

## The Influence of Using Social Networks (Twitter) on Asocial Attitudes in Pustek Serpong Vocational School Students

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### Abstract

Influence of Social Networking Twitter Against Antisocial Attitudes on Students of SMK Pustek Serpong. Department of Communication Studies, Faculty of Social and Political Sciences. 2021. The use of social networking site Twitter is currently growing among teenagers. This can cause a variety of changes in attitudes among the students themselves. The purpose of this study was to determine how the effect of the use of social networking twitter against antisocial behavior in SMK Pustek in terms of cognitive, affective, conative. This research was supported by the theory that media dependency theory, in which the current media has an influence on the formation of attitudes to someone who continues to use social media in their daily life. Researchers used a quantitative approach to study the nature of explanative. Data collection techniques used to distribute questionnaires. The samples in this study were SMK Pustek Serpong with sampling probability sampling technique. The results showed a correlation between the use of social networking towards asocial attitudes in students at 80.2%. The influence of social networking twitter use has contributed greatly to the asocial attitudes obtained from the calculation of the coefficient of determination is equal to 64.2%. When viewed from the side of the attitude which consists of cognitive, affective, conative, the attitude of the students in terms of conative where most of the students have a tendency to always use social media for personal use. In terms of cognitive (knowledge) and affective (feeling) also received a positive response from the majority of students of SMK Pustek Serpong. Outcome data in the can that is significant and valid..

**Keyword:** Associative Behaviour, Twitter

### INTRODUCTION

In the current era of computerization, the development of the internet world is very rapid and has required many people to utilize these facilities in their activities. The internet, which is familiarly known as cyberspace, is a medium for delivering information effectively and efficiently. This is because the internet is not limited to space and time. With the internet network, anyone can explore all the information in all parts of the world. According to Effendy, & Onong Uchjana, (2005) advances in data communication network technology can easily be enjoyed and utilized by the world community, including Indonesia. This media is no longer used to convey messages or receive information face to face, but communication has been replaced with more advanced media.

Communication is an important thing in human life as a social creature. In essence, humans were created in this world to live in groups and mingle with each other, because humans are social creatures who cannot live alone and need other people.

Humans can interact with each other in everyday life or anywhere. Communication and information are really needed by humans because they can provide knowledge about something and can be used as material in the decision making process.

Information is obtained as a result of communication. That information is preceded

by communication between two or more individuals or groups, either verbally or via the internet (Thoha, 2005).

Internet is an abbreviation of Interconnected Networking, which in Indonesian means a series of computers connected in several networks. The internet has various functions, and one of them is as a place for social networking communities in the "virtual world".

Social networks are sites where users can interact and share data with other users on a large scale.

Twitter social network is a website that offers social networking in the form of microblogs, allowing its users to send and read messages called tweets. Tweets are written text of up to 140 characters that are displayed on a user's profile page. The facilities provided are very easy for users to use, namely there is a profile, front page, gamitan, direct messages, tough, following and followers.

The 20th century can be described as the first age of mass media. This century was also marked by a change in admiration for the influence of the mass media. Although there have been major changes in media institutions and technology as well as in society itself.

The depiction of issues that emerged during the first two or three decades of the 20th century is of more than historical interest and early thought provides a reference point for understanding the present.

Media is developing so fast. Along with the development of communication technology, mass communication is becoming more sophisticated and complex, and has more strength than ever before. This is marked by the emergence of new media. The term „new media“ has been used since the 1960s and has encompassed an increasingly diverse and growing set of applied communication technologies.

According to Denis McQuail, the main characteristics of new media are interconnectedness, access to audiences as recipients and senders of messages, interactivity, diverse uses as an open character and their ubiquitous nature.

This social network can be used by anyone and this social network has not been managed by an admin who provides appropriate guidelines. One of the internet social networks that is currently hot is the two-way communication carried out by Farhat Abas vs Al and El, son of musician Ahmad Dhani. In this communication, a legal expert comments harshly on the life of a musician. This social networking site has been used as a means of conveying opinions and information to each other. Both correct opinions and inappropriate opinions. Both parties have used social networking sites to expand social relations between them.

