinion of (Ferdinand, 2002), which states that the sample size depends on the number of indicators used in all variables. The number of samples is equal to the number of indicators multiplied by 5-10. So the sample size in this study was set at 60 respondents, which was obtained from the total number of variable indicators used in this study, namely 6, then multiplied by 10 ($6 \times 10 = 60$).

The type of data used in this research is primary data. According to (Bungin, 2015) Primary data is data collected directly from the source and processed independently for use. The data collection method used is a questionnaire. sent to respondents to fill in. Questionnaires were distributed to 60 students at MTs Al-Khaeriyah Kubang Puji and MTs Al-Khaeriyah Pontang.

The data analysis method in this research is a quantitative descriptive approach, the analytical tool used is the SPSS program version 26, and the first test carried out is a validity test which is used to measure whether a questionnaire is valid or not. Next is a reliability test to test whether a statement is consistent or stable over time. After the instrument is valid and reliable, a classical assumption test is carried out (normality test and heteroscedasticity test), and then after that, a simple linear regression analysis is carried out. Hypothesis testing consists of a t-test to see the influence of the independent variable on the dependent variable partially. The coefficient of determination test is used to determine the contribution of the independent variable in influencing the dependent variable (Syihabudin & Najmudin, 2022)

4. Research Results and Discussion

A. Research result

Validity test

Table 1.
Validity Test Results

Question Items	R-Account value	R-Table value	Conclusion
Social Media Variable			
X.1	0.781	0.254	Valid
X.2	0.887	0.254	Valid
X.3	0.789	0.254	Valid
Self-Confidence Character Variable			
Y.1	0.808	0.254	Valid
Y.2	0.724	0.254	Valid
Y.3	0.871	0.254	Valid

Source: SPSS Data, 2023

Based on the results of the validity test in the table above, it is known that the calculated value of all question items is greater than the r-table (0.254), so it can be concluded that the question items in the questionnaire are all valid.

Reliability Test

Table 2
Reliability Test Results

Variables	Cronbach's Alpha value	R-Value Table	Conclusion
Social Media (X)	0.755	0.254	Reliable
Confident Character (Y)	0.717	0.254	Reliable

Source: SPSS Data, 2023

Based on the results of the reliability test in the table above, it is known that the Cronbach's alpha value of the Social Media variable (X) is greater than the r-table ($0.755 > 0.254$), and the alpha value of the self-confidence character variable (Y) is greater than the r-table ($0.717 > 0.254$). Thus, it can be concluded that all variables in this study are reliable.

Normality test

Table 3.
Kolmogorov Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		60
Normal Parameters, b	Mean	.0000000
	Std. Deviation	1.88221910
Most Extreme Differences	Absolute	.109
	Positive	.057
	Negative	-.109
Statistical Tests		.109
Asymp. Sig. (2-tailed)		.076c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: SPSS Data, 2023

Based on the results of the normality test in the table above, it is known that the significance value of the Kolmogorov-Smirnov test is greater than the alpha value ($0.076 > 0.05$), so it can be said that the residual model data is normally distributed or the assumption of normality has been fulfilled.

Heteroscedasticity Test

Table 4
Heteroscedasticity Test Results

Coefficients

Model		Unstandardized		Standardize	t	Sig.
		Coefficients		d		
		B	Std. Error	Beta		
1	(Constant)	-.380	1,068		-.356	,723
	Social media	,150	,083	,232	1,818	,074

a. Dependent Variable: RES2

Source: SPSS Data, 2023

The table above shows that the significance value of the school culture variable is greater than the alpha value ($0.074 > 0.05$), so it can be concluded that heteroscedasticity does not occur in the regression model in this study.

Correlation Coefficient Test

Table 5
Correlation Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.439a	,193	,179	1.89838

a. Predictors: (Constant), Social Media

Source: Processed SPSS Data, 2023

The test results table above shows that the correlation coefficient value of social media variables on self-confidence is 0.179. This value indicates that the character of self-confidence is influenced by social media by 17.9 percent, while the rest is influenced by other variables not examined in this research.

Hypothesis testing

Statistical t-test

Table 8
Statistical t-test results

		Coefficients				
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,882	1,964		2,486	.016
	Social media	,565	,152	,439	3,721	,000

a. Dependent Variable: Confident Character

Source: SPSS Data, 2023

Based on the results of the statistical t-test in the table above, it is known that the calculated t-value of the social media variable is greater than the t-table value ($3.721 > 1.671$) and the significance value is smaller than the alpha value ($0.000 < 0.05$). Thus, social media has a positive effect and is significant to the confident character of the Z Generation.

B. Discussion of Research Results

The results of the research above explain that the calculated t-value of the social media variable is greater than the - table value ($3.721 > 1.671$) and the significance value is smaller than the alpha value ($0.000 < 0.05$). Thus, the better and wiser Generation Z is at using social media, the Their self-confident character will also get better, because through social media they often carry out self-actualization, such as making statuses, creating creations via TikTok, uploading videos that record their daily lives on Facebook, and creating their stories on Instagram. The number of influential contributions given to The social media variable on self-confident character is 17.9%, while the remaining 82.1% is influenced by other factors not examined in this research.

The results of this study are in line with the research results of (MA Koni, 2016), (Fensi, 2020), (Zaenabiyah, 2020), (Syahputra & Rifandi, 2021), (Madyan & Baidawi, 2021), (Eka Yeni Winantika et al., 2022), (Rosyidah & Ismeirita, 2023), And (Ferniati &

Nurfaiza, 2023) which shows that social media significantly and positively influences the character of Z Generation.

5. Conclusion

Based on the results of the research and discussion above, it can be concluded that social media has a positive and significant influence on the formation of the confident character of Generation Z of students of MTS Al-Khaeriyah Kubang Puji and MTs Al-Khaeriyah Pontang. The total contribution of social media's influence on the formation of a self-confident character was 17.9%, while the other 82.1% was influenced by other factors not examined in this research.

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