

Human Behavior in the Digital Age: Study of Social Media Users' Behavior and Its Impact on Mental and Physical Health in the Future

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Abstract

Technological developments present various new things in human life, including social media. Behavior in using social media can affect the lives of its users. Often the negative behavior that is carried out when using social media has an impact on mental and physical health. This study then aims to see how social media usage behavior impacts mental and physical health in the future. This research is descriptive qualitative research. The data used in this study comes from various research results and previous studies. The results of this study indicate that excessive use of social media can have addictive effects. This addiction can impact mental health through depression, stress, anxiety, and loneliness. If this mental health disorder occurs for a long time, it will cause physical disturbances such as changes in blood pressure and hypertension. In addition, excessive use of social media can also cause problems with eye health and sleep problems.

Keywords: *Behavior, Social-Media, Mental and Physical Health.*

A. INTRODUCTION

Technology is the overall means of providing goods needed for the continuity and comfort of human life. Technology has been developing since the beginning of human civilization and will continue to develop in the future. As one part of human life that has existed since the beginning, technology has permeated numerous facets, including communication. Humans are able to meet their requirements, become acquainted with a large number of individuals, etc. through communication, the most basic type of interaction. In the past, face-to-face communication was the only option. In the current era, face-to-face and practical communication are possible. No longer is physical distance a barrier to human communication (Javed et al., 2022).

Not only has technology improved interpersonal communication, but also mass communication. Mass communication is the act of communicating with a large audience in order to disseminate information extensively. This information is

disseminated through social media, a kind of mass communication. In the past, newspapers were used to disseminate information to a large audience. Instead, citizens might congregate to hear a lecture or pass along information through word of mouth. With technological advancements in social media, information may be communicated more readily, effectively, and practically. As a result of globalization, information will rapidly flow throughout the globe via social media (Chang & Lee, 2022).

There are currently numerous sorts of social media that are publicly accessible. Each year, social media platforms get more complex and offer a growing number of useful extra features. Hence, the increasing sophistication of social media will allow people to be thirsty and inquisitive about social media content. Typically, social media is utilized as a medium of communication, which can develop ties between individuals. We can also make new pals using social media. Many use social media solely to communicate information, images, and videos. Social media are intended to be utilized in such a manner. Like Facebook, initially, Facebook users were only among the university itself, then it grew to what it is today, and its users also reached millions of people from all over the world (Camacho et al., 2020).

The majority of social media users in Indonesia are adolescents, who are welcomed by the population. Adults, the elderly, and even young toddlers are increasingly able to use social media, a trend that is expanding annually. Most individuals utilize social media to learn about the most recent lifestyle trends. Especially now that the latest technology, such as smartphones and tablet computers, supports the usage of social media. There are numerous popular social networking sites, and as technology advances, more and more individuals utilize them. As a result of the inexhaustible nature of human demands and the pervasive dissemination of knowledge in the modern period, individuals are constantly informed of the most recent developments. In Indonesia, the number of social networking site users continues to rise annually. Not a few people use social media for promotional purposes, such as conducting business and promoting their products (Lin & Zheng, 2023).

As a result of these technical advancements, several technology producers are fighting in Indonesia to take advantage of the enormous market opportunity presented by the demand for cutting-edge devices. Also, manufacturers are becoming increasingly inventive in producing things that are in high demand among consumers. The supplied pricing is low and affordable, and there is no need to inquire about quality issues again. They can only access the internet and the provided social media sites via their mobile devices. Popular forms of social media are friendship sites. People can access the internet by spending minutes or even hours in front of a computer or approved mobile device. There are numerous functions available, including games, video conferencing, chatting, photo and video sharing, status updates, etc. Social media exploration is infinite. People's reliance on social media can be described as endemic (Anshari & Almunawar, 2022).

Due to the rapid development of social media, many individuals may now sit all day, sleep all night, and view their social media accounts on handheld devices. Social media is a website that allows users to build a personal webpage and interact with other users of the same social media in order to share and communicate information. If conventional media use print and broadcast media, then social media utilizes the internet. Social media invite everybody who is interested to engage by providing open feedback, expressing comments, and sharing information swiftly and without restriction. An individual can build a social media account quickly and with little effort (Raza et al., 2021). Thus, social media is frequently employed to produce positive emotions. Inadvertently, social media can often backfire, therefore it's not unusual for negative outcomes to occur. Yet it cannot be denied that technology advancements in the period of globalization have played a crucial part in altering the lifestyle of contemporary people in terms of its numerous supporting features. The existence of social media has a significant impact on the quality of life and human habits, and our mental health and leisure time are compromised as a result of social media use (Sezer, 2022).

