

Connecting For Belonging: The Impact Of Affiliation Needs On Sns Usage In Late Adolescence

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Abstract

The purpose of this study was to determine the relationship between the need for affiliation and the intensity of social networking site use in late adolescence . The research method is quantitative with subject selection using accidental sampling technique . Participants in this study were 242 people with the characteristics of late adolescence aged 18-21 years who have social networking accounts and actively use them. The results of the study showed that there was a significant positive relationship between the need for affiliation and the intensity of social networking site use in late adolescence. These results indicate that the higher the need for affiliation in late adolescence, the higher the intensity of social networking site use. Efforts are needed to develop activities that can accommodate adolescent social interaction so that adolescent affiliation needs are not only met through social networking sites, but also interactions in the real world.

Keywords:

Intensity of Social Networking Site Usage , Need for Affiliation, Late Adolescence

INTRODUCTION

One of the developments in the era of globalization is marked by technological advances, especially in the field of information communication. Advances in communication technology can help humans to interact with each other without being limited by distance and time. This communication is carried out to fulfill the function of humans as social beings, namely human needs in interacting with various efforts to maintain the quality of their social relationships with others (Marpaung, 2018). One example of the development of communication technology used by the community is various applications, namely WhatsApp, Twitter, Line, Instagram, Ask.fm, Path, LinkedIn, BBM, Snapchat , etc. (Trisnani, 2017). With social media, someone can communicate with others , share information or just to find out about developments . The development of social media use in Indonesia is also growing very rapidly. Indonesia is ranked fifth in the world for the largest internet usage (Hootsuite We Are Social, 2020). The results of national research by the Indonesian Internet Service Providers Association (APJII, 2017) showed an increase in internet users in Indonesia to 143.26 million people or equivalent to 54.7% of the total population in Indonesia. The increase in the number of increases was 10.56 million people from the results of a survey conducted by APJII in 2016. CNN also reported that Indonesia has 160 million people who have social media and actively use it, where 99% of its users accessing social media via mobile phones (Cable News Network, 2020). The APJII survey (2017) found that the teenage age

group is the largest internet user in Indonesia, including: 13-18 years old (75.50%) and 19-34 years old (74.23%) where students are also included.

The adolescent age group uses social media to expand their network of friends, they will find it easier to make friends with other people anywhere even though they have never met in person (Sisrazeni, 2017). Research conducted by Papalia, Olds, & Feldman (2007) states that the high need to have relationships with other people is generally at the stage of adolescent development. Teenagers use and make social media a facility to be able to meet the need for information in their lives (Sriati & Hendrawati, 2020).

According to Hurlock (2011) adolescence consists of early adolescence (12-14 years), middle adolescence (15-17 years), and late adolescence (18-21 years). Hurlock (2008) also explains that all developmental tasks in adolescence are focused on overcoming childish attitudes and behavior patterns and preparing to face adulthood . When a person is a late adolescence, a person needs positive stimulation, social support, and attention from others. At that time, adolescents can fulfill their affiliation needs, especially in terms of the need for positive stimulation, social support, and the need for attention (Putra & Marheni, 2015).

Research conducted by Saputra (2019) at three universities in Padang city, the results were that 97% of students are active users and social media has become their daily life. The purposes of using social media include: for communication tools (94%), seeking information (84%), and as social interaction (71%). Based on data from interviews and observations conducted by researchers with three late adolescents aged 18-21 years, they prefer to interact socially using social media. In addition, one of them

often shares stories on social media, such as when they are traveling or doing something.

In addition, researchers also saw that they tend to use social media to communicate rather than face to face, even though they are very close. All participants have one or more social media accounts . The most frequently and widely used types of social media are Whatsapp, Instagram, Twitter, and Facebook . From the interviews conducted, the time they spend using social media is around 2-3 hours or more in a period of one day. The reasons for using social media are to stay up to date with the latest and trending information, to entertain themselves, fill their free time, and stay connected with friends .

Olufadi (2016) defines the intensity of social media use as the number of the time a person spends on using the facilities available on social media in their daily lives. In addition, according to (Sandya, 2016) The intensity of social media use is a person's involvement in social media usage activities such as frequency, length of time in one access and number of friends formed . The intensity of social media use creates different forms of interaction and has a close relationship with feelings. Feelings of pleasure in the activities carried out can encourage individuals to carry out these activities repeatedly (Rinjani & Firmanto, 2013).

