

The Impact of Social Media Use on Adolescent Communication Patterns in Muara Binuangeun Village, Lebak Regency

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ABSTRACT

This study aims to analyze the impact of social media use on the communication patterns of adolescents in Muara Binuangeun Village, Wanasalam District, Lebak Regency. Social media has become an essential part of adolescents' lives and plays a significant role in shaping the way they interact and communicate. This research employed a qualitative approach with a descriptive case study design. Data were collected through in-depth interviews, observations, and documentation involving 15 adolescents who actively use social media. Informants were selected using purposive sampling based on the criteria of being 17–23 years old and actively using social media platforms such as WhatsApp, Instagram, Facebook, and TikTok. Data were analyzed using the Miles, Huberman, and Saldaña interactive model, which includes data condensation, data display, and conclusion drawing. The findings indicate that social media has transformed adolescents' communication patterns from face-to-face interaction to more flexible and rapid digital communication. WhatsApp emerged as the most frequently used platform for daily communication activities. Positive impacts include easier communication, broader social networks, increased access to information, and more frequent interactions. However, negative impacts were also identified, including reduced face-to-face communication, tendencies toward social media dependency, disruption of daily activities, and exposure to negative content and unverified information. The study concludes that social media significantly influences adolescents' communication patterns, highlighting the importance of digital literacy and guidance from families and communities to ensure its optimal use.

Keywords: Social Media, Communication Patterns, Adolescents, Digital Communication, Muara Binuangeun Village

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INTRODUCTION

The development of information and communication technology has driven significant changes in the social interaction patterns of society. One form of this development is the increasing use of social media as a means of communication that allows individuals to interact without space and time limits. Social media has become an important part of daily life, especially for teenagers who are the most active group of users. Through various platforms such as *WhatsApp*, *Instagram*, *Facebook*, and *TikTok*, teenagers can communicate, share information, build social relationships, and express themselves more broadly.

Kaplan and Haenlein (2010) define social media as an internet-based application built on the foundation of Web 2.0 that allows the creation and exchange of *user-generated content*. The presence of social media not only provides ease of communication but also changes people's communication patterns, including in adolescent groups. Communication that was previously dominated by face-to-face interaction is now shifting towards digital communication that utilizes instant messaging, images, videos, emojis, and various other interactive features.

Adolescents are the most adaptive group to the development of digital technology. In adolescence, the need to interact and build social relationships tends to increase, so that social media becomes one of the main means of meeting these needs. However, the increasingly intensive use of social media not only has a positive impact in the form of ease of communication and access to information, but also has the potential to cause various negative impacts, such as a decline in the quality of interpersonal communication, social media addiction, the spread of unverified information, and mental health disorders.

Previous studies have shown that social media has a significant influence on adolescents' communication patterns. Anderson and Jiang (2018) found that most adolescents use social media as the primary medium for interacting with peers. Meanwhile, Ayub and Sulaeman (2022) explain that social media is able to expand social networks and access to information, but at the same time can reduce the intensity of direct interaction with the surrounding environment. The findings suggest that social media has become an important factor influencing the communication behavior of younger generations.

Although various studies on social media and adolescent communication have been conducted, studies that specifically examine the impact of social media on adolescent communication patterns in rural areas are still relatively limited. Most of the research focuses on urban communities that have different social characteristics and access to technology. In fact, the development of digital infrastructure has allowed adolescents in rural areas to access social media intensively, potentially causing changes in communication patterns that are typical in accordance with local socio-cultural conditions.

Muara Binuangeun Village, Wanasalam District, Lebak Regency, is one of the areas that shows high use of social media among teenagers. Based on initial observations, teenagers in the village actively use various social media platforms in their daily activities, both to communicate, obtain information, and build social relationships. This phenomenon shows a change in communication patterns from conventional interactions to digital media-based communication that needs to be studied more deeply.

Based on this description, this study aims to analyze the impact of social media on adolescent communication patterns in Muara Binuangeun Village, Wanasalam District, Lebak Regency. This research is expected to contribute to the development of digital communication studies, especially related to changes in adolescent communication patterns in rural areas, as well as to serve as a reference for various parties in understanding the impact of social media use on the social life of the younger generation.