Based on the brief discussion above, the researcher then intends to see how the behavior of social media users and their impact on mental and physical health in the future.

B. LITERATURE REVIEW

1. Social Media

The existence of media has become an integral element of human life, with all of its benefits. A variety of media, including social media, have emerged as a result of the evolution of society. Internet-based social media enable users to digitally engage, collaborate, share, communicate, and develop social bonds. Social media are digital media in which social reality occurs and in which the place and time of their users interact. On the Internet, the same or different manifestations of societal and communal values are possible. According to some internet researchers, social media on the web is a reflection of real-world phenomena, such as plagiarism (Redjeki & Affandi, 2021).

In addition to the statement above, the following is a definition of social media that comes from various expert opinions:

- a. According to Mandibergh, social media facilitates cooperation between users who produce content (user-generated content).
- b. According to Shirky, social media and social software are technologies that enhance the capacity of users to share, collaborate (to co-operate) with other users, and engage in collective action outside of the institutional or organizational structure.
- c. Boyd defines social media as a set of software that allows individuals and communities to congregate, share, interact, and occasionally collaborate or play. The strength of social media is user-generated content (UGC), in which content is generated by users as opposed to editors in mass media institutions.

- d. According to Van Dijk, social media is a platform that focuses on the existence of users that facilitates their activities and collaborations. Therefore, social media can be seen as an online medium (facilitator) that strengthens user relations and social bonds.
- e. Meike and Young define social media as the convergence of personal communication in the sense of sharing between individuals (to be shared one-to-one) and public media for sharing with anybody without regard to individual specificity (Lambe et al., 2021).

Social media has several characters not owned by several other types of media. There are limitations and special features that only social media has. Here are some characteristics of social media, namely:

- a. Network
The social structures developed in networks or the internet provide the basis for social media. The purpose of social media is to create a network among its users; therefore, the presence of social media enables users to connect through technical mechanisms.
- b. Information
Information is vital from social media because there are activities from producing content to information-based interactions.
- c. Archives
For social media users, an archive is a character that explains that information has been stored and can be accessed at any time and through any device.
- d. Interaction
The fundamental character of social media is the formation of networks between users. Its function is not just expanding friendships or increasing followers on the internet. Simple forms that occur on social media can be in the form of giving comments and so on.
- e. Simulation
Social Social media is a medium for the continuation of society in the virtual (virtual) world. Like a country, social media also has rules and ethics for its users. The interactions on social media can describe the reality that occurs, but the interactions are simulations that are sometimes entirely different.
- f. Content by Users
This characteristic shows that content on social media is fully owned and based on users and account owners. Content by these users indicates that on social media, audiences produce their content and
- g. Spread
Dissemination is another characteristic of social media, generating and consuming content and actively disseminating and developing content by its users (Li & Xie, 2020).

2. Human Behavior

Behaviour is a sequence of acts or actions performed by a person in response to something, which eventually become a habit due to their beliefs. Human behavior is essentially the acts or activities of humans, both observable and unobservable, that are manifested in the form of knowledge, attitudes, and actions through human interactions with their environment. Behavior can be more reasonably interpreted as the response of an organism or a person to external stimuli. This response has two forms: the passive form and the active form. The passive form is an internal human response that cannot be directly viewed by others, whereas the active form is when the behavior can be directly noticed (Skimina et al., 2019).

According to Notoatmodjo, behavior from a biological point of view is an activity or activity of the organism concerned. Human behavior can be interpreted as a very complex activity, including behavior in speaking, dressing, walking, perception, emotions, thoughts, and motivation. According to Skinner, Notoatmodjo formulates a person's response or reaction to external stimuli or stimuli. This behavior occurs through a stimulus to the organism, and then the organism responds, hence Skinner's theory is called "S-O-R" or Stimulus Organism Response (Mangunjaya & Wibowo, 2020).

According to Blum, an educational psychologist, behavior is divided into three areas: the area does not have clear and firm boundaries. The division of this area is carried out for the sake of educational goals to develop or improve the three domains of behavior: the cognitive domain, the affective domain, and the psychomotor domain (Qadir & Al-Fuqaha, 2020).

