

The Relationship Between Intensity of Instagram Social Media Use and The Learning Environment with Student Concentration in Grade XI at SMA Negeri 9 Manado

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Abstract

Learning concentration refers to students' ability to focus their attention and thoughts on the learning process while minimizing distractions, enabling optimal achievement of learning objectives. Learning concentration is influenced by various factors, including the intensity of social media use and the learning environment. Instagram is one of the most widely used social media platforms in Indonesia and has the potential to affect students' learning behavior. The learning environment includes physical, social, psychological, and cultural conditions that directly or indirectly influence the learning process, both inside and outside the classroom. This study aimed to analyze the relationship between the intensity of Instagram use and the learning environment with learning concentration among eleventh-grade students at SMA Negeri 9 Manado. This study employed a cross-sectional design with a sample of 90 students selected using simple random sampling. Data were collected using questionnaires that had been tested for validity and reliability and analyzed using the Chi-Square test. The results showed a significant relationship between the intensity of Instagram use and students' learning concentration ($p < 0.05$), indicating that higher Instagram use was associated with lower learning concentration. In addition, a conducive learning environment was significantly associated with improved learning concentration among students.

Keywords: Intensity of Instagram use, Learning environment, Learning concentration.

Abstrak (Indonesian)

Konsentrasi belajar merupakan kemampuan siswa untuk memusatkan perhatian dan pikiran pada proses pembelajaran dengan mengabaikan berbagai gangguan, sehingga tujuan belajar dapat tercapai secara optimal. Konsentrasi belajar dipengaruhi oleh berbagai faktor, antara lain intensitas penggunaan media sosial dan lingkungan belajar. Instagram merupakan salah satu media sosial dengan tingkat penggunaan tinggi di Indonesia, sehingga berpotensi memengaruhi perilaku belajar siswa. Lingkungan belajar mencakup kondisi fisik, sosial, psikologis, dan budaya yang secara langsung maupun tidak langsung memengaruhi proses belajar, baik di dalam maupun di luar kelas. Penelitian ini bertujuan untuk menganalisis hubungan antara intensitas penggunaan media sosial Instagram dan lingkungan belajar dengan konsentrasi belajar siswa kelas XI di SMA Negeri 9 Manado. Penelitian ini menggunakan desain *cross-sectional* dengan jumlah sampel sebanyak 90 siswa yang dipilih menggunakan teknik *simple random sampling*. Pengumpulan data dilakukan menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya, kemudian dianalisis menggunakan uji Chi-Square. Hasil penelitian menunjukkan adanya hubungan signifikan antara intensitas penggunaan Instagram dengan konsentrasi belajar siswa ($p < 0,05$), di mana intensitas penggunaan yang tinggi cenderung menurunkan konsentrasi belajar. Selain itu, lingkungan belajar yang kondusif berhubungan dengan peningkatan konsentrasi belajar siswa.

Kata kunci: Intensitas penggunaan Instagram, Lingkungan belajar, Konsentrasi belajar..

INTRODUCTION

Along with the progress of globalization, media technology is experiencing rapid development. Social media use knows no age restrictions, covering individuals of various age groups, from children to adults. Social media is an online media where users can participate, share or share new things, as well as create content for blogs, social networks, wikis, forums and virtual worlds.¹ Social media that is not used wisely, can reduce productivity and concentration when carrying out daily routines due to excessive use of social media.²

In today's digital era, there are various types of social media that are widely used by people around the world. Active social media users worldwide number 5.04 billion. Some of the most famous examples of social media include Facebook, YouTube, WhatsApp, Instagram, TikTok, and others. By early January 2024, the number of social media users worldwide had reached 5.04 billion, which is equivalent to 62.3% of the global population. Facebook was declared the most popular social media platform in early 2024, with 3.05 billion active users. This makes it the social media with the largest number of users. YouTube ranks second with nearly 2.49 billion users, while WhatsApp and Instagram each have 2 billion active users, placing them in third.³ Indonesia has 167 million active social media users, which covers 60.4% of the country's total population of 276.4 million. The average time spent by active users on social media is 3 hours and 11 minutes every day. The percentage of active users of WhatsApp reached 90.9%, while Instagram has an active user percentage of 85.3% of the total internet user population in Indonesia which reaches 212.9 million people, Facebook is in third place with a percentage of active users of 81.6%, followed by TikTok in fourth position with 73.5%, and Telegram in fifth position with 64.3%.⁴ Based on the demographic data of the age of Instagram users in 2024 The fifth largest number of Instagram user age groups are those aged 13-17, with around 131 million (8.1%) users.⁵

