

## DETOXIFICATION AMONG INDONESIAN MUSLIM UNIVERSITY STUDENTS IN REDUCING THE USE OF SOCIAL MEDIA IN MAKASSAR

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### **Abstrak**

*Penelitian ini bertujuan untuk mengetahui detoksifikasi pada kalangan mahasiswa Universitas Muslim Indonesia dalam mengurangi penggunaan media sosial di Makassar, serta mengetahui dampak detoksifikasi pada kalangan mahasiswa Universitas Muslim Indonesia dalam mengurangi penggunaan media sosial di Makassar. Tipe penelitian ini adalah kualitatif berupa deskriptif. Hasil dari penelitian ini diketahui bahwa melakukan detoksifikasi media sosial mendapatkan berbagai manfaat dan juga kestabilan hidup terhadap seseorang yang menjalaninya. Maka dari itu, penggunaan media sosial yang stabil akan menghasilkan pola hidup yang terarah. Berdasarkan hasil penelitian para mahasiswa memiliki alasan yang berbeda-beda mengapa mereka melakukan detoksifikasi media sosial, ada yang mengatakan bahwa ketika ingin melakukan detoksifikasi media sosial para mahasiswa merasakan dampak yang positif khususnya pada kesehatan mental dan kesejahteraan individu. Serta dapat dengan mudah mengembangkan kualitas diri dengan melakukan aktivitas atau kegiatan yang berguna.*

**Kata Kunci:** *detoksifikasi, media sosial, mahasiswa*

### **Abstract**

This study aims to determine detoxification among Indonesian Muslim University students in reducing the use of social media in Makassar, and to determine the impact of detoxification among Indonesian Muslim University students in reducing social media use in Makassar. This type of research is qualitative in the form of descriptive. The results of this study note that doing social media detoxification gets various benefits and also the stability of life for someone who goes through it. Therefore, stable use of social media will produce a directed lifestyle. Based on the research results, students have different reasons why they do social media detoxification, some say that when they want to do social media detoxification, students feel a positive impact, especially on mental health and individual well-being.

**Keywords:** *detoxification, social media, students*

## **INTRODUCTION**

The Data.ai research institute revealed that Indonesia is the country in the world where people spend the most time on smartphones. Throughout 2021, Indonesians spent an average of 5.4 hours per day in front of smartphone screens. This figure is quite sharp compared to the previous two years. In 2019, Indonesians spent 3.9 hours per day using smartphones, whereas in 2020, the average was 5 hours a day. Using social media continuously and over a long period of time certainly gives rise to various problems. A number of studies have revealed that using social media too often makes users vulnerable to frustration and is easily jealous of other people. One way that can be done is to reduce the use of social media or social media detox. However, social media detox does not mean completely stopping using social media. Detoxification is carried out if social media users feel stressed and anxious about other people's social lives. As well as, feeling like you are experiencing health problems that cause fatigue, dizziness, difficulty sleeping, and so on. Detoxification does not necessarily stop all social media use. Generally, social media detoxification starts by reducing the amount of time you use social media. If you generally use social media for more than three hours, then the first step you can take is to reduce it to one hour of use.

Social media detoxification may not be a new term, this discourse has often been raised as a crucial or important issue to overcome the use of social media which is very busy and causes various kinds of negative effects. However, unfortunately not all social media users are aware of this program. They feel that they don't need a social media detox yet and think that their use of social media is still within a reasonable amount of time. The unwillingness to carry out social media detoxification could be due to a lack of understanding of the concept, because there is a lack of intensive notification of the program and there are no special institutions or agencies that campaign for social media detoxification. Not only that, millennials who use digital media every day feel they are still very dependent on social media. For them, there is no time without accessing social media. Apart from that, the desire to be recognized, as well as being part of their own existence, makes them not interested in detoxifying social media. The penetration of social media use by millennials is still very high. Millennials use social media for more than five hours, there are many purposes for millennials to use social media, including entertainment, seeking existence or seeking friendship, and some of them even use social media for business purposes.

However, apart from that, many millennials actually use their social media as a place to find fortune. Just mention a few YouTubers who really focus on pursuing content on their YouTube to earn money, there are also those who create online shop accounts to sell various kinds of goods or food.

## **METHOD**

Research methods are one of the factors that are quite important in conducting research, because basically research methods are a scientific way to obtain data with certain purposes and uses. Therefore, the method used in a research must be appropriate. This research is included in qualitative research so it will produce descriptive data in the form of words according to their nature, namely in the form of qualitative data, namely data that is abstract (intangible) or unmeasurable. Based on the problem studied, the research approach used in this research is to use a qualitative approach, namely a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior. A qualitative research approach is research that provides an objective description of a problem in research. According

to Sugiyono (2015) qualitative research methods are research used to examine the conditions of natural objects where the researcher is the key instrument.