According to Annisa et al., (2020) individuals who use the internet excessively will have a negative impact, namely increasing indirect communication (non-face to face communication) . In line with the research of Efendi et al (2017) where adolescents with high levels of social media use , their social interactions are indirect, their sociability and social sensitivity tend to be low, and individuals have a closed nature in

communicating with others. Pratama and Sari (2020) also stated that the high intensity of social media use will indirectly have a negative impact on mental health such as the emergence of anti-social attitudes, namely a lack of motivation for someone to engage or interact with individuals or groups, and can give rise to an apathetic attitude, namely a state of indifference or indifference to everything that happens around. Factors that influence intensity use of social media include : internal factors self such as searching for identity and self-worth, social factors , namely mutual need for information and a sense of belonging, and emotional factors (Mulawarman & Nurfitri, 2017). According to Andarwati & Sankarto (2005) the influencing factors are emotional atmosphere (mood), cognitive scheme , exposure atmosphere, individual predisposition, and the level of audience identification with figures on social networking sites . Individuals who frequently access social media are driven by social motives such as wanting to get recognition, appreciation from the environment where the individual is (Rizki, 2017). In line with Perwitasari & Dewi (2013) who said that teenagers try to follow various things that are developing in order to be able to meet their needs so that they can be accepted and be the same as other people of the same age.

Hill (1987) explains that the need for affiliation is the desire to interact with others who are closely related to social life, namely to get social support, get attention, social comparisons that are motivated to gain knowledge and reduce uncertainty. Rinjani & Firmanto (2013) state that adolescents who have high affiliation motives prefer to be with others rather than alone, want to be accepted and liked by others, often interact

with others, like to please others, are loyal to friends and seek agreement and approval with others.

Based on the results of the research conducted by Putra and Marhaeni (2015) who revealed that there is a relationship between the need for affiliation and the intensity of Twitter social media use in late adolescents in Bali. Rinjani & Firmanto (2013) also found that there is a significant positive relationship between the need for affiliation and the intensity of social media use , where individuals with high affiliation needs try to create friendly relationships with others. Likewise, research conducted by Desimawati (2020) found that the intensity of social media use was positively correlated with the need for affiliation in women in Samarinda City. However, on the other hand , research conducted by Ratnasari (2016) found that there was no relationship between the need for affiliation and the intensity of social media use with a correlation figure of -0.073.

This research is interesting to study because it concerns how teenagers meet the need to expand their network of friendships and how teenagers can share information with their friends. This research is also important to study considering that in the current era of digitalization and technological developments, it is carried out to meet human needs for technology that are increasingly large and tend to use social media, so that it can be easier to establish communication that is not limited by distance and time and save costs. Based on the explanation above, this study aims to determine the relationship between the need for affiliation and the intensity of use of social networking sites .

social in late adolescence . The hypothesis proposed namely, there is a positive relationship between the need for affiliation and the intensity of use of social networking sites in late adolescence.

METHOD

This study is a quantitative study with a correlational research design. The population in this study were late adolescents in general with an age range of 18-21 years. The sampling technique used the accidental sampling technique, where every individual who was met by chance with the researcher could be used as a research sample (Sugiyono, 2017). The data collection method was carried out by distributing questionnaires using Google Form . The sample obtained was 242 people from all respondents in general obtained by researchers with the criteria of late adolescents aged 18-21 years who had social media accounts and actively used them. The majority of respondents in this study were female , namely 202 people with a percentage of 83.5% and predominantly aged 21 years with a percentage of 42.1%.

There are two variables studied in this study, namely the need for affiliation and the intensity of use of social networking sites. The variable of the need for affiliation refers to the definition and aspects put forward by (Hill, 1987). The need for affiliation is the desire to interact with other people who are closely related to social life , namely to get social support , get attention , motivated social comparison to gain knowledge and reduce uncertainty. Meanwhile, the variable of intensity of use of social networking sites used in this study refers to the definition proposed by (Olufadi, 2015). The intensity of use of social networks is the time of

use of social media by considering the reasons for use, and the place or situation in which social media is used.

The need for affiliation was measured using the Interpersonal Orientation Scale developed by Craig. A Hill (1987) with 26 items. Examples of statement items include: " One of my greatest sources of comfort when in a difficult situation is interacting with other people "; " I prefer to do activities with other people rather than alone, because I want to see how well I do the activity ". Each item uses four answer choices , namely, SS (very appropriate), S (appropriate), TS (not appropriate) and STS (very not appropriate). The higher the score of the need for affiliation obtained by the participant, the higher the level of intensity of their use of social networking sites. Validity and reliability tests showed that out of 26 items, one item was dropped so that the number of items that passed was 25 items. The range of discrimination scores for items that passed ranged from 0.424 - 0.661. Meanwhile, the reliability test showed a coefficient value of 0.932 so that it was said that the affiliation need scale instrument was reliable.

