

## PHENOMENOLOGICAL APPROACH TO THE USE OF SOCIAL MEDIA AMONG BPI IAIN BONE STUDY PROGRAM STUDENTS: A COMMUNICATION PSYCHOLOGY PERSPECTIVE

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### ABSTRACT

The phenomenological approach in this research is to understand individual experiences in using social media. In the context of communication psychology, this research will look at how students perceive social media use, as well as how this experience affects their social interactions and psychological well-being. This research will use a qualitative phenomenological approach. The research sample will consist of students from the BPI IAIN Bone study program who actively use social media. Data collection will be carried out through in-depth interviews and participant observation. The collected data will be analyzed using an inductive approach to identify themes and patterns that emerge from students' experiences and perceptions regarding social media use. The results of the research, firstly, are impressive student experiences where social media can help individuals effectively and efficiently from various activities and jobs so that they can reduce various burdens, both material and non-material. Apart from that, experience in using social media can help individuals maintain good communication without worrying about distance and time. Basically, students are able to adapt and apply something positive when communicating or when using social media so that they can influence the development of their communication psychology with positive and useful things. Students' experience in using social media can still maintain good interactions and improve psychological well-being for students.

**Keywords:** *Phenomenology, Social Media, Communication Psychology.*

### INTRODUCTION

The current era of digitalization is an era full of sophistication so that many individuals are very difficult to escape from social media including student groups. With several reasons they explained the reason that social media is very important on the grounds that social media is a forum for finding information in communicating so that it is always updated on various matters, utilizing information wisely in doing social media can add insight and knowledge, and also become a forum for creators to get income by doing social media, this is the result of a survey from the Internet Service Providers Association every year. (Yuanita & Hidayati, 2020)

Students are one of the active users of social media and are also social media users who use social media for almost every activity, even college assignments are collected and uploaded or uploaded on social media, where the percentage is 89.7%, which is at the age of 18-25 years old students, the generation Z period has a very high number of social media users. (Zis dkk., 2021) The point is that as long as students use social media according to their needs and absorb every information on social media positively, it is valid for the psychological development of students in using social media and also communicating. (Achfandhy & Ariyanto, 2023) In addition, there are survey results from the Global Web Index (GWI) in 2019 showing that an average of 3.26 hours per day has been used for students in using social media. (Al Aziz, 2020, hlm. 93)

The data shows the high number of social media users in students so that it can affect various activities including communication and environmental interactions. As in the communication process, individuals as users not only have a role as consumers in the media but can be producers in

the media. With this, of course, individuals as users can easily determine the goals and directions of the desired media such as the benefits of the things accessed on the media. (Subuh, 2019a)

In reality, it cannot be denied that social media will provide various influences on how individuals have differences in communication behavior on social media with direct communication. Apart from that, the essence of social media as a medium that provides convenience in communicating between individuals or a person, it is very important to maintain how to prioritize ethics and morals in using social media so that the changes that occur still have a good influence on communication behavior. (Subuh, 2019a)

The development of social media has had several impacts, the first positive thing is that it makes it easier for students to get various information and easily find references online which can facilitate the completion of lecture assignments, but on the one hand it cannot be denied that social media has a second impact, namely negative, which can cause addiction to the use of social media. So there needs to be vigilance in the use of social media because it can change and disturb the mind and can have an impact on deviant behaviors. (Pratiknjo & Mulianti, 2018)

Based on the results of preliminary observations, it has been found that many students of IAIN Bone's BPI study program spend so much time using social media that even in the process of lecture activities they still take the time to use social media. This shows that technology and its devices cannot be separated from all forms of daily activities of students. With social media, it cannot be denied that it will provide experiences related to changes in behavior in interacting with others.

Although many studies have been conducted on the use of social media, there are still few studies that adopt a qualitative phenomenological approach to understand individual experiences in using social media. In the context of communication psychology, this study will look at how university students experience and perceive the use of social media, and how this experience affects their social interactions and psychological well-being.