Skinner distinguished two responses, namely:

- a. Respondent response (reflexive), namely the response elicited by specific stimuli. This stimulus is called eliciting stimulation because it creates a relatively fixed response, for example, delicious food creates the desire to eat, the bright light causes the eyes to close, and so on. Respondents' responses also included emotional behavior, for example, when they heard the news of a disaster, they became sad and cried, passed an exam, and expressed their joy by holding a party, and so on (da Silva & Williams, 2020).
- b. Operant response (instrumental response) is a particular stimulus or stimulus that follows a response that arises and develops. This stimulus is called a reinforcing stimulator and reinforce because it strengthens the response. For example, if a health worker performs his duties well (response to his job description) and gains self-esteem from his superiors, the health worker will be even better at carrying out his duties (Bouton et al., 2021).

According to Damayanti, seen from the form of response to this stimulus, behavior can be divided into two, namely:

- a. Closed behavior (convert behavior), also known as a person's response to a stimulus in a veiled or closed form (convert). The response to this stimulus is still confined to attention, perception, knowledge, or awareness; the attitudes

of the individual receiving the stimulus cannot be noticed clearly by others (Li & Song, 2022).

- b. Open behavior (overt behavior) refers to an individual's response to a stimuli in the form of a real or open action. The response to the stimulus is manifest in the form of action or behavior, and is easily observed by others (Kemmerer, 2021).

3. Mental And Physical Health

The term healthy in everyday life often states that something can work typically. Even if objects such as motorized vehicles or machines can be operated, the owner often says that the vehicle is in good health. Most say he is healthy if his body is healthy and fresh. Even a doctor will say that his patient is healthy if, after being examined, it turns out that all his limbs can function normally. However, the real meaning of health is not like that. The definition of health, according to the latest 2009 Basic Health Law in Chapter 1 Article 1, is a condition that includes physical (physical), spiritual (mental), spiritual and social health, and not just a state of being free from disease, disability, and weakness; but also have an independent and productive personality (Ghazal et al., 2021).

Physical health, in general, can be interpreted as a condition in which the organs of the body function properly without feeling pain or complaints and objectively do not appear to be sick. All body organs can normally work to perform various physical activities without disturbance (Quadt et al., 2020).

Meanwhile, it can be said that mental health is a science that pays attention to mental or mental care. Semium said that the science of mental health has a special object to be researched: humans. The science of mental health is a translation of the term mental hygiene. Mental (from the Latin word: mens, mentis) means soul, spirit life, while hygiene (from the Greek word: hugine) means the science of health. It can be interpreted that the science of mental health is a science that discusses human mental life by viewing humans as a complex psychophysical totality (Bagiensi & Kuhn, 2022).

Mental health is defined by the American Psychological Association (APA) as: "the presence of successful adjustment or the absence of psychopathology" and "as a state in which there is an absence of dysfunction in psychological, emotional, behavioral, and social spheres". This definition can be interpreted broadly or narrowly. This means that mental health is a manifestation due to successful adjustment or the absence of psychopathology and is a condition in which a person is described as having no disturbances in the psychological, emotional, behavioral, and social fields. So, it can be concluded that people are in a state of mental illness or health. Healthy if there is not the slightest psychological disturbance, and if there is a psychological disorder, it is classified as sick. In other words, the healthy and mentally ill are nominal, which can be distinguished by the groups (Arslan & Allen, 2022).

The elements of a diagnostic and statistical handbook of mental diseases can be used to assess the mental health of a disturbed individual. According to the American

Psychological Association, the diagnostic and statistical manual of mental disorders (DSM) is a classification system for mental diseases that is used to quantify abnormal behavior (Drislane et al., 2019).

In addition, Semium stated that mental health is a science that creates and implements a set of practical principles to attain and preserve the psychological health of the human organism, as well as to prevent mental diseases and the incapacity to adapt. The science of mental health also aims to maintain and maintain healthy mental functions and prevent adjustment disorders or chaotic mental activities (Kang et al., 2021).

Sarwono said that mental health is a condition or condition of a person so that he will avoid mental disorders or neurosis and mental illness. Able to adapt himself to other people and society wherever he is, can control dealing with problems, and realization of harmony and harmony between mental functions. According to WHO, mental health is a state (status) of complete physical, mental (spiritual), and social well-being, not just a state free from disease, disability, and weakness. Semiun defines a psychiatrist's mental health as avoiding individuals from the symptoms of neurosis and psychosis. According to this definition, a mentally healthy person is a person who controls and overcomes all emotional factors in his life so that they do not cause mental disorders, neurosis, or psychosis (Mayasari et al., 2021).