LITERATURE REVIEW

Social Media

Social media is an internet-based platform that allows users to create, share, and exchange information and content interactively. According to Kaplan and Haenlein (2010), social media is a group of internet-based applications that are built on the foundations of Web 2.0 and allow the creation of *user-generated content*. The presence of social media has changed people's communication patterns from conventional communication to faster, more open, and interactive digital communication.

In the context of adolescents, social media not only functions as a means of communication but also as a space to build self-identity, obtain information, expand social networks, and express opinions and creativity. Platforms such as WhatsApp, Instagram, Facebook, and TikTok are the most widely used media by teenagers in their daily communication activities.

Adolescent Communication Patterns

Communication patterns are a form of relationship and the process of exchanging messages that occurs between individuals or groups in a social interaction. Djamarah (2004) explained that the communication pattern is a form of interaction between two or more people in the process of delivering and receiving messages so that the message can be understood by the parties involved.

The development of digital technology has affected adolescents' communication patterns. Communication that was previously more face-to-face has now shifted to digital media-based communication. Teenagers tend to use text messages, pictures, emojis, stickers, and videos as a means of communication. This change shows a transformation of communication patterns from conventional forms to virtual communication that is more flexible and not limited by space or time.

The Impact of Social Media on Youth Communication

The use of social media has both positive and negative impacts on adolescent communication patterns. Positive impacts include ease of interaction, expanding friendship networks, increasing access to information, and facilitating coordination of social and academic activities. Social media also allows teens to express themselves and build relationships with individuals from various backgrounds.

On the other hand, excessive use of social media can have negative impacts, such as reduced intensity of face-to-face communication, social media addiction, the spread of false information (hoaxes), cyberbullying, and a decrease in the quality of direct social interaction. Ayub and Sulaeman (2022) state that although social media provides many benefits for adolescents, its uncontrolled use can affect their mental health and social relationships.

Teori Uses and Gratifications

This study uses the *Theory of Uses and Gratifications* developed by Katz, Blumler, and Gurevitch (1974). This theory explains that individuals use media to meet specific needs, such as information, entertainment, personal identity, and social interaction.

According to this theory, media users are active in choosing media that is considered to be able to provide satisfaction according to their needs. In the context of this study, adolescents use social media as a means to communicate, obtain information, seek entertainment, and build social relationships with peers and the surrounding environment.

The *theory of Uses and Gratifications* is relevant because it is able to explain the reasons why adolescents choose social media as the main means of communication and how the use of this media affects their communication patterns in daily life.

Previous Research

Various studies show that social media has an influence on adolescents' communication patterns. Ayub and Sulaeman (2022) found that social media provides benefits in the form of expanding social networks and access to information, but also has the potential to create social distance and affect adolescents' mental health. Kinaryosih (2023) concluded that social media has a significant effect on adolescent communication patterns, both in expanding social interaction and reducing face-to-face communication.

Qomariyah's research shows that the use of social media can improve adolescents' interpersonal relationships, while Rahmah et al. (2023) found that social media contributes positively to students' communication patterns with teachers. Meanwhile, Juhaepa (2022) explained that social media provides ease of communication and access to information, but can also cause addiction and reduce direct social interaction.

Based on the previous research, it can be seen that the study of the impact of social media on adolescent communication patterns is still relevant to be researched, especially in the context of adolescents in Muara Binuangeun Village, Wanasalam District, Lebak Regency, which has different social and environmental characteristics from the previous research location.

Frame of Mind

The development of social media has changed the way teenagers communicate and interact in their daily lives. The high intensity of social media use has the potential to affect adolescents' communication patterns both positively and negatively. In this study, social media was positioned as a variable that influenced adolescent communication patterns, while adolescent communication patterns were the main focus observed through the form of interaction, frequency of communication, and changes in communication behavior that occurred due to the use of social media.