The use of social media has become a significant phenomenon in the daily lives of students. This is because social media has enormous opportunities to make it easier for people to interact, share information, and build social relationships and communication that are very beneficial. However, social media use can also have complex psychological effects that require better understanding. This study will explore the psychology of communication from the perspective of university students using qualitative phenomenology. Therefore, this study aims to explore the use of social media using a phenomenological approach among students of the Islamic Guidance and Extension (BPI) Study Program at IAIN Bone from the perspective of communication psychology.

## Theory Review

### Phenomenology

Phenomenology is a school of philosophy that has a framework or way of thinking that specifically knows all human events without having to question the causes of these symptoms and the reality of their objectivity and appearance. Phenomenology is also called the tradition of qualitative research originating in philosophy and psychology, and its focus on events or human life experiences. (Fauzan & Supratman, 2019) So, the phenomenological approach uses human life experiences to study and understand to get better about social, cultural, political and essentially the life experiences of each human being. Where this phenomenological approach uses a subjectivism

mindset, which is not only seeing a problem from obvious symptoms, but digging and trying to find what happens to each symptom. (Hasbiansyah, 2008)

In Kuswarno's book, which in understanding social action comes from an interpretation accompanied by social action which will be oriented towards human behavior in the past, present and future. The process of interpretation can be used to provide an explanation or understanding of what is implied by the real meaning, so that it can explore the concept of implicit compatibility or according to what is needed. In other words, social action based on experience, definition or awareness. (Kuswarno, 2006)

The purpose of phenomenology is to find out how phenomena are passed and experienced in consciousness, thoughts, and actions, such as how phenomena have a value or can be accepted aesthetically. Phenomenology seeks to find understanding in humans intersubjectively in our understanding of the world formed by our relationships between fellow humans. Although the meaning we know comes from a behavior or action, art or work and also activities or activities carried out daily still involve other people around us. (Sari, 2017)

Basically, this phenomenological theory seeks to provide an understanding of human experience without having to provide an assumption or interpretation of the experience through pre-existing concepts or theories. This phenomenology seeks to explain the subjective experiences that occur to humans directly without having to pay attention to the origin of these humans in terms of their knowledge, beliefs and even preferences.

## Social Media

Social media or social media, which millennials now call SosMed or MedSos, is a medium that provides a forum for interaction in the network-based human social world (online). Through this social media, there are several boundaries that are no longer a big obstacle in interacting. This social media is different from online communication from two directions such as chat or SMS. Where this social media is initially communication between two people so that it becomes interaction or interactive communication with several people such as Tik Tok, Facebook, Telegram, WhatsApp, Instagram, YouTube and so on. (Aisafitri & Yusriyah, 2021)

According to Boyd and Ellison in 2008, social media is a platform that can be used to provide an explicit description or description of our profile and activities on social media. Social media is also a sophistication of information technology from various networks that provide interaction facilities between fellow social media users. (Subuh, 2019b) Which according to Kietzman, et al. in 2011 which is the function of social media is a media platform in the form of a social application that has several functions such as profile media, chat media, sharing media, existence media, social relationship media, group media, team, or group, and also popularity or reputation media. (Aprilizdihar dkk, 2022)

Social media and behavior have a relationship in which behavior pours out its daily activities in its social media activities has certain goals and each behavior has the right to its own social media, of course paying attention to the conditions in what is appropriate and not uploading something on social media, because those who see are many people all social media users in the network. These goals and interests certainly determine the attitude or actions of social media behavior. So that in this context the perpetrators of information technology are actually social media users. (Khoiriyati &

Saripah, 2018)

Everything must have a positive or negative impact, as well as social media which among students or students has a significant influence on the daily lives of social media users. On the other hand, students become more understanding of what information technology is, the use of information technology and social media users become more creative in everything. On the negative side, students are spoiled by the existence of this social media, so they are more lazy to move just want to hold cellphones and communicate on social media and are also addicted to social media. (Hatta & Zia Ulhaq, 2022)

The convenience of various activities that have been obtained in using social media needs to be directed towards something positive and good, because social media is actually a medium that can help and be used effectively and efficiently in various individual activities regardless of class and age as well as distance and time. Therefore, individuals need to use social media appropriately and correctly so that it will have a positive impact on themselves and others.