The intensity of social networking site usage was measured using the Social Network Time Use Scale (SONTUS) according to Olufadi (2015). The SONTUS scale consists of 29 items that identify the frequency of social media usage . Examples of question items include: “ I use social media when I am at a seminar or training program ”; “ I use social media when I am relaxing at home” . Each question answered by the respondent has a score assessed on a Likert scale ranging from 1-11. This questionnaire consists of five components , namely use during relaxation and leisure time , academic- related use periods , use in public places , use during stress , and motivation for use.

The scoring technique of the SONTUS measuring instrument is first to fill in each question based on the explanation of the range 1-11, after that the items that have been filled in will be coded by replacing the numbers with the following descriptions, number 1 = if choosing a scale of 1-3; number 2 = if choosing a scale of 4-6; number 3 = if choosing a scale of 7-9; and number 4 = if choosing a scale of 10-11.

After each item gets its own score with a range of 1-4, the next thing to do is to assess the score of each item in the five components. So, each item number is grouped based on each component, then the score per item (for example: component 1 consists of 9 items) is added up, then the component score will be obtained. And so on until the five components get the total score their respective components .

After that, what needs to be done is to add up the component scores to get a total score from the five components as a whole which ranges from 5 to 23. Then, the total score from the five components shows a level of intensity of social media use among respondents.

The final stage is the interpretation of the previously obtained scores , namely: A total score of 5-9 is interpreted as low usage intensity, a total score of 10-14 for average usage intensity, a total score of 15-19 for high usage intensity, and a total score of more than 19 for very high usage intensity. The range of item discrimination power scores ranges from 0.336 to 0.665. Meanwhile, the reliability test shows a coefficient value of 0.953, so the measuring instrument for the intensity of use of social networking sites can be said to be reliable.

The statistical testing techniques used in this study are normality, linearity and hypothesis testing. The normality test uses the Kolmogorov-Smirnov test and the hypothesis test uses the Spearman rank test.

RESULTS

Descriptive statistics

The results of the study in table 1 on the variable of affiliation needs show that on average late adolescents have affiliation needs in the high category with a percentage of 55.8%. Meanwhile, the variable of intensity of use of social networking sites shows that most late adolescents can be categorized as :

average intensity users with by 48%.

percentage

Table 1

Categorization of Research

Variables

Category Variables			Interval	N	%
Very	Low	Affiliate	$25 \leq X < 6$	6	2.5

Requirements	43.75		
Low	$43.75 \leq X < 62.5$	44	18
Tall	$62.5 \leq X < 81.25$	135	55.8
Very high	$81.25 \leq X < 100$	57	23.6
Amount		242	100
Low Intensity Use of Social Networking Sites	$5 \leq X < 10$	68	28
Average	$10 \leq X < 15$	116	48
Tall	$15 \leq X < 19$	41	17
Very high	$X > 19$	17	7
Amount		242	100

Normality and Linearity Test Results

The results of the study showed that the research data had a significance value of 0.028. So it can be concluded that the distribution of data is not normally distributed. Therefore, the hypothesis testing technique in this study uses the Spearman rank test . Then, the results of the linearity test show that there is a linear relationship with a significance value of 0.002.

Hypothesis Test Results

Based on the research results in Table 2, it shows that the correlation between the variables of affiliation needs and intensity of use of social networking sites

Table 2

Correlation Test Results

social, the probability figure (p) is 0.001 ($p < 0.05$), meaning that the research hypothesis is accepted, namely that there is a relationship between the need for affiliation and the intensity of social networking use. The table below shows the correlation coefficient value (r) obtained at (+) 0.202, a positive sign (+) indicates that there is a positive relationship between the need for affiliation and the intensity of social networking site use. The magnitude of the correlation coefficient with a positive sign (+) can be interpreted that the higher the need for affiliation, the higher the intensity of social networking site use.

DISCUSSION

Based on the research results , it was found that there was a positive and significant relationship between the need for affiliation and the intensity of use of social networking sites in late adolescence . This means that the higher the need for affiliation, the the higher the intensity of social networking site usage. Likewise, the lower the need for affiliation, the lower the intensity of social networking site usage in late adolescence. The results of this study support previous research conducted by Kilamanca (2010), that there is a significant relationship between the need for affiliation and the intensity of accessing social networks in adolescents.

The acceptance of the hypothesis in this study indicates that the factor that influences the intensity of social media use is the need for affiliation. In line with Putra and Marhaeni (2015), the need for affiliation is one of the many factors that influence the intensity of social media use. Rinjani & Firmanto (2013) said that one way that can be done to meet the need for affiliation is to use social media, this is done to establish and maintain relationships with others because with social media individuals can still be connected with others without distance and time constraints, and can be done without meeting face to face so that relationships with others can be maintained.