Using the *Uses and Gratifications Theory*, this study seeks to explain how adolescents' needs for information, entertainment, and social interaction drive social media use and its impact on their communication patterns in the daily social environment.

RESEARCH METHODS

Research Design

This study uses a qualitative approach with a descriptive case study design to explore in depth the impact of social media use on adolescent communication patterns in Muara Binuangeun Village, Wanasalam District, Lebak Regency, Banten. The qualitative approach was chosen because it allows researchers to understand the experiences, perceptions, and meanings built by adolescents in the use of social media, as well as its influence on daily social interactions.

This research is based on the constructivist paradigm that views social reality as the result of individual construction through social experience and interaction. Thus, the study seeks to uncover how adolescents interpret the use of social media and how these media shape their communication patterns in the context of social life in rural environments.

Research Location and Context

The research was carried out in Muara Binuangeun Village, Wanasalam District, Lebak Regency, Banten Province. This location was chosen because of the high intensity of social media use among teenagers, even though they are in rural areas. This phenomenon is interesting to study considering that the development of digital technology has changed the social interaction patterns of the community widely, including in areas that previously relied more on face-to-face communication.

Research Participants

The research participants consisted of 15 teenagers who lived in Muara Binuangeun Village and actively used social media. Participant selection was carried out by the *purposive sampling technique*, which is the selection of informants based on certain criteria relevant to the research objectives.

Participant criteria include:

- 1) Between 17 and 23 years old.
- 2) Located in the village of Muara Binuangeun.
- 3) Actively use social media such as *WhatsApp*, *Instagram*, *Facebook*, or *TikTok*.
- 4) Willing to participate and provide information openly.

The number of participants is determined based on the principle of data sufficiency, which is when the information obtained has shown a recurring pattern and no significant new themes are found.

Data Collection Techniques

The research data was collected through three main techniques, namely:

- 1) In-depth Interview: Semi-structured interviews are conducted to obtain information about the experience of using social media, the frequency of use, the form of interaction carried out, and the perception of participants towards the change in communication patterns they experience. The interviews were conducted in person with a duration of about 30–60 minutes for each participant.
- 2) Observation: Observation is carried out to understand the social context and communication behavior of adolescents in daily life. The researcher observed the social interaction of participants in both the family environment, with friends, and in community activities related to the use of social media.
- 3) Documentation: Documentation is used as supporting data, which includes photos of research activities, field notes, village documents, as well as various literature and previous research relevant to the research topic.

Research Instruments

In qualitative research, the researcher plays the role of the main instrument (*human instrument*) in charge of collecting, interpreting, and analyzing data. To support the data collection process, interview guidelines, observation sheets, voice recording devices, and field notes were used.

Data Analysis

Data analysis was carried out interactively using a model developed by Miles, Huberman, and Saldaña (2014), which includes three main stages:

- 1) Data Condensation: At this stage, the researcher selects, simplifies, and groups data obtained from interviews, observations, and documentation according to the focus of the research.
- 2) Data Display: The reduced data is then presented in the form of narratives, matrices, and thematic categorizations to make it easier for researchers to understand the relationships between the concepts found.
- 3) Conclusion Drawing and Verification: The final stage is carried out by identifying patterns, themes, and meanings that emerge from the data to produce valid and scientifically accountable research findings.

Data Validity

To ensure the credibility of the research findings, source triangulation techniques and method triangulation techniques are used. Source triangulation was carried out by comparing information from various participants, while method triangulation was carried out through comparison of interviews, observations, and documentation. In addition, the researcher also conducted *member checking* by asking for confirmation from participants regarding the results of data interpretation.

Research Ethics

This research pays attention to the ethical principles of social research. Before the data collection process was carried out, each participant was informed of the research objectives and asked to give consent to participate voluntarily. The identity of the participants is kept confidential, and all data obtained is used only for academic purposes.