Asocial attitude, the loss of an individual's social values and norms due to external factors and it can be said that someone is more absorbed in their own life rather than caring about the environment around them. Asocial attitudes are not always considered a truly negative trait by society, because expressing asociality has been used as a way to express freedom of thought from prevailing ideas (differences of opinion). According to Chaney, David, & Lifestyles (2004) expressing asociality can also be used as a form of humor to show problems, for example it is used to point out the excessive use of social networking services. Students are in the age range of 13-18 years, at this time they are experiencing individual development, socialization towards the environment, good cognitive (knowledge), affective (feelings) and conative (tendencies).

When they gather, they enjoy themselves by opening the social networking site Twitter or other social networking sites on their cell phones. This is what makes today's teenagers push away those who are close and bring those who are far closer.

The use of Twitter in Indonesia is encouraged by the internet introduction program for teenagers, with the program

As the internet enters the school environment, more and more teenagers are interested in using social media Twitter as an interactive means of making friends.

## RESEARCH METHODOLOGY

### 1. Type of Research

This research uses a type of quantitative research where researchers try to explain and interpret existing data

obtain a systematic picture of the influence of the use of the social network Twitter on antisocial attitudes at SMK Pustek Serpong.

### 2. Determination of Population and Sample

In this research, the population in question is students at Pustek Serpong Vocational School. Because the population was too large, the researchers only took the population in class X (ten), namely 320 students.

The author selected the sample using a sampling technique based on precision provisions set at approximately 10% with the sample size at an error rate of 0.1 and a reliability level of 90%. So the sample used in this research was 99 students.

## RESEARCH RESULTS AND DISCUSSION

### a. Data Instrument Test

#### i. Validity test

The following are the results of validity testing based on the variables in this research:

**Table 1. Validity Test Results for Variables Using the Social Network Twitter (X)**

Kode Pernyataan	r hitung	r tabel	Keterangan
P1	0,775	0,312	Valid
P2	0,577	0,312	Valid
P3	0,545	0,312	Valid
P4	0,669	0,312	Valid
P5	0,807	0,312	Valid
P6	0,705	0,312	Valid
P7	0,604	0,312	Valid
P8	0,590	0,312	Valid
P9	0,737	0,312	Valid
P10	0,624	0,312	Valid
P11	0,821	0,312	Valid
P12	0,779	0,312	Valid
P13	0,611	0,312	Valid
P14	0,483	0,312	Valid
P15	0,636	0,312	Valid

**Table 2. Validity Test Results of the Asocial Attitude Variable (Y)**

Kode Pernyataan	r hitung	r tabel	Keterangan
P1	0,682	0,312	Valid
P2	0,539	0,312	Valid
P3	0,505	0,312	Valid
P4	0,661	0,312	Valid
P5	0,606	0,312	Valid
P6	0,589	0,312	Valid
P7	0,557	0,312	Valid
P8	0,505	0,312	Valid
P9	0,598	0,312	Valid
P10	0,706	0,312	Valid
P11	0,805	0,312	Valid
P12	0,613	0,312	Valid
P13	0,600	0,312	Valid
P14	0,646	0,312	Valid
P15	0,578	0,312	Valid

i. Reliability Test

Reliability testing is used to measure a questionnaire which is an indicator of a variable. Reliability was measured using the Cronbach Alpha statistical test  $> 0.60$ .

To test the reliability of the data, the author used assistance SPSS 20 software, the results of which can be seen in the table below:

Table 3 Reliability Test Results for the Variable Use of the Twitter Social Network (X) on Asocial Attitudes in Pustek Serpong Vocational School Students (Y)

Variabel	<i>Cronbach Alpha</i> ( $> 0,60$ )	Keterangan
<i>Penggunaan Jejaring Sosial Twitter (X)</i>	0,909	Reliabel
<i>Sikap Asosial (Y)</i>	0,883	Reliabel

**i. Classic assumption test  
 Uji Kolmogorov-Smirnov**

**Tabel 4**

	Kolmogorov-Smirnov		
	Statistic	df	Sig.
Residu	.070	99	.200

Based on this table, the sig value is obtained. = 0.200. This value is greater than . This means H0 is accepted. In other words, Error Data is normally distributed.

