

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background Of Study**

In academic activities every student certainly has the desire to get maximum results, of course students are competing so that the grades they get at the end of the semester are satisfying and in accordance with the targets they set themselves. However, the many challenges faced by students can be an obstacle to achieving maximum results. At this time, especially after the covid-19 pandemic, there are several changes that have occurred in the implementation of lectures such as the use of the internet which is more massive than before. Therefore, researchers conducted a survey by interviewing several management students whether they used social media for more than three hours a day, and the results were 9 out of 10 management students at Andalas University used social media for more than 5 hours a day. Therefore, researchers feel that this phenomenon is interesting to study, because researchers feel that management students at Andalas University are very dependent on the use of the internet, especially social media, and this raises the question of how much influence social media has on academic performance. After that, researchers feel that family involvement can also be a variable related to social media addiction and academic performance, then self-efficacy is able to mediate the relationship between the independent variable, namely

social media addiction and family involvement and the dependent variable, namely academic performance.

Based on (Talib & Sansgiry, 2012) Academic performance is the degree to which a student, teacher, or institution achieves short or long-term educational goals and is measured by a continuous assessment or grade point average (GPA). Academic performance is inseparable from many things that affect every student's life. The factors that affect the progress of each person's learning are divided into three categories, namely the factors that result from it, namely the internal (interest, motivation, skills, intelligence, the level of religion and the situation students' spirituality), while external factors or the student's environment, i.e. outside such as family (including parents' economic status), environment (support society), and the third is the priority of education, i.e. educational institutions and infrastructure (SYAH, 1997). One of the new problems faced by students today is the excessive use of social media which is feared to interfere with the academic performance of students. In this modern era, Internet use cannot be separated from everyday life, especially from social media. Social media makes it easy for everyone to be able to access various information from things that exist in the world. And without realizing it, social media can affect various aspects of life.

Based on DataIndonesia.id, active users of social media in Indonesia are increasing every year from January 2014 to January 2022.

**Table 1. 1 Growth Number of Active Social Media Users In Indonesia**

NUMBER OF ACTIVE SOCIAL MEDIA USERS IN INDONESIA (in million) (2015-2022)	
January 2014	62
January 2015	72
January 2016	79
January 2017	106
January 2018	130
January 2019	150
January 2020	160
January 2021	170
January 2022	191

Based on data from DataIndonesia.id above, we can see that every year active users of social media in Indonesia continue to increase. Meanwhile, The most popular social networking platform among Indonesians is WhatsApp. At 88.7%, the percentage was noted. Instagram and Facebook come next, with corresponding percentages of 84.8% and 81.3%. In the meantime, 63.1% of users of TikTok and 62.8% of users of Telegram, respectively.

**Table 1. 2 Growth Number of Internet Usage by Occupation**

LEVEL OF INTERNET USAGE BY OCCUPATION	
Students	99.26%
Housewife	84.61%
Worker	86.90%
Retired teachers/Civil Workers	70.35%
Unemployment	67.10%

**Table 1. 3 Level of Internet Usage Based on Education Level**

LEVEL OF INTERNET USAGE BY OCCUPATION	
Never/ not yet in school	11.80%
Not yet done in elementary school	32.72%
Elementary school	72.37%
junior high school	85.43%
senior high school	93.75%
S1 or Diploma	98.39%
S2/S3	100%

Based on data obtained through APJII, the level of internet usage by students in Indonesia is 99.26%, this can prove that a student is very dependent on the use of the internet. And the most frequently used internet content is social media with 89.15% and followed by online chatting. Then based on the level of education, someone who has graduated from graduate school (S2 / S3) gets 100% results, followed by someone who has graduated as an undergraduate or diploma (S1 or D3).

Based on a survey conducted by BPS West Sumatra in March 2022, the percentage of people aged 5 years and over who access the internet (including Facebook, Twitter, WhatsApp) reached 63.13%, with Padang Panjang city as the largest percentage of internet users at 84.51% of their population. While Padang city is 72.45% of their population.

Seeing the development of social media that has become a common thing in people's lives, people spend their time in front of their apps or smartphone screens to check social media so that people rarely communicate with others directly. Judging from the behavior of people checking social media, it can be said that social media has

become a necessity for people to get the latest information quickly. Because these needs make people have a tendency to always look at social media regardless of time or it can also be called an addiction.

Addiction is defined as "a compulsive, chronic, physiological, or psychological need for an addictive substance, action, or behavior that produces harmful physical effects, psychological or relational effects and -often causes specific symptoms (such as anxiety, restlessness, tremors or nausea) during withdrawal or abstinence (Merriam-Webster, 2020) . A person can be in the addiction category if they access social media for around 5-6 hours a day (Syamsoedin et al., 2015).

Several studies have shown that as social media intensity increases, students become more physically active. (Błachnio et al., 2016); Brailovskaia et al., 2018). (Busalim et al., 2019) indicated that the likelihood of kids becoming overwhelmed increased with the amount of material available. Therefore, the influence of social media and students' addiction to it go hand in hand. Users who are addicted spend more time on social media than those who are not. (Hormes et al., 2014). Therefore, involvement by the closest people, especially families, is needed for students to be able to remind and advise to reduce addiction to using social media.