### Communication Psychology

Some studies of communication science that seek to provide a description of the study of science in the form of psychological aspects in the process and communication activities commonly referred to as communication psychology. Communication psychology is a science that seeks to describe the description, planning, and control of a behavioral event in communication. Meanwhile, it is the behavioral or mental events here that stimulate communication activities. (Achfandhy & Ariyanto, 2023)

With what appears in the behavior in communicating such as the use of language, polite speech in making words and actions. Where the purpose of this communication is to establish relationships between fellow social users emotionally or informationally. Communication is also an illustration for recipients of how to appreciate and respect the perspectives and opinions of others. Communication also focuses on non-verbal forms such as body movements, facial expressions, and the life style of social media users. Communication is also a way to express the feelings and perspectives of others so that they can give feedback or support each other. (Mutia Yanti, 2018)

Human awareness and experience can be studied in terms of psychology. Where the center of attention of human behavior is seen from how to communicate. Communication psychology is a social situation in a social condition that psychologically leads us to social psychology. Communication psychology here is a science that seeks to describe, predict, and control mental and behavioral events in communication. Communication that is happening between communicators and communicants, understood and understood by a communication psychologist, then that person can analyze, describe the actors from two component aspects, namely communicators and communicants in doing social media. The science of communication psychology has an important role in the development and knowledge that exists around society in analyzing and describing a problem. (Achfandhy & Ariyanto, 2023)

The communication process not only involves two senders and recipients of information, but also by several personal factors (the person himself) and situational factors (conditions in communicating both physical, geographical, social and cultural environments). These two factors influence the success of communication activities. (Muthi Sabila, 2021) This communication seeks to

describe a process of shaping perceptions into an understanding of information that will be received by the recipient of the message (communicant). Psychology describes communication as the delivery of energy from the five senses to the brain when receiving and processing information, and includes a mutually influential process between several organs within and between existing organs. (Mutia Yanti, 2018)

The contribution of psychologists in the science of communication that is developing today is as follows: The effectiveness of communication carried out between several communication participants is one of the roles of psychology, stimulus and response in psychology are related to the production of messages carried out by participants, the scope of communication according to psychology helps communicators in understanding the area or field felt by communicants, psychologists help in analyzing understanding in the event of communicating in context or personnel, psychology can provide a prediction, control and description of something related to the mentality and behavior of the communicant or communicating participants. In other words, psychology provides an analysis of the components of communication. Psychologists map the characteristics of a communicant either alone or in groups and the factors that influence it. Psychologist communicators analyze and identify the process of sending message ideas, the process of receiving message information, the process of sending message information and the personal and situational factors that influence it. (Mutia Yanti, 2018)

## METHODS

This research will use a qualitative phenomenological approach, in which it will explore various information from several students of IAIN Bone's BPI study program to understand their experiences in using social media. The informants in this study consist of several students of IAIN Bone's BPI study program who actively use social media. Data collection will be done through in-depth interviews and participatory observation. The collected data will be analyzed using an inductive approach to identify themes and patterns that emerge from students' experiences and perceptions related to the use of social media from the perspective of communication psychology.

## RESULTS AND DISCUSSION

### Students' Experience in Using Social Media

Social media is a media that uses an Internet network where users can represent themselves, communicate and interact with anyone without being limited by time and distance, then with social media it can access various information from all fields of science, collaborate and create virtual social relationships with other users. Social media is essentially a tool designed to facilitate communication between one person, despite having to cross great distances, space, and unlimited time.