**ii. Linearity Test**

Sig value. in the Deviation from Linearity section is 0.272. This value is more than . This means H0 is accepted. In other words, the relationship between the two variables is linear.

**b. Data Analysis Results**

**i. Simple Correlation Analysis Test**

**Table 6. Simple Correlation Results of the Variable Use of the Social Network Twitter (X) on Asocial Attitudes in Pustek Serpong Vocational School Students (Y) Correlations**

		X	Y
Penggunaan Jejaring Sosial Twitter (X)	Pearson Correlation	1	.802*
	Sig. (1-tailed)		.000
	N	99	99
Sikap Antisosial (Y)	Pearson Correlation	.802**	1
	Sig. (1-tailed)	.000	
	N	99	99

Based on the results of the correlation calculation above, the correlation value between the use of the Twitter social network and antisocial attitudes in students is 0.802, so we can see that this shows that the use of the Twitter social network on asocial attitudes in students is a strong relationship and the direction of the relationship is positive (+). . The significance value is  $0.000 < \alpha = 0.05$ , then Ho is rejected and Ha is accepted.

Looking at whether the variable use of the social network Twitter on asocial attitudes in students is significant or not, it can be seen from the

probability number (sig) of 0.000 which is smaller than 0.05. The provisions state that if the probability number is <0.05, then there is a significant relationship between the two variables. The greater the value of the variable using the Twitter social network (X), the greater the value of the asocial attitude variable in Pustek Serpong Vocational School students (Y).

ii. Coefficient of Determination Test

Table 7. Coefficient of Determination Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.802 <sup>a</sup>	.642	.639	5.19

Tabel 4.36 Model Summary jika dilihat dari hasil angka R square 0,642, yang dimaksud dengan R square disini adalah koefisien determinasi. Ini berarti 64,2% dari penggunaan jejaring sosial twitter mempunyai andil besar terhadap variabel sikap asosial. Sedangkan sisanya (100% - 64,2% = 35,8%) 35,8% dipengaruhi oleh factor lain yang masih perlu penelitian lebihlanjut lagi.

ii. Uji t

Tabel 8 Hasil Uji t Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	27.75	2.70		10.266	.000
<i>Pengguna jejaring sosial Twitter (X)</i>	.61	.04	.80	13.203	.000

Dependent Variable: Y

From the table above, it can be obtained that tcount is 13.203 and it is known that ttable is 1.984. Because tcount > ttable, H0 is rejected and Ha is accepted, which means that there is a positive and significant influence between Twitter social network users on asocial attitudes.

Uji F

**Tabel 9 Hasil Uji F ANOVA<sup>b</sup>**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	4701.429	1	4701.429	174.312	.000
Residual	2616.221	9	269.579		
Total	7317.650	10			

1. Predictors: (Constant), X
2. Dependent Variable: Y

From the table above, the Fcount is 174.312 compared to the Ftable of 2.704, so Fcount > Ftable. This shows that H0 is rejected and Ha is accepted, meaning that there is a simultaneous and significant positive influence between the Twitter social network on asocial attitudes.

## RESULTS AND DISCUSSION

The influence that the use of the social network Twitter has on asocial attitudes among vocational school students is very influential. Attitudes that exist in adolescents aged 12-18 years are in this phase when cognitive, affective and conative attitudes towards something begin to emerge. Cognitive attitudes in adolescents are curiosity about something, both in terms of internal and external knowledge. Using the social network Twitter, sometimes those who enjoy opening Twitter even if they are just looking at the contents of the timeline because they are curious about the news on their Twitter account, without realizing it, have been communicating via Twitter for quite some time. Using the Twitter social network can lead to phenomena that occur in their daily lives, for example, lack of concentration in socializing with peers, the surrounding community, as well as impacts that have an impact on users both in positive and negative terms.