From the definitions above, it can be concluded that mental health is the ability of the soul to adapt to its environment to achieve satisfaction and happiness or peace in life to avoid mental disorders. In this adaptation, people will face problems and shocks from within or outside themselves and in places where individuals hang out (Wong, 2020).

C. METHOD

This research will be conducted using a qualitative approach and descriptive analysis method. The data used in this study came from various previous studies and studies relevant to the contents of this study and were obtained through literature studies. The research data that was successfully collected will then be immediately analyzed so that the results of this research can then be found.

D. RESULT AND DISCUSSION

1. Human Behavior in Using Social-Media

Human behavior in using social media can vary widely, depending on the individual and the context of its use. Various activities carried out on social media then form various existing behaviors. Some of the activities on social media that are often carried out by the community include the following:

a. Selfies

One of the phenomena in advancing internet technology, devices such as mobile phones, and cyberculture is the selfie or selfie. This word was formally added to the Oxford English Dictionary in 2013 and refers to self-portraits distributed over social media. According to Jerry Saltz, a selfie is an instant self-

portrait, taken with a smartphone camera and quickly broadcast or changed via the internet as a sort of instant visual communication about where we are, what we are doing, what we are thinking, and who we believe is observing us. Some behaviors seen in selfie activities are: first, this activity is a form of self-existence. Taking selfies and spreading them on social media is not just focused on the user's appearance. Selfies are an attempt to represent oneself on social media and be perceived as 'existing' or existing on the network. Second, selfies are a form of digital narcissism. A selfie taken shows that the user is designing himself, and the results of that design, in addition to self-existence, are also a form of performance in front of the stage to attract the impression of viewers or other users in a network of friends on social media. Third, selfies can also indicate self-disclosure on social media platforms. In Lewin's theory, the living field of an organism is compared to a spider's web consisting of multiple regions. Depending on the nature of the organism, whether it prefers to be open (disclose) or closed (conceal), the number and size of these regions can increase or remain static over time (close). Selfies facilitate a person's personal development since they encourage people to share images of themselves publicly through their social media profiles, thereby fostering their personal growth.

b. Cyberwar

In carrying out social media activities, cyberwar sometimes occurs within various online community groups. Stereotypes become the primary source of belief in individuals and groups (collectively), and in certain circumstances, these beliefs transform into prejudices that can further inspire discriminatory conduct and other non-cooperative acts, such as slander and enmity between groups. Collective behavior is characterized by some experts as behaviors performed collectively or simultaneously by many people in a group during a certain situation or event, sometimes in the form of unique activities.

According to Smelser, there are several determinants of collective behavior, including structural conduciveness, namely structural factors of the social situation that facilitate the occurrence of collective behavior, such as the diversity of religions, ethnicities, ideologies, and races in an area; structural strain, namely gaps, incompatibilities between social, ethnic, religious groups, and others that open up opportunities for various forms of tension to occur. The greater the structural tension, the more excellent the opportunity for collective behavior to occur; general belief, namely rumors that are very quickly believed to be accurate and then disseminated; precipitating factors, namely factors supporting suspicion and anxiety contained in society; mobilization of the participants, namely the embodiment of collective behavior led by the leadership, either to move away from dangerous situations or to approach people who are considered targets of action.

c. Online Shopping

The lifestyle of shopping in Indonesia has continually changed over time, especially the trend of electronic shopping, which has been adapted to various social media, starting from the attractiveness of advertising banners, video tutorials, discounts, and payments through joint accounts to payment systems after goods are received (Cash on Delivery). The company's success in utilizing e-commerce in marketing its products is followed by the irony of blurring reality among the public - shopping for needs or forms of impulsivity.

For consumers, online shopping will be very high if they are satisfied with the quality of service from the online sales system on the site. Customer satisfaction when shopping online and customer satisfaction after making a purchase are indicators where an online store site can retain its customers by increasing shopping interest back to the site.