This research was conducted for one month, namely April-May 2023 (1 month). This research was conducted at the Indonesian Muslim University which is located at Jalan Urip Sumoharjo No.5, Panaikang, Panakkukang District, Makassar City, South Sulawesi 90231. In this study, the research subjects were students at the Indonesian Muslim University. Especially for students who have carried out a social media detox within a period of at least 1 week to 3 months. The technique for obtaining subjects in this research is based on the principle of subjects who master the problem and are willing to provide complete and accurate information.

## **RESULTS AND DISCUSSION**

### **Detoxification Among Indonesian Muslim University Students in Reducing the Use of Social Media in Makassar**

Social media detoxification is reducing habits or stopping for a moment from playing on social media in order to gain stability and balance in one's life. During a social media detox, a person can experience benefits such as increased focus, better productivity, better sleep, more real social interactions, and improved overall mental health. Additionally, a social media detox can also help a person develop a healthier relationship with technology and limit the negative impacts that may result from excessive social media use. This is in accordance with research results that informants who have carried out social media detoxification have experienced changes in their respective lives. The informants explained that when detoxifying social media they felt the difference in real life. The significant difference is that they can improve the quality of social relationships directly. And also the informants felt they could control their use of social media more so that it was not excessive. Therefore, the social media detoxification carried out by the informant provides an opportunity for someone to be more connected in a real way with the people around them without the interference and pressure of excessive use of social media.

Social media often becomes a place to compare oneself with others, which leads to feelings of inadequacy or lack of self-worth. Therefore, informants who carry out a social media detox can reduce this pressure and improve their mental health. Because, the informants felt that if it were not for their self-awareness in carrying out social media detoxification, they would have had many unfavorable impacts on their respective lives. The research results show that the answers from the informants are similar in that when they are detoxing from social media, they do several positive activities such as reading books, watching films, spending time with family, learning new skills, and being able to focus more on themselves. This proves that doing a social media detox makes a person's life more productive because they feel more comfortable without any distractions or distractions in other ways. By carrying out a social media detox, one can realize the importance of self-awareness and one's ability to take control of their social media use. Which can help someone build healthy and responsible social media usage patterns.

### **The Impact of Detoxification on Indonesian Muslim University Students in Using Social Media in Makassar**

Impact can simply be interpreted as influence or consequence. Every decision taken by a person usually has its own impact, both positive and negative. Based on field facts, most of the informants had the intention to do a social media detox first, because there were several things that made the informants do a social media detox, such as to gain peace in their hearts and minds,

and wanting to try activities. which is much more useful than just playing on social media. The results of research related to this matter, the informants had different reasons why they did a social media detox, some said that when they did a social media detox they felt a positive impact, especially on the individual's mental health and well-being. As you know, social media can be a place where social pressure, comparison and bullying can occur. To reduce this, you can experience improved mental health by doing a social media detox which can help reduce stress and increase happiness and stability in life. Interpersonal relationships have an important impact on the lives of each individual. Having healthy, positive relationships can improve mental and emotional well-being, provide social support, and increase happiness. On the other hand, problems with interpersonal relationships can lead to stress, loneliness, and mental health problems. Therefore, informants who carry out social media detoxification must balance their use of social media and their respective real life activities. Because by striking a balance between the use of social media and daily life activities, you can improve your quality of life much better and you can easily control yourself to get a balance between the two.

In addition, carrying out a social media detox provides an opportunity to increase self-awareness and reflection about oneself. Self-reflection can involve critical thinking about experiences, behavior, values, and decisions that have been made. Self-reflection allows a person to recognize their strengths and weaknesses, and can develop a deeper understanding of themselves. So self-reflection in doing a social media detox is a useful way for self-development, improving the quality of life, being able to overcome personal problems, and becoming more aware and responsible for ourselves. By reducing the use of social media that can influence an individual's self-perception and values, a person can develop a deeper understanding of themselves, their interests, and their needs. This means that by detoxifying social media, informants can focus more on finding out about themselves and can better understand what they want.

## **CONCLUSION**

Based on the results of research related to detoxification among Indonesian Muslim University students in reducing the use of social media in Makassar as follows:

1. Social media detoxification is reducing habits or stopping for a moment from playing on social media in order to gain stability and balance in one's life. Doing a social media detox can provide an understanding of the importance of real and healthy social relationships and also how making someone dependent on social media can affect social interactions in the real world. The significant difference is that they can improve the quality of social relationships directly. By doing a social media detox, students can realize the importance of self-awareness and one's ability to take control of their social media use. Which can help someone build healthy and responsible social media usage patterns.
2. Impact can simply be interpreted as the influence or consequence in that every decision taken by someone usually has its own impact. Students have different reasons why they do a social media detox, some say that when doing a social media detox they feel a positive impact, especially on the individual's mental health and well-being. Apart from the intention to carry out a social media detox, there are other goals to be achieved, namely self-awareness and reflection. Therefore, students choose to carry out a social media detox so that they are not dependent on playing on social media so that it can help calm the mind, reduce stress, and achieve good mental health. Besides that,

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