Based on research conducted previously at SMA Negeri 9 Manado, it is stated that students often access social media secretly during class hours. In addition, based on the results of interviews conducted by Esther with ten students at SMA Negeri 9 Manado, where each student has more than two social media applications on various devices they have. They revealed that they can spend hours using these apps.⁶ According to previous research, many students are so caught up in activities on Instagram that they forget their obligations as students. They spend time taking *selfies*, following the latest fashion trends, looking for popular hangouts, and uploading photos or videos, without paying enough attention to studying. This contributes to a decrease in students' academic achievement, with an average loss of study time between 1 to 5 hours, even reaching 11 to 15 hours per week due to playing Instagram.⁷ Instagram is one of the most in-demand social media among various existing platforms. One of the negative impacts of Instagram social media on students is a decrease in learning concentration at school and at home. According to previous research, the number of students whose concentration in learning is included in the high category is 15 (55.55%), which is included in the medium category as many as 2 (7.41%), and those who are included in the low category as many as 10 (37.04%).⁸

The success of the student learning process is also influenced by the learning environment, which is the location where teaching and learning activities take place. The learning environment includes individuals who are directly involved, not just the objects that are around them.⁹ Unfavorable environmental conditions can result in a decrease in the quality of students' concentration while studying. Factors such as noise, extreme temperatures, inadequate lighting, and less innovative classroom design are challenges that need serious attention from educators, parents, and the community, so that the learning process can run well.¹⁰ This study uses a quantitative approach with a cross sectional design which aims to determine the relationship between the intensity of social media use of Instagram and the learning environment with the learning concentration of grade XI students at SMA Negeri 9 Manado. The research will be carried out in April 2025, the location of this research will be carried out at SMA Negeri 9 Manado with a population of 90 students in grade XI, which was selected using a simple random sampling technique based on inclusion and exclusion criteria. The research instrument was in the form of a closed questionnaire consisting of 35 statement items regarding the intensity of Instagram use, 10 statement items regarding the learning environment, and 20 statement items regarding learning concentration on an ordinal scale (Strongly agree = 5, agree = 4, disagree = 3, disagree = 2, and strongly disagree = 1). Data was collected through the filling of questionnaires by respondents and analyzed using Chi-Square statistical tests to test the relationships between variables. The score results were then categorized into three categories, namely high, medium, and low for the Instagram use intensity category while good, sufficient, and less for the learning environment and learning concentration categories. This study also pays attention to research ethics, such as informed consent, anonymity, and maintaining the confidentiality of respondent data so that the entire process runs in accordance with scientific and ethical principles.

METHODS

Design, place and time

This type of research uses quantitative research methods, The type of research used is *pre-experimental with a one group pre-test and post-test design*. This research was conducted at SMA N 2 Bitung. The time for the implementation of the research began in June 2025 which included the preparation stage, data collection using questionnaires that have been tested for validity and reliability, as well as initial data processing to ensure the completeness of the information obtained from respondents.

Number and method of taking subjects

The population, used in this study is all 10 and 11 students in total at SMA N 2 Bitung which totals 70 students. The sample in this study is the entire population of grade 10 and 11 students.

Types and Methods of Data Collection

The data types in this study consist of primary data and secondary data. Primary data was obtained directly from respondents through filling out a structured questionnaire that had been tested for validity and reliability.

Data processing and analysis

The data collected from the questionnaire is first checked for completeness through *the editing* process to ensure that no answers are missed or inconsistent. Next, the coding process is carried out, which is the provision of numerical codes for each category of answers to facilitate data processing. The next stage is *data entry*, which is entering all the data that has been coded into a computer program using SPSS software.