One aspect of the need for affiliation according to Hill (1987) is positive stimulation . Positive stimulation is the need for a pleasant situation in the affiliation process through close interpersonal relationships, it is expected that through the fulfillment of affiliation needs, individuals will get

satisfaction and pleasant feelings from others (Hill, 1987). Kilamanca (2010) stated that comments which is addressed to friends will trigger a response from friends and communication will take place reciprocally, thus affecting the length of access to social networking sites. Giving mentions to others shows the desire of teenagers to be with others even in cyberspace and in general the subsequent responses give rise to feelings of being accepted and recognized, the positive feelings that arise cause teenagers to have close interpersonal relationships so that a sense of mutual trust is formed. This is what makes teenagers access social networks continuously (Rinjani & Firmanto, 2013).

In addition, the aspect of affiliation needs according to Hill (1987) is emotional support. Emotional support is the need to get sympathy from others and be cared for to reduce negative feelings, such as pressure from situations or fear of trusting others. The intensity of social media use occurs when there is emotional support from other users, the form of emotional support obtained from virtual friends is through showing first what the respondent feels on social media then what is expected will appear (Rachmawati & Nurhamida, 2018). The response in the form of support from other users on social networks will give rise to feelings of happiness because they feel that someone is paying attention. The feeling of happiness that arises will encourage adolescents to do these activities repeatedly (Safira, 2019). From the research results , it was found that level of need for affiliation in late adolescence

dominated by scores stating that as many as 135 people (55.8%) are in the high category. This means that respondents have a high desire to establish and interact socially with others. On the other hand, the results of the study showed that there were 44 people (18%) who had a low level of affiliation needs. In this case, it shows that individuals tend to be more indifferent to their social environment, prefer their own world, and do not really want to get attention from others (Hill, 1987). In line with Walgito (2004), individuals with low affiliation needs will be reluctant to seek relationships with others, and relationships that have been established are not well-developed in order to survive.

Furthermore, based on the results of the study on the variable of intensity of use of social networking sites, it is dominated by a score of 48% in the average category . In this case , it shows that the majority of late adolescents have an intensity of use of social networks in the average category, namely 116 people. Individuals with an average score mean that they do not have high attention to social networks , do not have a deeper appreciation of the information on social media, and the duration of use of social media is < 3 hours and < 4 times in using social networks (Al Aziz, 2020). In addition, there are 28% in the low category, this is likely that the subject prefers direct social interaction rather than through social media to fulfill their affiliation needs (Rinjani and Firmanto, 2013).

Based on the results of the data analysis that has been done, the implications of the results in the study are that one of the factors that influences the intensity of use of social networking sites is the need for affiliation. Teenagers with high affiliation needs certainly have a high intensity of use compared to individuals with low affiliation needs. In this case, teenagers are expected to be able to use social networks with good intentions by conducting social interactions to fulfill their affiliation needs, and using time effectively to avoid negative impacts caused by inappropriate misuse.

This study certainly has limitations, where this study uses accidental sampling technique, which is a technique carried out by taking samples by chance, so that the scope used in this study is limited only to late adolescents encountered by researchers. Therefore, the results of the study cannot reflect a wider population. In addition, researchers only studied two variables, namely the need for affiliation and the intensity of use of social networking sites, while the intensity of use of social networking sites can be influenced by many factors.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the research that has been conducted, it can be concluded that there is a significant positive relationship between needs affiliation with intensity of use of social networking sites social in late adolescence. In this case, the higher the need for affiliation, the higher the intensity of social networking use. Conversely, the lower the need for affiliation, the lower the intensity of social networking site use. The advice given to teenagers is to be able to share their affiliation needs with

the surrounding environment in a real and open manner, meaning not to carry out social interactions only with social media technology so that this does not have a negative impact on teenagers in terms of the duration of using social networks and can control teenage behavior in a more positive direction. Advice for parents is to be able to control, provide direction and guidance to their teenagers in using social media in order to reduce the negative impacts caused by high time spent using social media such as addiction and laziness to interact and socialize directly with other people, so that teenagers can balance between social interactions that occur in cyberspace and the real world.

Suggestions for further researchers are to use different sampling techniques so that everyone in the population has the same opportunity to be selected and the samples obtained can represent the entire population. In addition, it is expected to pay attention to other main variables or factors that will be used as independent variables that are suspected of playing a role in affect the intensity of use of social networking sites .

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