Family involvement is very important in a student's academic program. This is in line with previous expert research showing that families play an important role in academia. achievement (Leon Feinstein, 2008);(Burger & Naude, 2019); (Marks,

2008);(Weiser & Riggio, 2010). The link between family and academic achievement is influenced by a number of variables, including socioeconomic position, parental education, the strength of the parent-child bond, and parental support.(Weiser & Riggio, 2010);(Burger & Naude, 2019).

Achieving maximum results in relation to family commitment and academic performance, there are challenges or obstacles faced such as the lack of time owned by the family, working parents, the inability of family members to express feelings, lack of care and others With the help of family support, a student can feel the burden on himself is reduced so that self-confidence increases, so that when carrying out the lecture process students feel able to carry out their duties in lectures.

(Bandura, 2006) defined self-efficacy as an individual's perception of his or her ability to cope effectively in a given situation. This is affected by the person's ability to understand situations, to work effectively, to learn hard, and to respond appropriately. (Lent et al., 2013). Academic self-efficacy is a specific area of self-efficacy and can be defined as people's belief in their ability to perform at different levels of academic performance (Yuan et al., 2016).

Critical research shows that self-efficacy can be used to predict not only learning outcomes (Honicke & Broadbent, 2016), but also other factors including motivation, engagement, perseverance, dedication, and enthusiasm in learning (Galyon et al., 2012). Similar to this, self-efficacy frequently correlates with both academic and



emotional fulfillment. (Eakman et al., 2019).Based on the theory that has been presented, the authors are interested in measuring whether social media addiction and family involvement affect the academic performance of students majoring in Management at Andalas University with self-efficacy as mediating impact between them.

At this time, researchers still find that there are students whose academic performance is disrupted due to various factors such as the tendency to be addicted to social media and the involvement of families in the student academic process. Based on these problems, researchers are interested in conducting a study entitled “ The effect of social Media Addiction And Family Involvement On Academic Performance with Self-efficacy as mediating variable Of Department of Management Andalas University Student”

## **1.2 Problem Statement**

The problem in this research is how social media addiction, family involvement and how self-efficacy impact on academic performance. For that, authors formulate the problem as follows:

1. How does Social Media Addiction effect academic performance at Department of Management Andalas University Student?
2. How Family Involvement effect on academic performance at Department of Management Andalas University Student?

3. How does self-efficacy effect on academic performance at Department of Management Andalas University Student?
4. How does Social Media Addiction effect on self-efficacy at Department of Management Andalas University Student?
5. How does family involvement effect on self-efficacy at Department of Management Andalas University Student?
6. How does self-efficacy mediated the relationship between social media addiction and academic performance at Department of Management Andalas University Student?
7. How does self-efficacy mediated the relationship between family involvement and academic performance at Department of Management Andalas University Student?

### **1.3 Research Purpose**

The objective of this research as follows:

1. To analysis the influence of social media addiction toward academic performance
2. To analysis the influence of family involvement toward academic performance
3. To analysis the influence of self-efficacy toward academic performance
4. To analysis the influence of social media addiction toward self-efficacy
5. To analysis the influence of family involvement toward self-efficacy



6. To analysis the influence of social media addiction toward academic performance that mediated by self-efficacy
7. To analysis the influence of family involvement toward academic performance that mediated by self-efficacy

#### **1.4 Contribution Of Research**

There is contribution of this research:

1. Academic

The results of this study are anticipated to contribute to greater understanding and knowledge regarding social media addiction, family involvement, self-efficacy and academic performance on Management Department Andalas University student.

2. practice

In the future, the outcome of this study can provide an information about the effect of social media addiction, family involvement on academic performance that mediated by self-efficacy also can be used as reference material to conduct research development.

#### **1.5 Scope of the research**

1. Analysis of how the social media addiction have an impact on the academic performance of Management Department Andalas University student.

2. Analysis of how the family involvement have an impact on the academic performance of Management Department Andalas University student.
3. Analysis of how the self-efficacy have an impact on the academic performance of Management Department Andalas University student.
4. Analysis of how the self-efficacy have an impact between social media addiction, family involvement and academic performance.

## **1.6 Structure of writing**

### **Chapter 1 : Introduction**

Exploring the research background, research problem, research objectives, contribution of research and scope of discussion and systematic structure of thesis.

### **Chapter 2 : Literature Review**

This chapter explains the description of variable and its indicator used by exploring the theories, then generate the hypothesis considered refers to result of previous study and conceptual framework that explain relationship of each variable.

### **Chapter 3 : Research Methods**

This chapter explain what kind of research method will be used, data collection method that will be used, operational definitions of variable and data analysis technique used in order to get the result.

### **Chapter 4 : Result and Analysis**

This chapter includes descriptive analysis, data gathering, respondent characteristics, and study findings.

## **Chapter 5 : Conclusion**

This chapter explains the conclusion based on the research result, result implementation, future research recommendation.