RESULTS AND DISCUSSION

A. RESULTS

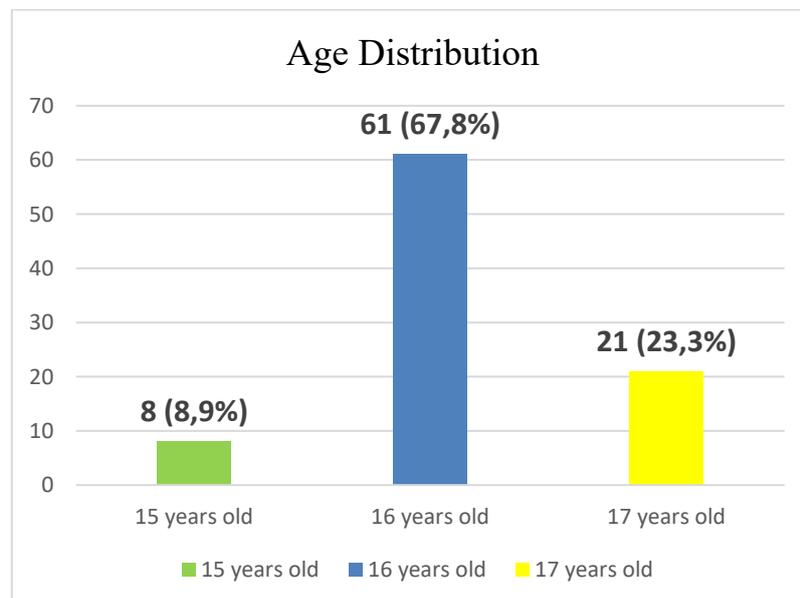
1. Univariate Analysis Results

This analysis resulted in a distribution of the frequency of each research variable, namely age, gender, intensity of Instagram use, learning environment, and study concentration.

a. Respondent Characteristics

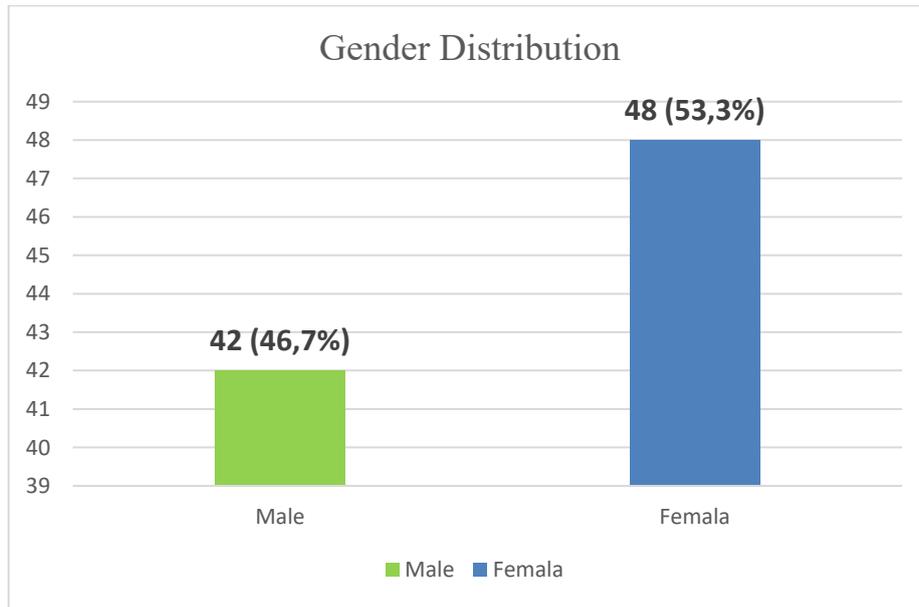
1) Age and Gender Distribution of Class XI Students of SMA Negeri 9 Manado.

Diagram. 1 Distribution of Student Age



Based on the distribution of age groups, it shows that the most students are in the age group of 16, which is 61 respondents (67.8%) and the least 15-year-old age group is 8 respondents (8.9%).