Research Analysis Framework

This study analyzes the relationship between social media use and adolescent communication patterns through four main aspects, namely:

- 1) The characteristics of social media use, including the type of platform, frequency of use, and duration of use.
- 2) Factors that affect adolescents' communication patterns include the family, school, and community environment.
- 3) Adolescent communication patterns that include verbal and nonverbal communication in online and offline interactions.
- 4) The impact of social media use, both positive impacts such as ease of access to information and the expansion of social networks, as well as negative impacts such as reduced face-to-face communication, social media addiction, and the potential for the spread of inaccurate information.

With this approach, the research is expected to be able to provide a comprehensive understanding of the transformation of adolescent communication patterns in the digital era, especially in the context of rural communities.

RESEARCH RESULTS

Informant Characteristic

This study involved 15 informants who were active adolescents who used social media in Muara Binuang Village, Wanasalam District, Lebak Regency. Informants were selected using purposive sampling techniques based on the age criteria of 17–23 years old and actively using social media in daily life.

Based on age group, as many as 8 informants (53.3%) were in the age range of 17–20 years, and 7 informants (46.7%) were aged 21–23 years. Based on gender, the informants consisted of 8 males (53.3%) and 7 females (46.7%). The composition shows a relatively balanced distribution of informants so that it is able to provide an overview of the experience of using social media from various perspectives.

Social Media Platforms Used

The results of the interviews showed that all informants actively used social media in their daily communication activities. The most widely used platform is *WhatsApp*, followed by *Instagram*, *Facebook*, and *TikTok*.

WhatsApp is used primarily to communicate with family, peers, and study groups. *Instagram* is used to share photos, follow the latest information, and interact through the direct

messaging feature. *Facebook* is used by some informants for online buying and selling activities, digital game account transactions, and building a network of friends. Meanwhile, *TikTok* is used to access entertainment, obtain information, and interact through comment and message features.

The findings show that the choice of social media platforms is influenced by the ease of use, the availability of communication features, and the social needs of each user.

Changes in Adolescent Communication Patterns

All informants stated that there was a change in communication patterns after the use of social media became part of daily activities.

Before using social media, communication was mostly done directly through face-to-face meetings with friends and family. After using social media, communication shifted to a digital form of communication through text messages, voice calls, and video calls.

These changes were seen in almost all age groups of informants. Communication that previously required physical meetings can now be done quickly through various social media applications without being limited by distance and time.

In addition, some informants revealed that social media allows them to maintain social relationships with individuals who are outside the village area, including relatives and friends who live in other areas.

Communication Patterns Formed Through Social Media

Based on the results of observations and interviews, the most common communication pattern that appears is one-to-many communication through group conversations and social media uploads.

Informants actively use *WhatsApp* groups, broadcast features, *WhatsApp* statuses, *Instagram* uploads, and *TikTok* content to convey information to many people at the same time. In this pattern, a user acts as a center for the dissemination of information that is then received by several other individuals in their social network.

In addition to group communication, interpersonal communication was also found through the private chat feature, which is used for daily conversations, schoolwork discussions, and coordination of social activities.

The Positive Impact of Social Media on Adolescent Communication Patterns

The results of the study showed several positive impacts of the use of social media on adolescent communication patterns in Muara Binuangeun Village.

1) Improving Communication Ease

The majority of informants stated that social media makes it easier to communicate with family and friends who are in different locations. Communication can be done at any time without having to meet in person.

2) Expanding Social Networks

The informant revealed that social media helped them gain new friends and expand social relationships outside of the residential environment. Some informants also use social media to interact with communities that share similar interests.

3) Simplify Information Access

Social media is an important source of information for teenagers. Informants obtain information about education, employment, entertainment, community activities, and various other types of information through the digital platforms they use.

4) Increase Communication Intensity

Most informants stated that the frequency of communication with family and friends increased after using social media. The instant messaging feature allows communication to take place more often than ever before.

The Negative Impact of Social Media on Adolescent Communication Patterns

In addition to having a positive impact, this study also found a number of negative impacts felt by informants.

1) Reduced Intensity of Face-to-Face Communication

Some informants admitted that the use of social media caused the frequency of face-to-face meetings with friends to decrease. Communication that was previously carried out directly is now more often done through digital media.