At the affective attitude stage, it is related to feelings or happiness. responses prefer to express feelings of happiness, sadness, experiences, or events that are being experienced and then put them in the tweet column. For example, when a friend of theirs becomes the talk of their friends who speak ill of that person, those who know the truth show a sympathetic attitude in providing the truth. In conative attitudes, namely behavioral tendencies, a person's tendencies can be seen from a habit of accessing social networks so that it becomes an inseparable dependency between the user and the social network.

Conative attitudes, from two cognitive and affective attitudes, indirectly make users dependent on the media. Social media has a big influence on asocial attitudes and can have positive or negative effects on students' development. The positive effect this has on students' development is that they get news that many people are talking about from news account links, so many users take advantage of this to increase their knowledge. There are also negative effects that arise from social networks, namely the frequent opening of accounts for things that involve just looking at the existing timeline and making tweets so that other people can feel what the account user is feeling.

Teenagers today have a very high tendency towards social media, which can lead to asocial attitudes in society. This is because they feel that communicating through media is more comfortable than having to meet face to face. As stated in the previous chapter, attitudes have three components, namely cognitive, affective and conative, which are interrelated. This is in accordance with the theory used by researchers, namely Media Dependency Theory: "Dependency theory says that a person will depend on the media with the aim of fulfilling their needs. Media will become more important for the individual if the media can fulfill the interests of its users. The media will also have more influence and power over the individual. If someone is very

depending on the media for information, and the media is the person's only source for information, it is easy to set the public agenda or things that will be considered important to the public.

Communication technology in the form of mass media has made the world smaller, which means it distances those who are close and brings those who are far closer. Ideas regarding the nature of modern society, where mass media can be considered as an information system that regulates the tendency for mass media effects to occur. This can happen because it is based on beliefs (cognitive) and feelings (affective) which influence the tendency to behave. The tendency to act asocial when accessing the social networking site Twitter is 52.5%. As stated in the previous chapter, attitudes have three components, namely cognitive, affective and conative. Where these three aspects are interrelated and influence each other or each other. In this research, the results obtained are social media or social networks. Twitter is a virtual world that is no longer foreign to teenagers, especially vocational school students. Where most students have the social network Twitter to communicate via cyberspace. This means that there is a positive and significant relationship between the use of the social network Twitter and asocial attitudes among Pustek Serpong Vocational School students.

## CONCLUSION

To answer the hypotheses and research questions proposed in At the beginning of this research, the following are the conclusions that the researcher made:

Based on the results of the analysis carried out using simple regression analysis, from a questionnaire distributed to 99 Pustek Serpong Vocational School students, which was used to determine whether there was an influence of the use of the Twitter social network on asocial attitudes. Of course, in this research there is a relationship between the use of the social network Twitter and asocial attitudes. This means that there is a positive and significant relationship between the use of the Twitter social network and asocial attitudes among Pustek Serpong Vocational School students. The influence given to students who frequently use the Twitter social network will become someone who has an asocial attitude. This asocial attitude makes students communicate more using cyber media than communicating directly. This is one of the factors that can influence students to continue using social media, thus making teenagers feel engrossed in their own world rather than caring about the people around them. The influence given to students who frequently use the social network Twitter will be someone who has an asocial attitude. This asocial attitude makes students communicate more using cyber media than communicating directly. This is one of the factors that can influence students to continue using social media, thus making teenagers feel engrossed in their own world rather than caring about the people around them.

### Suggestion

Based on research results regarding the influence of using networking sites social twitter towards asocial attitudes among students at Pustek Serpong Vocational School, the researcher provides several suggestions that can be useful for students in responding to technological advancements that are developing rapidly. The suggestions that the author gives are as follows:

- a) The use of technology that is currently popular should be accompanied by responsibility, in terms of using the facilities provided by the Twitter social networking site, it should not be done during class hours, gatherings, etc. Because it can interfere with concentration in receiving learning material and concentration when gathering with peers, and it is best to give a direct warning from the teacher or friends who know about it, so that activities can return to being conducive.
- b) Asocial attitudes seen in students should not be carried out because humans are social creatures who need other people. Being asocial only makes us lose ourselves both in socializing, etc. This attitude has more negatives than positives, because being social is much better than being asocial.

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