

## The Effect of Social Media Addiction on Academic Procrastination of UM Palopo Students

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### Abstract

Social media addiction and academic procrastination are two phenomena that are increasingly common among university students today. This study aims to investigate the effect of social media addiction on academic procrastination among students of Universitas Muhammadiyah Palopo. This study used a quantitative approach with a survey research design and purposive sampling technique of 200 students. The instruments used were questionnaires consisting of the Social Media Addiction Scale (KMS) and the Academic Procrastination Scale (SPA). Data were analyzed using the simple linear regression method to test the relationship between social media addiction and academic procrastination. The results showed a significant influence between social media addiction and academic procrastination in UM Palopo students ( $\beta = 0.016$ ,  $p < 0.05$ ). This means that the higher the level of social media addiction, the higher the level of academic procrastination experienced by students. The implications of this study highlight the importance of awareness of the negative impact of social media addiction on students' academic performance, as well as the need for effective time management strategies to reduce the level of academic procrastination among students.

Keywords: Social media addiction, Academic procrastination, College students.

### 1. Introduction

The rapid development in this millennial era has brought many advances and changes in the fields of communication, information and technology. These advances are characterized by the connectivity of applications such as social networks, making it easier for people to connect and interact with others from a distance (Wulandari & Netrawati, 2015). At this time globalization has also brought many impacts and very rapid changes to modernization, especially technological changes that are increasingly superior. One form of technological advancement today is the large number of social media users.

Social media users have continued to increase exponentially in recent years. The technology that continues to develop today allows people to use and utilize various things on social media and internet sites (Sari et al., 2023). Platforms such as Facebook, Instagram, Twitter, TikTok, and others have attracted millions and even billions of active users. This growth creates more opportunities for individuals to engage in activities on social media. Social media has become an integral part of everyday life.

Social media also allows individuals to express themselves, interact, collaborate and communicate with other individuals (Rahardjo & Soetjningsih, 2022). People use these platforms to communicate, share experiences, seek information and even work. This makes social media difficult to avoid and thus can increase the potential for addiction. Social networks reach many people in society, including teenagers who are the biggest users of social networks at the moment. During this period, adolescents experience a transition from childhood to adulthood which results in many biological, cognitive, and socio-emotional

changes (Aprilia et al., 2020). Adolescents are particularly vulnerable to the negative impact of technology because they quickly adopt new technologies (Yunita Mansyah Lestari et al., 2020).

According to (APJII, 2023) the Indonesian Internet Service Providers Association surveyed and found that the number of Internet penetration in Indonesia reached 78.19% in 2023 or as many as 215,626,156 people from a total population of 275,773,901 people. In (Al Aziz, 2020) suggests that students are an active group of social media users because they are in the transition period from late adolescence to early adulthood and experience psychological fluctuations. Some social media applications that are often accessed by students are Tik Tok applications, WhatsApp, Instagram, Facebook, Twitter, and various other applications which can provide information to everyone, anywhere, both in the form of information, news, pictures or videos about events and activities of a person. Social media can now be used as the fastest and cheapest means of information, useful for anyone from any part of the world to interact easily, but on the other hand, social media has negative impacts such as reduced direct social interaction between individuals, thus allowing the emergence of excessive dependence on social networks.

This makes social media difficult to avoid and thus increases the potential for addiction. Addiction itself is defined as a medical and mental condition characterized by excessive consumption of something and can have a negative impact on life if the addiction persists (Jamaluddin et al., 2022). So we can conclude that dependence or addiction is not only a drug dependence that often occurs, but also includes addiction to Internet social media.

In this case, one of the impacts of social media addiction among students is procrastination or in academic terms it is often referred to as academic procrastination. Academic procrastination itself according to (Gultom et al., 2018) means unwillingness or tendency to delay in doing things and behaviors related to academics. According to (Turmudi & Suryadi, 2021) itself, procrastination actually means sabotage that a person does to themselves where the person delays important decisions or actions and then refuses to make improvements so that the problem continues for a long time. Many people consider delaying tasks as a bad thing. In this case, delays in doing assignments are very common among students. Academic procrastination occurs at all ages, both elementary school students and college students. In college itself, students sometimes do a lot of procrastination.

According to (Savira, 2014), the provision for students today is the ability to adjust to the demands of the task, students must have the ability and skills to organize learning activities, control learning behavior, and know the purpose, direction, and source of learning. The problems arising from academic procrastination are caused by a lack of self-regulation (Self-Regulated Learning). The same thing was also said by (Santika & Sawitri, 2016) that the cause of the behavior of the tendency to commit academic procrastination is caused by insufficient adjustment and self-regulation of students to the demands of existing tasks, lack of ability to organize learning activities, lack of control over learning behavior, and lack of knowledge about goals, directions, and existing support resources.

Nowadays, it is not uncommon to see many students out there who commit academic procrastination continuously. In fact, the negative impact of social media addiction does not only occur at school but also in their social environment (Robbi Fathoni & Indrawati, 2022).

However, it is currently more prevalent among university students. In interviews that researchers conducted with several students of Universitas Muhammadiyah Palopo, they said that we cannot avoid social media from our daily lives and some even said that social media has become an obligation for everyone. This is in line with the observations made by the researchers when conducting observations in the campus environment of Universitas Muhammadiyah Palopo, where students in every activity cannot be separated from gadgets in their hands. This fact then becomes the reality that occurs today among students.

A 2022 study by Miftakhul Ahmad Fauzi, Blasius Boli Lasan, and Irene Maya Simon on 100 students found a moderate relationship between addiction to excessive social media use and the level of academic procrastination. This is different from the study conducted by Choirul Huda in 2021 on 151 students where a strong relationship was found between social media addiction and the level of academic procrastination. Based on the different results obtained on social media addiction to the level of academic procrastination by these studies and get various results. Some think that excessive use of social media does not significantly affect the level of academic procrastination, and some think that social media addiction significantly affects the level of academic procrastination of students or students who are following an educational level.