2) Disruption to Everyday Activities

Some informants revealed that excessive use of social media caused them to spend more time in front of the screen, including late at night. These conditions affect rest patterns and daily activities.

3) Potential Dependency

The results of the interviews showed that there was a tendency for some informants to continue to check social media repeatedly throughout the day. This shows that there is a certain dependence on access to digital communication.

4) Risk of Exposure to Negative Content

Informants state that social media allows them to access different types of information without limits. This condition opens up opportunities to be exposed to inappropriate content, inaccurate information, and online behavior that has the potential to have a negative influence.

Family Responses to Social Media Use

The majority of informants stated that families provide support for the use of social media as long as it is used for positive purposes, such as communication, education, and information search.

However, some families also implement supervision and restrictions on the use of social media, especially regarding the duration of use and the type of content accessed. The most common concerns expressed by families are related to excessive use of social media, staying up late, and the possibility of being exposed to inappropriate information.

Summary of Research Findings

Based on the results of interviews and observations, it was found that social media has become an important part of the communication life of teenagers in Muara Binuangeun Village. *WhatsApp* is the most dominant platform used. The use of social media has changed communication patterns from face-to-face communication to more flexible and faster digital communication.

The findings of the study also show that there are positive impacts in the form of ease of communication, expansion of social networks, increased access to information, and increased intensity of interaction. On the other hand, the use of social media also has a negative impact in the form of reduced face-to-face communication, disruption of daily activities, a tendency to dependency, and the risk of exposure to negative content.

DISCUSSION

Transformation of Adolescent Communication Patterns Due to Social Media Use

The results of the study show that the use of social media has changed the communication pattern of adolescents in Muara Binuangeun Village from communication dominated by face-to-

face interaction to digital media-based communication. Before getting to know social media, most informants communicated directly with friends and family. However, after the use of social media increased, communication was done more through text messages, voice calls, and video calls.

These findings suggest that social media has become the primary means of communication in adolescents' daily lives. The change is in line with the concept of *Networked Individualism* put forward by Wellman, which explains that social relations in the digital era no longer depend on geographical proximity, but on connectivity through digital communication networks. Adolescents can maintain social relationships with a variety of individuals without having to be in the same physical space.

This change in communication patterns also shows a shift from conventional communication to communication that is more flexible, faster, and not limited by space or time. Social media allows teenagers to stay connected to family, friends, and social communities on an ongoing basis.

The Dominance of WhatsApp as a Communication Medium for Teenagers

Research found that *WhatsApp* is the most widely used social media platform by teenagers in Muara Binuangeun Village. The use of *WhatsApp* is not only limited to personal communication, but is also used for group coordination, information sharing, and maintaining social relationships.

The dominance of *WhatsApp usage* can be understood through the perspective of the *Uses and Gratifications Theory* developed by Katz, Blumler, and Gurevitch. This theory explains that individuals actively choose media that are able to meet their needs. In the context of this study, *WhatsApp* was chosen because it provides ease of communication, relatively low cost, and various communication features such as instant messaging, voice calls, video calls, and group conversations.

These findings show that adolescents' main need in using social media is the need for effective and efficient interpersonal communication. *WhatsApp* is a medium that is able to meet these needs because it allows for the quick and easy exchange of information.

The Positive Impact of Social Media on Adolescent Communication Patterns

Research shows that social media provides a variety of benefits in adolescents' communication lives. One of the main benefits is the increased ease of communication with individuals who are in different locations. The informant revealed that social media helps them communicate with family, friends, and relatives who are outside the area without having to meet in person.

These findings support DeVito's view of interpersonal communication that emphasizes the importance of communication media in facilitating effective message exchange. Through social media, geographical barriers are becoming less and less so that social relationships can be maintained.

In addition, social media also expands the social network of teenagers. Informants state that they can make new friends, join a specific community, and interact with individuals who share similar interests. This condition shows that social media functions as a means of social *capital* development that allows individuals to build and maintain broader social relationships.