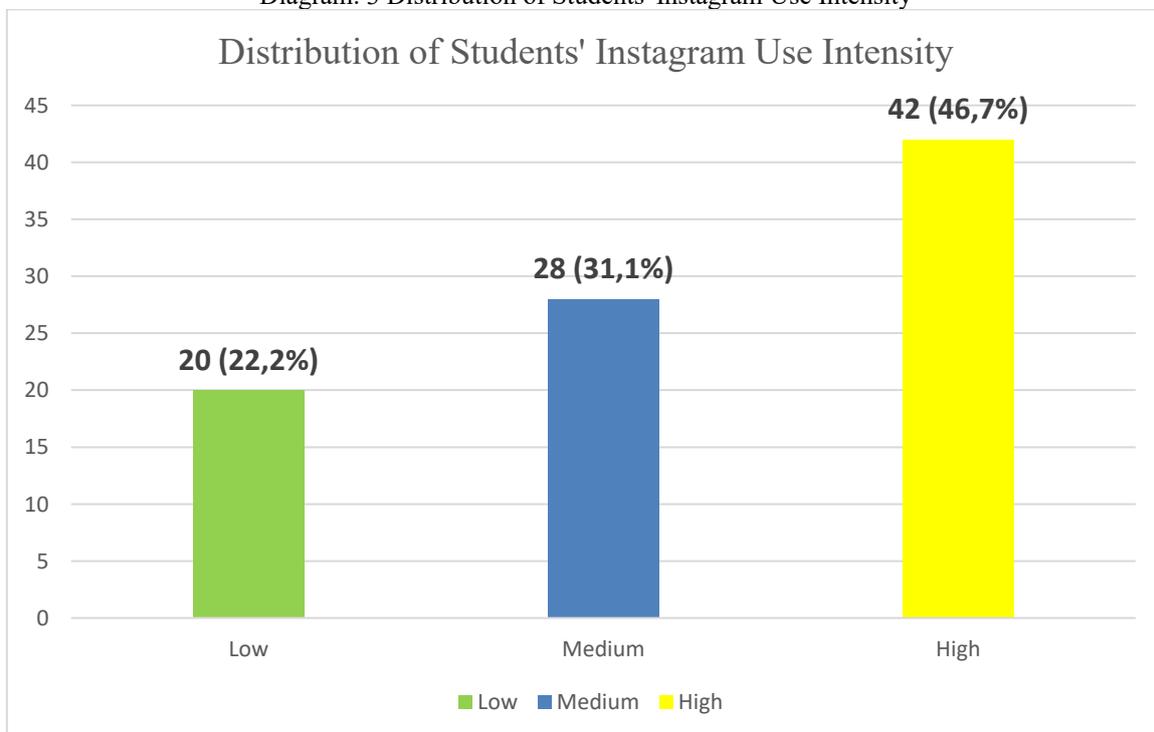
Diagram. 2 Gender Distribution of Students



Based on diagram 2 gender distribution, it shows that the most respondents are female respondents, namely 48 respondents (53.3%) and the least male respondents are 42 respondents (46.7%).

2) Distribution of the frequency of intensity of students' Instagram social media use.

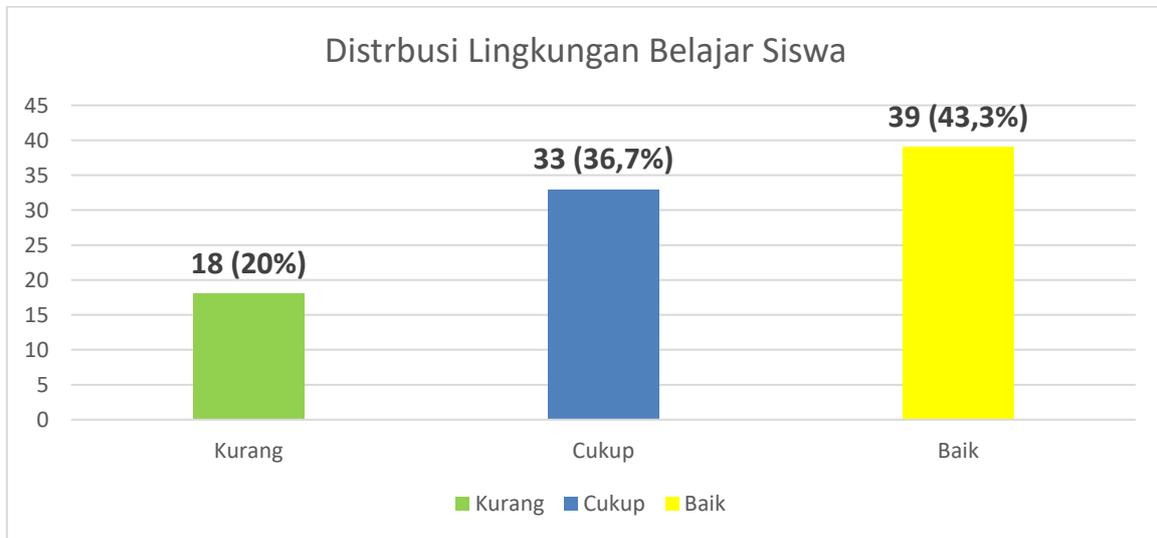
Diagram. 3 Distribution of Students' Instagram Use Intensity



Based on diagram 3 above, it is known that the respondents in this study had the most Instagram usage intensity in the high category as much as (46.7%) and the least in the low category as much as (22.2)%.