From this difference, the researcher is interested in re-examining whether social media addiction has a significant correlation effect on student academic procrastination, in this case the research population is Muhammadiyah Palopo University students, especially students from the Faculty of Teacher Training and Education UM Palopo. This study aims to determine whether there is an influence of social media addiction on academic procrastination of UM Palopo students

## **2. Methodology**

The type of research conducted uses quantitative research with a correlation research design. Correlation research shows the relationship between variations in one or more variables. The purpose of correlation research is to determine how much correlation there is between variations in one or more variables. This research will be conducted on the campus of Universitas Muhammadiyah Palopo and will be conducted in December 2023. The population of this study were students of the Faculty of Teacher Training and Education (FKIP), Muhammadiyah University of Palopo, totaling 567 active students. The sample was taken 10% with an error rate of the total population (Sugiyono, 2013), namely 31 FETT students of Muhammadiyah Palopo University. The sample in this study consisted of students from the Faculty of Teacher Training and Research Science consisting of four study programs namely counseling guidance, physical education, English language, and early childhood teacher education. The sample was selected using purposive sampling technique with the criteria that the subject is a student of the Faculty of Teacher Training and Education, Muhammadiyah Palopo University who has an active social media account. The research procedure was carried out by distributing questionnaires to students who had been selected as samples then analyzing the data from the results obtained from the questionnaire distribution process.

Data on the level of social media addiction was collected using a questionnaire developed by (J. Al-Menayes, 2015) and then redeveloped by (Agung & Sahara, 2023) with reference to several aspects, namely social consequences, time diversion, and compulsive feelings. The academic procrastination data was collected using a questionnaire developed by (Aan Parantika, 2020) with reference to several indicators, namely delays in starting and completing tasks, delays in completing tasks, time gaps between plans and actual performance, and doing more enjoyable activities. The scale model of social media addiction and academic procrastination is made in four alternative answers, namely strongly agree (SS), agree (S), disagree (TS), strongly disagree (STS). After compiling the scale items, the researcher will conduct a pilot test to determine the validity and reliability values. All data were analyzed using Pearson correlation analysis technique with the help of SPSS 26 for windows

### 3. Result and Discussion

The normality test can be seen in the table below:

Table 1. One sample kolmogorov-smirnov normality test results

		<b>One-Sample Kolmogorov-Smirnov Test</b>	
		Kecandu an Media Sosial	Prokrasti nasi Akademik
N		31	31
Normal Parameters <sup>a,b</sup>		Mean	37.81
		Std. Deviation	7.838
		Deviation	14.039
Most Differences	Extreme	Absolute	.095
		Positive	.071
		Negative	-.095
Test Statistic		.095	.111
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>	.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

The Kolmogorov-Smirnov method is used in the normality test in this study to determine whether the data is normally distributed. If the significance value is greater than or equal to 0.05 then the data is considered normally distributed. In this study, the social media addiction scale has a p significance value of 0.200 greater than 0.05 which indicates that the data is normally distributed, and the academic procrastination scale has a p significance value of 0.200 greater than 0.05 which indicates that the data is equally normally distributed.

Table 2. mean and standard deviation

		Statistics	
		Kecandu an Media Sosial	Prokrasti nasi Akademik
N	Val	31	31
id	Mi	0	0
ssing	Mean	37.81	76.90
	Std. Deviation	7.838	14.039

Based on the table above, it explains that the mean value of social media addiction is 37.81 with a standard deviation of 7.838, then the mean value of academic procrastination shows 76.90 with a standard deviation of 14.039.

The results of data processing on social media addiction (X) show the score on variable X and on academic procrastination (Y) show the score on variable Y. To find out whether there is an influence between variable X and variable Y can be seen by looking at the significance value (Sign.). If the significance value (Sign.) is smaller than 0.05 then there is a significant influence of social media addiction on academic procrastination of UM Palopo students. Conversely, if the significance value (Sign.) is greater than 0.05, there is no significant effect of social media addiction on academic procrastination of UM Palopo students. To find out whether there is a significant influence can be seen in the table below:

Table 3. Correlations

		Correlations	
		Kecand uan Media Sosial	Prokrast inasi Akademik
Kecanduan Media Sosial	Pearson Correlation	1	.431*
	Sig. (2-tailed)		.016
	N	31	31
Prokrastinasi Akademik	Pearson Correlation	.431*	1
	Sig. (2-tailed)	.016	
	N	31	31

\*. Correlation is significant at the 0.05 level (2-tailed).

Based on the table above, it is known that the significance value is 0.016 which means it is smaller than 0.05, besides that it can be seen from the R table value of 0.431 which is greater than the R table value of 5% significance for 31 respondents, namely 0.355, it can be said that social media addiction (X) has an influence on the academic procrastination of UM Palopo students (Y).

The results of the study state that there is an influence of social media addiction on academic procrastination of UM Palopo students. This means that students are required to be able to use social media as well as possible. For example, looking for learning, education, and useful things. Conversely, if students use social media excessively, the level of procrastination or academic procrastination of students will also decrease

#### 4. Conclusion

The conclusion is that today it is not uncommon to see many students out there who carry out academic procrastination continuously. This social media addiction is very impactful for students who are not good at managing their time. The time that should be used to do college assignments is instead used to hold cellphones with all the internet media in them. In reality, if social media is used wisely, it will have a good impact on us, but on the other hand, if it is used poorly, the results will not be good either.

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