The advantages possessed by social media, this is also what is utilized by students of IAIN Bone's BPI study program in carrying out all their activities cannot be separated from social media because it will be greatly assisted in doing and completing their work. The use of social media has targeted various groups including in this case the students of BPI IAIN Bone, this can be proven based on the results of interviews conducted, all students of BPI IAIN Bone have social media that is often accessed at any time both at home and on campus.

As the results of the interviews have been conducted, it can be conveyed that there are several



social media that have been owned by students of BPI IAIN Bone including, whatsapp, facebook, intstagram, youtube and tik tok. In using social media, there are some students who have more than one social media account which is sometimes used simultaneously. Then when asked a question about how often to use and access social media, the average answer of students using social media every day and some even gave the answer that there was something missing when not accessing social media.

Regarding students' experience in using social media, it can be described based on interviews conducted with students of IAIN Bone's BPI study program. First, according to a student with the initials NT said that, During my use of social media, Alhamdulillah, it is very helpful, it can even be said that 60% of my assignments are done and completed with the help of social media such as working on papers and other assignments. But behind that, I also feel that this social media when not used properly it damages us both in terms of how to learn, how to communicate, unstable sleep because I used to be because of social media, especially game applications, making me lazy to study even every night always staying up late but Alhamdulillah now it has decreased and even no longer exists.

Furthermore, the second informant, according to student initials N, said that the experience of using social media initially felt awkward but over time it turned out that social media was very important to me because I could communicate with families who were far away and families who were rarely met I could see even though not directly, I got a lot of education and information "such as information about the current atmosphere in Palestine and by looking at posts on social media such as lectures can increase my religious knowledge." Then the third informant, according to student initials AI, said that I had an unpleasant experience with social media, where I once had a Facebook account, at that time I uploaded my photo, but it turned out that someone else's account shared it.

Then the third informant, according to a student with the initials AI, said that I had an unpleasant experience with social media, where I once had a Facebook account, at that time I uploaded my photo, but it turned out that someone else's account shared it without my permission and it made me uncomfortable. I had told him to delete his post from my photo but I was ignored and even ignored. Because I was afraid it would happen again, I decided not to use Facebook anymore and not to upload my photos on social media anymore. However, at this time I still use social media but not Facebook anymore because I am afraid that the incident will be repeated.

Then the fourth informant, according to a student with the initials AA, said that, I am a person who can be called difficult to interact with other people, especially when talking to me because I feel less confident, especially if there are new people inviting to chat sometimes I look for various reasons to end the chat. But all that has changed since I got to know and use social media, it can be said that social media has helped me have confidence in interacting with other people so that I no longer feel awkward and embarrassed to talk to anyone either on social media or directly face to face.

Finally, the fifth informant, according to a student with the initials NA, said that, actually I have a side job to help my family in selling food, initially we only got it from buyers who stopped by our place but since we got to know and use social media as a means of promoting our sales, Alhamdulillah, the income from sales has increased, more and more people know our selling place

and the average buyer orders through social media such as Whatsapp and Instagram.

Based on several experiences from the use of social media conveyed by several students of IAIN Bone's BPI study program, social media provides memorable experiences where social media can help individuals effectively and efficiently from various activities and work so as to reduce various burdens both material and non-material. In addition, experiences in using social media can help individuals maintain good communication without worrying about distance and time. However, most importantly, there needs to be caution in using social media, especially uploaded photos so as not to cause harm, because it could be used by irresponsible people to take advantage. Therefore, use social media properly and correctly in order to provide benefits and positive contributions for yourself and others.