Another finding is increased access to information. Social media is not only used for communication but also as a source of information about education, work, entertainment, and various current issues. This shows that social media has developed into a communication space as well as an information space for teenagers.

The Negative Impact of Social Media on Adolescent Communication Patterns

Although it provides various benefits, this study also found a number of negative impacts of social media use on adolescent communication patterns. One of the most prominent impacts is the reduced intensity of face-to-face communication.

Some informants admitted that after using social media, they often interact through digital devices rather than meeting in person. This condition has the potential to reduce the quality of social interaction because digital communication is not fully able to replace face-to-face communication that involves nonverbal expression, eye contact, and emotional closeness.

These findings are in line with Putnam's view that the development of communication technology can affect the level of direct social interaction in society. As digital communication becomes more dominant, opportunities to build deep interpersonal relationships can decrease.

The study also found that there is a tendency to use social media excessively, which has an impact on daily activities. Some informants admitted that they often spent late at night accessing social media. This condition shows the potential for dependence on social media that can affect the lifestyle of adolescents.

In addition, social media also opens up opportunities for users to be exposed to various information that is not necessarily accurate. The ease of access to information on social media is not always followed by adequate digital literacy skills, so that adolescents have the potential to receive or disseminate unverified information.

The Role of Family in Adolescent Social Media Use

The results of the study show that the family has an important role in shaping social media use behavior in adolescents. The majority of families support the use of social media as long as it is used for positive purposes, such as communication, education, and information searching.

However, some families also implement supervision over the use of social media, especially regarding the duration of use and the type of content accessed. This form of supervision shows the family's efforts to minimize the negative impact of social media on adolescent development.

These findings reinforce the *perspective of Social Learning Theory*, which explains that an individual's behavior is influenced by the social environment around them. The family serves as the main socialization agent that provides direction, control, and learning about the responsible use of technology.

Thus, the effectiveness of social media use is not only determined by the characteristics of the technology itself, but also influenced by supervision and assistance from the family environment.

Implications of Research Findings

The findings of this study show that social media has become an integral part of the communication life of adolescents in Muara Binuangeun Village. Social media contributes to increasing the effectiveness of communication, expanding social networks, and accelerating access to information. However, uncontrolled use has the potential to have negative impacts in the form of reduced face-to-face communication, digital dependence, and exposure to inappropriate content.

Therefore, collaborative efforts are needed between families, schools, and communities to improve adolescent digital literacy. Proper mentoring will help adolescents use social media productively without neglecting the importance of direct interpersonal communication in their social lives.

CONCLUSION

Based on the results of the study, it can be concluded that the use of social media has a significant impact on adolescent communication patterns in Muara Binuangeun Village, Wanasalam District, Lebak Regency. Social media has transformed communication patterns that were previously dominated by face-to-face interaction into digital communication that is faster, more flexible, and not limited by space or time. WhatsApp is the most dominant platform used because it is considered to be able to meet daily communication needs effectively and efficiently.

This study found that social media has various positive impacts, including facilitating communication, expanding social networks, increasing access to information, and increasing the intensity of interactions between individuals. The presence of social media allows teens to stay connected to family, friends, and social communities despite being in different locations. In addition, social media is also an important means of obtaining information, sharing knowledge, and developing wider social relationships.

On the other hand, the use of social media also has a number of negative impacts. The intensity of face-to-face communication tends to decrease as most interactions shift to digital media. In addition, it was found that there is a tendency to depend on social media that can interfere with daily activities, such as study time, rest, and direct social interaction. The risk of exposure to negative content and unverified information is also a challenge faced by adolescents in the use of social media.

The results of the study show that social media has become an integral part of adolescents' communication lives. Therefore, it is necessary to increase digital literacy so that adolescents are able to use social media wisely, critically, and responsibly. The role of family, school, and community is also very important in providing assistance, supervision, and education related to the healthy use of social media so that the benefits obtained can be more optimal and the negative impact can be minimized. In addition, adolescents need to be encouraged to maintain a balance between digital communication and face-to-face communication so that the quality of interpersonal relationships in social life is well maintained.

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