# The Effect of Social Media on Interpersonal Relationships: Study of Literature

Dwi Nur Fatmawati [1] , Ifaddhah Soffa Ning Tiyas [2] , Bagus Ramadhani [3] , Dan Hana Diendi Putri
Ritia [4] [1234] *Fakultas Pendidikan, Negeri Universitas Surabaya, Surabaya, Indonesia*
dwi.21003@mhs.unesa.ac.id ; ifadhah.21006@mhs.unesa.ac.id ;
bagus.21130@mhs.unesa.ac.id ; hana.21165@mhs.unesa.ac.id

*Abstract* : Humans are social creatures who need other people to maintain their way of life. Thus, every human being definitely has the ability to interact and communicate with other people every day and with the existence of interpersonal relationships, it is now not only done directly but can be done virtually via social media. The existence of social media can make it easier for everyone to establish interpersonal relationships without any limitations of distance and time. This research aims to determine the influence of using social media as a means of interpersonal relationships. The method used in preparing this article uses a qualitative descriptive method with a literature study approach. The results of this research in online media are that relationships can be established starting from the same interest in something, such as the value of ideas or subjective views held. Meanwhile, the comfort factor is more about individuals who are looking for friends who can make them comfortable rather than friends who just waste their time with things that make them uncomfortable. Apart from that, individuals will be more comfortable if they use fake accounts in communicating in cyberspace

*Keywords: Social Media, Interpersonal Relationships, Teens*

## 1   INTRODUCTION

Humans are social creatures who need other people to survive. So of course every human being always needs interaction and communication with other people every day. This is in accordance with the opinion expressed by Marhaeni (2009); Simanjuntak et al (2020) explain that communication is the process of creating and exchanging messages in a relationship that is mutually dependent on each other to overcome uncertain or ever-changing environmental conditions. Meanwhile, interpersonal communication is communication that occurs between people face to face, which allows people to be involved in capturing reactions and responding to other people directly, both verbally and non verbally.

Behavioral characteristics can be interrelated with changes in behavior in the immediate environment of the online context in terms of communication. Joo, T.-M. (2017) on Human Communication and Relationships: A View on Behavioral Change and Social Unity stated that interactions between friends and family members have changed drastically with the introduction of personal social media and communication mediated by social media. "Perhaps more obvious than culture or communication is the influence of technology on a person's interpersonal relationships" according to the context of online human relationships; "Not surprisingly, individuals who communicate more frequently (online) have more frequent social relationships" in relation to the environment surrounding human connections on social media that "the influence of technology may be more pronounced than culture." on interpersonal interactions"; "It is not surprising that those who talk more online socialize in more regular relationships."

This interpersonal communication occurs between two or more people and is informal in nature and requires an emotional connection between the communicators. And it usually occurs between close friends, husband and wife, friends and parents and children, as well as individuals who have a high emotional relationship (Darmawan, et al (2019). In this modern era, communication is not only limited to direct communication which requires someone to meet in person with other people. However, with the development of technology, individuals can now interact with each other in real time using social media. The use of social media can certainly support and establish communication without the limitations of distance and time. However, not everyone can develop interpersonal relationships with other people. other people. This is caused by various underlying factors. This is supported by research conducted by Darmawan et al (2019) which states that relationships can be established with the same interest in something. Apart from that, comfort also influences the relationship, and that Relationships Can become even tighter.

In the development of life, many factors can influence each person's interpersonal relationships. One of them is social media. The reason is, social media facilitates communication that occurs without distance and time limitations so that each individual can interact in real time. However, in social media there are also factors that influence the quality of

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interpersonal relationships that occur, namely in terms of interest in something and comfort factors.

## 2   MATERIALS AND METHODS

The method used in preparing this article uses a qualitative descriptive method. As stated by (Wulandari, 2016), the qualitative descriptive method is used to obtain in-depth data that contains meaning. This means that in this case it is the actual data, the exact data is the value in returning the visible data. The method for writing this article is a literature study of research results that have been published in national journals and proceedings. Literature study is a series of activities related to the methods of collecting library data, reading and analyzing notes, and processing research materials. Another definition of literature study is looking for theoretical references that are relevant to the cases or problems found. These references can be searched from books, journals, research report articles, and sites on the internet (Pilendia, 2020). The results of this literature study will be presented in the introduction and discussion section explaining the influence of social media on relationships. This qualitative research validates the things described in this material.

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## 3  RESULT

There are various studies that explain social media and its influence on interpersonal relationships that individuals have. as in research conducted by Darmawan (2019) which states that developing interpersonal relationships. The use of social media is influenced by various factors. These include interest factors, comfort factors, and openness factors. In online media, relationships can be established starting from a shared interest in something, such as the value of ideas or subjective views they have. Meanwhile, the comfort factor is more about individuals who are looking for friends who can make them comfortable rather than friends who just waste their time with things that make them uncomfortable. Apart from that, individuals will be more comfortable if they use fake accounts in communicating in cyberspace. Using this fake account is felt to make communication looser. When friends on social media are established, satisfaction arises by itself, being able to support and encourage each other even though we cannot meet in person. In addition, research conducted by Abadi et al (2013) states that the use of social networking sites by teenagers is mostly motivated to obtain various kinds of information, strengthen relationships between site users, release tension, fulfill emotional needs, and increase self- confidence. Meanwhile, research conducted by Gultom & Atnan (2019) explains that social media has benefits for building interpersonal communication. In addition, the interpersonal communication that is created is also focused on aspects of a supportive attitude.