### **The Use of Social Media in the Perspective of Communication Psychology**

Some students explained their experiences in using social media during their use of social media, Alhamdulillah, it was very helpful, it can even be said that 60% of their assignments were done through social media such as writing papers and other assignments. However, behind that, I also feel that this social media when not used properly will damage us both in terms of learning methods, communication methods, unstable sleep because we always want to find information on social media regardless of time and not remembering that tomorrow there is a morning lecture schedule. There are also students who are discouraged and do not want to use social media again like Facebook because there are me who share their photos without the permission of the account owner and create a new account using their photos with the same name. There are also students who consider social media to be something interesting because from what we don't understand we understand, from being left behind, we get updated information about Indonesia, human needs and foreign news.

Social media users in BPI study program students have different experiences depending on the personality of each user and can use social media wisely and correctly. Because social media has negative and positive influences on users in getting information. Which is in accordance with the previous theory that the communication process does not only involve two senders and recipients of information, but also by several personal factors (the person himself) and situational factors (conditions in communicating, be it the physical, geographical, social and cultural environment). These two factors are what influence the success of communication activities. (Muthi Sabila, 2021) This communication tries to describe a process of forming perceptions into understanding of information that will be received by the recipient of the message (communicant). Psychology describes communication as the delivery of energy from the five senses to the brain when receiving and processing information, and includes a process that influences each other between several orgasms in oneself and between existing orgasms. (Mutia Yanti, 2018)

There are also BPI study program students who use this social media as a means of communication with relatives in the village because they migrate to the city to study at IAIN Bone, considering that this social media, especially WhatsApp and Instagram, I use for video calls and telephone calls to provide news and as motivation to be enthusiastic in pursuing education. In addition to being a means of communication, this student also uses social media for his/her study needs because now information on assignments and class hours if there are changes can all be

accessed on WhatsApp with a WhatsApp group that has been created by his/her classmates. So according to him/her, social media is very important to support his/her study process. Human awareness and experience can be studied in terms of psychology. Which is the center of attention of human behavior is seen from the way he/she communicates. Communication psychology is a social condition in a social condition that psychologically brings us to social psychology. Communication psychology here is a science that seeks to describe, predict, and control mental and behavioral events in communicating. The communication that is taking place between the communicator and the communicant, is understood and comprehended by a communication psychologist, so that person can analyze, describe the actors from two aspects of the components, namely the communicator and the communicant in carrying out social media. The science of communication psychology has an important role in the development and knowledge that exists around society in analyzing and describing a problem. (Achfandhy & Ariyanto, 2023)

In accordance with the theory explained earlier regarding the use of social media in the perspective of communication, where students become the center of attention of human behavior, it can be seen from the way they communicate and how they use social media according to their respective needs. Students in communicating adjust their psychological abilities in terms of their knowledge, mentality and behavior in communicating, especially in using social media. They are already able to analyze and describe what information they will get when doing or using social media. Basically, students are able to adjust and apply something positive when communicating or when using social media so that they can influence the development of their communication psychology with positive and beneficial things of course.

### **Social Media Usage Experience Affects Social Interaction and Psychological Well-being**

Humans as social beings need to communicate and interact with others, but the interaction process can change with the development of the times and technology. Initially, the interaction process between individuals and other individuals could only be done in a limited way, namely directly, but along with the development of technology, it has made it easier to interact with the presence of social media. Social media is a medium that can help individuals to communicate and interact with anyone even though the distance that separates them and the time is unlimited.

The use of social media has now spread from various groups of people, including students. Students use social media as a means to support their daily activities and activities, including in this case with students of the BPI IAIN Bone study program. Based on interview data, all students from semester I to semester VII have used social media, besides that on average they said that it was very helpful in communicating and interacting with family, student friends, lecturers and other people.

As expressed by a student with the initials N, when I was in college I had separated from my parents because the distance between my house and the college was very far, of course this made me very worried about my parents' condition. However, I am very grateful for the existence of social media, even though I am separated by distance from my parents, I can still get news and information about the condition of my parents and family. So with social media I can still communicate and interact with my beloved parents even though we are separated by distance so that I can focus more on studying.