One of the main goals of marketing strategy is to change consumer attitudes towards a product through persuasion. In many social psychological theories about attitudes, it is explained that there is a very close relationship between attitudes and behavior. Based on social psychology theory that supports a close relationship between attitudes and behavior, when applied to consumer behavior, it can be concluded that if a person's attitude is positive towards a product, that person will buy the product. Changing consumer attitudes so that they buy or consume a product can be done through a persuasion process. Persuasion is changing one's beliefs and attitudes towards an object in a particular direction the persuasion giver desires.

d. Self-Personalization of Users

The widespread use of Twitter and Facebook has provided new approaches to social science research. This requires specific techniques to analyze and interpret data using computer science methods. Schwartz found that the words used on Facebook were a surprisingly reliable indicator of personality. The researchers used a language prediction algorithm to make efficient large-scale personality assessments. A language-based, trait-based automated model showed results consistent with participants' self-reported personality measures.

Specific phrases can predict certain personality traits. For example, people who score high in neuroticism on self-reported personality assessments are likelier to use words like sadness, loneliness, fear, and pain. Analyzing this data can provide new connections that may not be apparent in traditional written questionnaires and surveys. In addition, the researchers also found many similarities across countries, with the use of emoticons associated with positive emotions and swear words and aggression associated with negative emotions. A social media phenomenon that has also caught the writer's attention is the rise in user accounts that intentionally Without a profile photo and a clear identification, they submit a photo of someone else as their profile picture. In addition to user accounts lacking clear identities, the irony of social media

users' behavior is reflected in their efforts to reconstruct identities through writing statuses or distributing certain page links, which are meant to 'explain' to the public who and how, or even the opposite: not representing the user's identity at all.

e. **Share Culture**

In recent years, various accounts on social media have appeared that are unclear. They don't hesitate to use provocative attributes, such as "Spread it" or bombastic words. The message often used is "share to others, share, or save". Sometimes accompanied by threats such as chain letters in the past. The audience is "sworn" to get disaster, disaster, and grief if the news is not shared. The phenomenon of shared culture gets crazier when there are elections at various levels, both regional and presidential elections. Numerous notable personalities promote particular candidates by inadvertently distorting the news, commenting on it, and subsequently bringing down their political opponents. The same is true of partisan media. Almost often, hoax reporting follows the same pattern: using sensationalist titles to pique reader interest. Occasionally, the headline and content of the news do not correspond. Regrettably, many people who utilize social media are unwilling to read. People are typically readily swayed by enticing titles and spread particular page URLs without first examining them.

2. Social Media and Mental Health

Social media has become the most dominating media in spreading the latest news about life in society. Social media is widely connected to web and mobile platforms, allowing each individual to connect with others in virtual networks, such as Facebook, Twitter, Instagram, or other networking applications. Nowadays, social media can be accessed by various groups of people, one of which is teenagers. A 2015 study of over 2,000 youth aged 13 to 17 showed that 92% of teens were on social networks (online) daily, with almost 25% reporting constant use of social media. The most notable difference between adult's and adolescents' use of social media is that the general purpose of social media use in adults is to stay current and connected with close friends, whereas, in adolescents, it is more not to limit their posts to friends only.

As technology develops, not only does it positively impact social media use but there are risks involved. Continuous use of social media can harm mental health. Feelings of envy, inadequacy, and dissatisfaction with life may occur due to too much and too long passive use of social media, such as viewing other users' posts. This then suggests that it can lead to symptoms of ADHD, depression, and anxiety.

The Health Behavior in School-aged Children (HBSC) study by the WHO regional office for Europe reports that the health and social behavior of school children from 45 countries aged 11, 13, and 15 years shows that the mental well-being of adolescents has decreased in many countries between the years 2014 and 2018. According to WHO Regional Director for Europe, increasing numbers of boys and girls across the European region report poor mental health, low self-esteem,

nervousness, or irritability. Several factors, such as culture, economy, and the use of digital technology, cause this. The development of increasingly sophisticated technology strengthens vulnerabilities and introduces new threats, such as cyberbullying. It is reported that 1 in 10 teenagers have experienced cyberbullying at least once in the last two months.

Testimonies from teenagers who state that social media can cause mood and anxiety disorders to view it as a platform for cyberbullying, making it possible for these teenagers to experience stress, anxiety, loneliness, and depression. This is usually due to social comparisons in comparing themselves with other people to evaluate and improve themselves, but it is not uncommon for more humans to compare themselves up. Upward comparison is a comparison with someone considered better than oneself, thus creating a feeling of being worse off.

In many developed countries, many people who spend time at home and access social media with smartphones have a high risk of depression to the point where there is a possibility of committing suicide, compared to someone who spends more time without a smartphone screen and doing activities outside the home such as direct social interaction, sports, and recreational activities. This is in line with research conducted by Julius Ohrnberger, who explained that a relationship between mental and physical health impacts lifestyle and social interaction in an individual. If you have had good mental health in the past, you will have good physical health too.

