



## Exploring Social Media Use Integration Based on Educational Level Among Emerging Adults

Vania Ardelia<sup>\*1</sup>, Siti Jaro'ah<sup>2</sup>

<sup>1,2</sup> Universitas Negeri Surabaya, Surabaya, Indonesia



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### ABSTRACT

**Objective:** Social media has become integral to everyday life, including among emerging adults. Surveys showed that Instagram has become one of emerging adults' most popular social media. Social media could facilitate emerging adult developmental tasks, such as identity exploration. Further, social media uses integration concepts to explore how individuals build emotional connections and involve social media in their daily social routines. Additionally, it is essential to view social media use integration based on educational background. This study explored differences in social media use integration among emerging adults based on education level. **Method:** A cross-sectional study design was conducted among 305 men and women emerging adults. Participants completed a self-administered questionnaire comprising demographic characteristics and a Social Media Use Integration scale. Data were analyzed using descriptive analysis and one-way ANOVA statistic technique. **Results:** Descriptive analysis results showed that individuals with a high school education level had the highest social media use integration scores compared to groups from other education levels. Further, education level notably contributed to the score difference in social media use integration among emerging adults. **Novelty:** This study contributed to exploring further the social media use integration among emerging adults, specifically in the context of educational background.

### INTRODUCTION

Social media has significantly allowed humans to create more effective and efficient communication. Through social media, individuals may have easier access to maintain interpersonal relationships with their closest relatives (Khan et al., 2022). Social media has also become an integral part of everyday life. Statista reported that in early January 2023, over 4.76 billion (59.40%) of the world's population accessed the internet using social media. Specifically in Indonesia, social media users continue to increase and are predicted to reach more than 267 million users by 2028 (Degenhard, 2023). This increased number of social media users coincides with the increased types of social media platforms offered, with Instagram being one of the most popular.

In early 2023, there were more than 2 billion active Instagram users worldwide, with Indonesia ranked 4<sup>th</sup> as the country with the most Instagram users. Further, it was recorded that 33.80% of Indonesia's population actively uses Instagram, with more than half (52.20%) being female. Moreover, most Instagram users in Indonesia were emerging adults, with a percentage of 38.00%. Emerging adults are individuals between the ages of 18 and 29 years, and this stage of development is known as an exploratory phase, which allows individuals to explore their interests and desires in life (Ardelia & Dewi, 2018). This exploration, therefore, must be connected to the active use of social media, where emerging adults were the group with the highest number of users who used the internet, owned smart devices, and actively used social media. Moreover, social media has become

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