Likewise with the experience of a student with the initials AA, who said that I am a shy person



and always closed in communicating and interacting with other people directly. When there are gathering activities with friends, sometimes I don't join in and I prefer to be alone because I feel less confident to interact. However, changes have occurred little by little in interacting with other people since using social media. Initially I used social media to access various information, then tried to find out other people's information through their history after that tried to interact with other people via Facebook and Instagram, from there I started to open up to other people and even now I feel confident in interacting both in the real world and in cyberspace.

Social media is no longer just a means of connecting messages but has developed rapidly in connecting various social interactions very quickly and is able to form certain groups or communities even though they have never met face to face. Social media has had a popular and rapid influence compared to previous media such as electronic media, broadcast media and print media. With the presence of social media, it is able to provide convenience for individuals in building and establishing interactions with anyone in a short time without any limits and distance. (Rosmalina & Khaerunnisa, 2021)

Social media not only helps individuals in interacting with others, but social media can also be a place to express various psychological conditions. As conveyed by Neto and Barros, when individuals use social media, it will have an impact on the individual's psychological condition, such as feelings of happiness, satisfaction and freedom to show whatever their condition is, whether happy or difficult. When it is difficult to express the conditions they experience directly to people, sometimes someone chooses social media as a place to express and pour out what they experience because they assume they can be free and many provide responses and support for the conditions they experience. (Lestari, t.t.)

Regarding the use of social media on individual psychological conditions, it is very related as the results of interviews conducted by students of the BPI study program at IAIN Bone, according to a student with the initials DMD, he said that with social media, he feels more satisfied and happy when he wants to convey what he is experiencing. For example, when I have difficulties and need a solution to the difficulty, then I upload it by telling the difficulty, a few moments later many people comment by providing solutions and ways out of the difficulties I am experiencing. From here I feel that with social media, it is able to provide a sense of satisfaction and happiness and get various positive supports. Furthermore, according to a student with the initials AN, he said that based on his experience using social media, he thinks that social media is part of the media that can provide entertainment and joy when getting a lot of assignments. When there are a lot of assignments, of course you will feel stressed and it is impossible to go to tourist attractions to entertain yourself, so the alternative is to use social media by watching several shows or videos that provide inspiration. With this, I think that social media can provide motivation and a cheerful mood so that there is enthusiasm to complete college assignments on time.

Thus, it shows that social media is a medium that can provide a good influence on interaction and psychological well-being to individuals, including students. The most important thing in using social media for students is to manage and limit time properly in using social media because when not, it can become a time bomb that makes students addicted and have psychological disorders. Therefore, it is important to use social media properly so that it provides positive things for yourself and others.

## CONCLUSION

Some experiences from the use of social media conveyed by several students of the BPI study program at IAIN Bone that social media provides memorable experiences where social media can help individuals effectively and efficiently from various activities and jobs so that they can reduce various burdens, both material and non-material. In addition, experience in using social media can help individuals maintain good communication without worrying about distance and time. However, the most important thing is that there needs to be caution in the use of social media, especially uploaded photos so as not to cause losses, because they can be used by irresponsible people to take advantage. Therefore, use social media properly and correctly in order to provide benefits and positive contributions to yourself and others.

The use of social media in the perspective of communication where students become the center of attention of human behavior is seen from the way they communicate and how they use social media according to their respective needs. Students in communicating adjust their psychological abilities in terms of their knowledge, mentality and behavior in communicating, especially in using social media. They are already able to analyze and describe what information they will get when doing or using social media. Basically, students are able to adjust and apply something positive when communicating or when using social media so that they can influence the development of their communication psychology with positive and useful things.

In addition, the use of social media can provide a good influence on the interaction and psychological well-being of students. Interactions that are maintained on social media can strengthen and establish good relationships even though the distance is far and time is unlimited. This is not a concern for students about the condition of their parents and family. Then with social media that provides entertaining shows and inspirational videos, it can raise the spirit of students so that they are able to complete various tasks from their lecturers well and on time.

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