## 4  DISCUSSION

Social media is a form of communication transaction that occurs between two or more people through online social networking media. At this time technology has developed rapidly and is even becoming more popular, until finally a social relationship is formed. However, in reality, the social relationships built in cyberspace also color the interpersonal relationships of teenagers in the real world. On the positive side, communication via computers can help improve users' social relationships, both in cyberspace and in the real world. Negatively, computer-mediated communication reduces the level of intimacy of social relationships in the real world.

Social media is a medium used to socialize with each other, which is done online, which allows individuals who are far apart to interact with each other without the limitations of space and time. For society, especially teenagers, social media has become both an activity and a basic need that makes users addicted to not having a day without opening social media. In fact, during their development, the interaction of adolescents in the school environment is very important to find their identity by associating with their peers.

Rogers believes that communication or interpersonal relationships are word-of-mouth relationships that occur in face-to-face interactions where each other can perceive verbal and nonverbal reactions. Interpersonal relationships are characterized by mutual respect, loyalty and tolerance towards one another, openness and intimacy. This interpersonal communication occurs between two or more people and, being informal, requires an emotional connection between the two communicators. This communication usually occurs between close friends, partners, best friends and parents and children. In other words, individuals who have an emotional connection. Interpersonal communication consists of many interconnected processes, such as interaction, coordination, and social perception (Darmawan, 2019).

In interpersonal communication, there is an interaction process carried out by two or more individuals. Individual interactions can start from interests because of similar interests, age or because of similar hobbies. When two teenagers interact, compatibility is not based on race, religion, ethnicity, gender and status, but based on interests and interests. On the other hand, in cyberspace, individuals tend to be judged based on their ideas, not based on their gender, race, group or age. On social media, relationships can be formed easily, starting from the emergence of a shared interest in something. Apart from that, comfort also affects relationships, and relationships can become tighter.

In the process of interpersonal communication through social media, the interpersonal relationships that are built with new individuals can develop as interpersonal relationships in the real world, even though each individual has never met face to face. Social media users can build friendships and even romance using verbal language conveyed through the message exchange features provided on each social media. Through the closeness that is built with spoken language, he is as if the individual can feel direct interaction with his communication partner (Ristianti, 2017).

The motivation for teenagers to use social media is to find friends, relieve boredom and fatigue, meet emotional needs, and finally, to increase self-confidence. Another factor that motivates teenagers to use and access social media is the development of interpersonal relationships. According to them, develop relationships through

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Social media has changed a lot. The presence of social media means that interpersonal communication is not only done face to face, but can also be done using social media. Social media has now changed the paradigm and perspective of people's communication. The presence of increasingly sophisticated social media with more interesting features has made humans confined or dependent on social media. A lot of time which is only used to access various kinds of social media.

Interpersonal communication is very important for humans. According to Abraham Maslow, the purpose of human communication is to fulfill various needs. According to William Schutz, there are three basic needs for interpersonal relationships, namely effectiveness, inclusion and control.

In previous research conducted by Husna (2018), with the title "The impact of social media on interpersonal communication of librarians at the UIN Sunan Kalijaga Yogyakarta library". It shows that one of the social media factors for librarians at the UIN Sunan Kalijaga Library is very visible. This reduces interpersonal communication activities. The decrease in interpersonal communication activities has an impact on services at UIN Sunan Kalijaga Library. Librarians are more likely to use or access social media than to carry out interpersonal communication with people around them. This phenomenon results in a lack of concern for librarians so they can provide impact on interpersonal relationships. Interpersonal communication between librarians and visitors is very important, considering that currently technological advances have changed the existence of libraries. Therefore, one way is for librarians to always carry out in-depth interpersonal communication, in order to solve existing problems and there are good interpersonal relationships.

As in research conducted by Vydia (2014), with the title "The Influence of Social Media on Interpersonal Communication and Cyberbullying in Teenagers". Research shows that there is a significant relationship between interpersonal communication and cyberbullying in adolescents. The results of this research are supported by previous research on cyberbullying which produced data that 51.3% of students told their school friends about the cyberbullying they experienced, and the others did not want to tell anyone, not even their parents. The impact of social media is felt more by teenagers, because the majority of social media users are teenagers of school age. This shows that students still do not have good interpersonal communication with parents and teachers at school about something they have experienced. Based on the results of this research, it was found that the interpersonal communication that students have greatly influences the cyber bullying they experience. The better the interpersonal communication, then the experience of cyberbullying will reduce, and vice versa.

## 5    CONCLUSION

Based on the discussion above, it can be concluded that social media has quite a big influence on interpersonal relationships. Because with social media, interpersonal communication is not only done face to face, but can also be done using social media and the features provided by social media applications. The advantage of using social media as a means of interpersonal relations can make it easier for individuals to communicate, find acquaintances and get lots of contacts. However, the use of social media which can be accessed easily by anyone, without being limited by space and time, can make individuals feel increasingly lazy about meeting people and communicating face to face.

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