3. Social Media and Physical Health

Mental health problems in adolescents caused by social media addiction can also indirectly impact the physical health of adolescents. The use of social media among young people who use it heavily and in the long term can increase the risk of various mental health symptoms and decrease. The prolonged stress can prove this in adolescents, affecting blood pressure. Stressful conditions can cause hypertension to occur not only in adults but also in middle age. Severe stress, which results in hypertension, can cause damage to the body's organs, such as the heart and kidneys.

This is in line with research conducted by David, which states that there is a relationship between the use of social media and indicators of physical health. This is demonstrated by a correlation with higher levels of CRP (a chronic inflammation biomarker) associated with chronic diseases such as cardiovascular disease and cancer. In addition, excessive use of social media for a long time can also cause more frequent somatic symptoms such as headaches, chest pain, or back pain.

Not only that, according to Triharyo, continuous use of social media will impact decreasing visual acuity, resulting in difficulties in carrying out daily activities. The more decreased visual acuity in adolescents, the greater the risk of eye complications.

In addition, using social media also results in a lack of physical activity such as exercising, which can cause excess energy, which then becomes fat stored in the body, or obesity. This is in line with research conducted by Datis Khajeheian in 2018 regarding the effects of social media on children, which causes obesity. There is a

relationship between obesity in children and excessive use of social media. This is shown by the research results, namely that children with a high frequency of playing social media have unhealthy eating patterns, do not do strenuous activities per day, and have a high BMI.

Furthermore, using smartphones to play social media for long periods can also lead to addiction, so a person tends to delay bedtime. The habit of delaying bedtime continuously can change sleep patterns resulting in insomnia. Poor sleep at night will cause more sleepiness during the day, affecting cognitive function.

4. Handling Problems in Using Social-Media

The use of social media in society is difficult to eliminate. But at least the negative effects on mental and physical health due to the use of social media can be reduced. Some of the steps that can be taken include the following:

a. Limit the use of social media

Use an alarm or timer to monitor social media use and limit the amount of time spent on social media each day. When you are accustomed to spending a limited amount of time on social media, you have prepared yourself to be independent of social media. Temporarily disconnected from social media. Divert the use of social media with activities that deal directly with people. Like with supportive and caring family or friends.

b. Look for other information apart from social media

Social media is used to obtain the most up-to-date information; however, if you are using social media to obtain information, you should consider other options, such as reading news websites (not from social media accounts), newspapers, or watching the news on television.

c. Looking for more valuable activities

Finding alternative hobbies can lower the intensity of social media use. The more occupied you are, the less time you have to spend on social media. Try diverting attention to sports or hanging out with the people closest to you. Expand activities that give comfort to the mind and body, exercise, meditate, venture out for fresh air, or do other outdoor activities that give yourself a sense of freedom and comfort

d. Use social media wisely

Establishing strong limitations for social media use does not make social media a negative thing, even if they are used less. There are still benefits to be derived from its prudent application. There is still a sense of security when social media is utilized intelligently. Very engaged in social media, which is frequently used. There will be a variety of alternatives for minimizing the usage of social media. For instance, spending time with family, closest friends, and relatives, going on vacation, reading books, or participating in other activities. May freely share stories with friends and family, without electronic devices. Gathering with friends and family becomes more meaningful.

e. Uninstall and delete.

This is done when you choose to break away from social media entirely. Uninstall the application on the gadget. Deliberately not buying a data package or being in an area without WiFi makes accessing social media difficult. Finally, the intensity of using social media will change.

E. CONCLUSION

Through the discussion above, the results show a relationship between the behavior of using social media on mental and physical health in society. Uncontrolled or excessive use of social media can interfere with mental health. It is proven that someone addicted to playing social media often experiences depression, stress, anxiety, and feels lonely. If the person experiences mental disorders such as stress and depression for a long time, this can also affect physical health, especially blood pressure, which results in hypertension. Apart from causing hypertension, the effect of social media use on physical health is that adolescents who are addicted to social media often limit their physical activity, which results in many adolescents becoming obese or overweight. Other physical health problems include eye health problems and sleep disturbances, such as insomnia, which are common in the community. Some steps that can be taken to overcome this problem are limiting the use of social media, seeking information outside of social media, doing more valuable activities, using social media more wisely, or taking extreme steps by deleting social media.

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