

The Impact of Social Media Development on Social Transformation and Self-Identity of Adolescents in The 5.0 Era: Literature Review

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<i>Article Info</i>	ABSTRACT
Article history: Received 10 28, 2024 Revised 11 15, 2024 Accepted 12 03, 2024	The development of social media in the 5.0 era has a significant impact on the transformation and self-identity of adolescents. This era is marked by a deep integration between the digital world and everyday life that allows social media to become the main instrument in the formation of identity and social interaction. This study aims to study how increased student involvement in social media has an impact on social transformation and self-identity of adolescents. The method used is a literature review of various articles and recent studies related to the impact of social media on social transformation and self-identity of adolescents. The research design used is a literature review, the keywords used are "Self-Identity, Adolescents, Social Media, and Social Transformation", the inclusion criteria for publication from 2004-2023 and articles can be accessed. The articles obtained in this study were 12 articles. The results of the analysis show that social media has a complex and dynamic influence, both positive and negative. On the one hand, social media facilitates global communication, expands social networks, and opens access to various information and perspectives. However, on the other hand, social media also has the potential to give rise to social pressure, anxiety, and identity crises, especially at the stage of self-discovery which typical of adolescence.
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INTRODUCTION

The development of social media in the 5.0 era has become an integral part of everyday life, especially among teenagers (Fronika, 2019). This era is marked by the increasingly deep integration of technology into aspects of human life, which makes social media the main tool for communicating, seeking information and expressing oneself, often eliminating a person's privacy with the public, where community activities, especially teenagers, cannot be separated from social media. Social media that is currently in great demand by teenagers includes Tiktok, Instagram, Facebook and other social media applications. According to Fung et al., (2020), Instagram is the most widely used social media platform by the 19-29 year old age group. Teenagers' use of social media often does not hesitate to upload every activity, complaint, personal photos or short videos to be distributed to the public or their

followers, this is also an action in forming their self-identity (Sakti & Yulianto, 2018).

Identity is self-awareness, especially in adolescents, in taking opinions and self-observations carried out by individuals to create an image that can be seen by other individuals (Parida, 2022). The formation of self-identity through social media with the presence of digital technology today, is one of the facilities that supports the needs of a teenager in interacting and encouraging teenagers to express themselves on social media, which also shows that technology can encourage and facilitate teenagers in forming and validating their self-identity (Agustin, 2023).

The impacts of social media are not only positive, in addition to the benefits obtained such as expanding friendship networks and accessing information from various cultural perspectives, social media can also be a challenge in social life (Fronika, 2019). This condition can cause

adolescents to experience significant social pressure, they can feel pushed to achieve certain standards that can affect self-esteem, self-image and even result in an identity crisis (Mulyono, 2021).

This era change will affect social transformation, one of which is caused by the role of social media which can change the way teenagers interact and form relationships (Harisman et al., 2024). This condition also has an impact on the mental health and emotional stability of teenagers, therefore this study aims to provide an understanding of the challenges and potentials faced by teenagers in using social media can affect self-identity.

LITERATURE REVIEW

Social media is a website where someone can create a personal web page and interact with others to share information and communicate. (Fronika, 2019). Social media allows everyone to feel free and safe to comment and express their opinions. Because it is very easy to misunderstand and commit crimes on the internet, especially on social media. In reality, teenagers spend time with their friends to try to find their identity. However, modern teenagers often think that the more active they are on social media, the more likely they are to be considered cool and sociable. Conversely, teenagers who do not have social media are usually considered old-fashioned, stupid, or unfriendly. (Harisman et al., 2024).

Social media is very important for modern society, especially for students. In the era of Society 5.0, where digital technology enters all aspects of life, social media is becoming increasingly important, not only as a tool for communication, but also as a digital public space that influences social interaction and individual identity. Social media allows people to share, communicate, and form virtual communities in an interactive place (Kaplan & Haenlein, 2010).

Kivisto, (2021) pointed out that social media plays an important role in the formation of a network society where people are connected to a global social network that drives the transformation of self-identity and social principles. Since social media helps to increase students' social engagement and networking, the influence of social media must be understood comprehensively. However, the social pressure that arises as a result of comparing oneself with others can also have an impact on mental health. From this perspective, it is important to conduct further research on how the advancement of social media impacts social change in the 5.0 era and the formation of adolescent self-identity.

Identity is important for teenagers, this identity includes everything in a person that can be legally and reliably stated about themselves, their status, name, personality and past (Evans et al., 2024). Based on Social Identity Theory (SIT) that individuals have a concept of themselves in

socializing and identifying themselves (Davis et al., 2019).

Personal identity sees that individuals are unique creatures, have a culture, live in a group and social identity refers to knowledge in members of other cultural groups. According to Jha & Verma, (2023) individuals in social media are individuals who have two possibilities, namely they can be the same or different from their offline identity. Not only that, individuals do not only have one identity, but can have various identities with different characteristics in the online world.

The development of the 5.0 era in this case is related to the use of social media, individuals can interact in a wider social environment without being hindered by distance and time to anyone, one of which is through social media, communication that occurs on social media can form an interaction between individuals and the social environment. This interaction will then encourage someone to construct their identity online (Agustin, 2023).

METHODS

The research design used is a literature review. Identification of literature conducted in this study was obtained using the keywords Self-Identity, Adolescents, Social Media, and Social Transformation, using the Google Scholar and Science Direct databases with inclusion criteria for publications from 2004-2023 and articles that can be accessed. The articles obtained in this study were 12 articles.

RESULTS AND DISCUSSION

After conducting a literature search, 12 articles were obtained that were in accordance with the research objectives. The results obtained include:

Title & Author	Results
iGen: Why Today's Super-connected Kids Are Growing Up Less Rebellious, More Tolerant, Less Happy-and Completely Unprepared for Adulthood-and What That Means for the Rest of Us by Jean Twenge (review) Kring (2018)	That excessive social media use is associated with increased feelings of loneliness in adolescents and young adults and decreased mental well-being.
Taking Risky Opportunities in Youthful Content Creation: Teenagers' Use of Social Networking Sites for	Social media allows teens to express themselves and interact, but it also presents challenges to privacy and

Title & Author	Results
Intimacy, Privacy, and Self-Expression. Livingstone (2008)	opportunities for overexposure.
The Online Disinhibition Effect Suler (2024)	Social media enhances social experiences but can also lead to negative or uncontrolled behavior.
Contingencies of Self-Worth and Social-Networking-Site Behavior Stefanone et al., (2011)	The way people use social media based on interactions and recognition from online audiences influences how they assess their self-worth.
Internet Use and Psychological Well-being: A Meta-Analysis Huang (2010)	Excessive use of social media can lead to dissatisfaction, anxiety and mental health disorders.
Sociality through Social Network Sites Ellison & Boyd (2013)	The use of social media not only increases social connections and creates positive relationships, but also increases the tendency to compare oneself with others.
To See and Be Seen: Celebrity Practice on Twitter Marwick & Boyd, (2011)	Resources like Twitter encourage people to construct an internet identity that fits their audience's expectations, which can impact self-confidence.
A Networked Self: Identity, Community, and Culture on Social Markman (2012)	Social media creates pressure to conform and facilitates the expression of identity within virtual communities.
Social Media & Mobile Internet Use among Teens and Young Adults Lenhart et al., (2010)	This report shows how dependence on social media is affecting social relationships and the way young people communicate.
The Culture of Connectivity: A Critical History of Social Media Van Dijck (2013)	By encouraging users to share aspects of their personal lives, social media creates a culture of connectivity that enhances social

Title & Author	Results
	relationships and shapes identities.
Social Network Sites: Definition, History, and Scholarship Boyd & Ellison (2007)	Social media gives people new ways to show their identities, but also offers challenges to maintaining their privacy and authenticity.
Users of the World, Unite! The Challenges and Opportunities of Social Media Kaplan & Haenlein (2010)	Social media allows people to interact with many people and build an international identity, but they also increase the risk of dependency and social isolation.

DISCUSSION

1. The Impact of Social Media on the Formation of Self-Identity

Social media has become one of the primary platforms for students to express themselves and build their identities. Social media increases anxiety, emotional well-being, and social comparison, which impacts students' self-identity, according to (Twenge, 2017). While privacy concerns must be addressed, social media provides students with access to a space that encourages self-expression (Livingstone, 2008) stated that social media helps students become more authentic because it allows interactions outside the real environment, allowing them to speak more freely. (McKenna and Bargh, 2000) However, warned about the online deterrence effect, where students may show an incomplete identity because of the freer and more unrestricted online interactions. This phenomenon can cause internal conflicts regarding digital and real identities. (Suler, 2004)

2. Behavior Patterns on Social Media and Self-Esteem

Students use social media to construct an identity that conforms to relevant social standards. In some situations, this can boost a person's self-confidence, but for some students, excessive social comparison actually lowers their self-confidence. The study also found that how others view students on social media often influences their perceptions of themselves. (Stefanone, Lackaff, and Rosen, 2011)

Excessive use of social media can lead to anxiety and self-dissatisfaction. For students, this has an impact on their self-identity, especially when they believe they have to meet social media standards or appear in a perfect manner. (Huang, 2010)

3. Social Connections and Identity Reinforcement in Cyberspace

Social media helps students to build social connections with a wider network and helps them enrich their self-identity with various perspectives from around the world. (Ellison and Boyd, 2013) However, students are encouraged to publish versions of themselves, which may differ from their true identities, in an effort to gain popularity. (Marwick and Boyd, 2011)

The desire to connect with others online often leads students to change their identities to fit social norms and group expectations on social media. However, these identities may not always be authentic or reflective of their true selves.

4. Culture of Connectivity and Challenges in Identity Formation

Social media has led to a culture of connectivity where students feel connected to their environment. However, this also poses the risk of becoming dependent on social media as the only way to express their identity. (Kaplan and Haenlein, 2010), Social media allows students to demonstrate flexible identities, but this ability can also lead to identity confusion when having to adapt to multiple audiences. (Boyd and Ellison, 2007)

5. The Influence of Social Media on Social Engagement and Knowledge

Social media provides students with the opportunity to network in communities that support the expression and exchange of knowledge, strengthen their identity, and increase their sense of community. This suggests that students can utilize social media to gain social support and gain recognition from several groups. (Papacharissi, 2011)

Social media not only allows students to maintain many social relationships, but it can also be a barrier to real-world interactions. This study shows that social media can significantly affect students' social interaction patterns, both positively and negatively. (Lenhart et al, 2010)

CONCLUSION

Based on the results of the literature review, it can be concluded that the development of social media in the 5.0 era has a complex and significant impact on social change and adolescent identity. Social media provides space for adolescents to express themselves, interact globally, and form self-identities, as well as help broaden their horizons and adaptability in a multicultural environment. Wise use of social media supports the development of a more flexible and responsive identity to change.

Therefore, it is important for educators, parents, and policy makers to accompany adolescents in using social media in a healthy way. Appropriate

intervention and education strategies can help adolescents build a strong identity and improve their ability to adapt in a digital society.

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