3) Frequency distribution of students' learning environments.

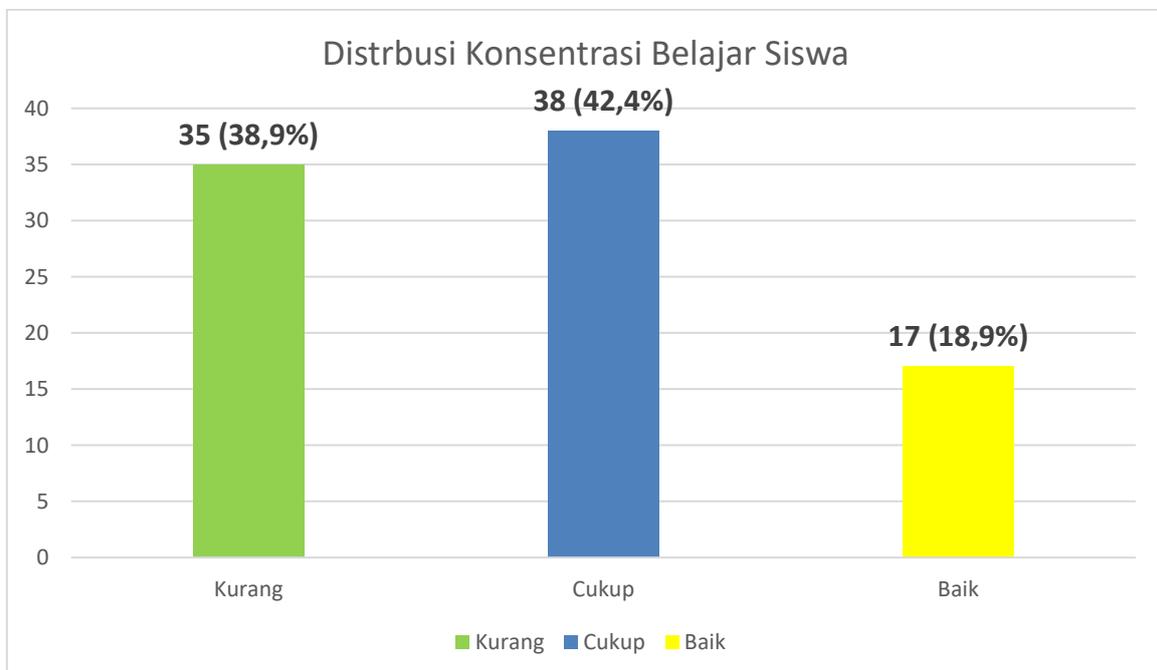
Diagram. 4 Distribution of the Student Learning Environment



Based on diagram 4 above, it is known that the respondents in this study have the most learning environment in the good category (43.3%) and the least in the poor category (20.0%).

4) Distribution of the frequency of students' study concentration.

Diagram. 5 Distribution of Student Learning Concentration



Based on diagram 5 above, it is known that the respondents in this study have the most concentration of learning in the adequate category as much as (42.2%) and the least in the good category as much as (18.9%).

2. Bivariate Analysis

Based on the results of the data normality test, it is proven that the data is distributed abnormally, so the test used is the *Chi-Square test* to identify the relationship between the intensity of Instagram use and the learning environment with the learning concentration of grade XI students at SMA Negeri 9 Manado, which can be seen in the table below:

1) Analysis of Instagram Use Intensity and Learning Environment with Learning Concentration

Table 1. The Relationship between Instagram Use Intensity and Learning Environment with Student Learning Concentration.

Variable	df	φ
Instagram Usage Intensity	4	0.047
Learning Environment	4	0.041

Table 1. The Instagram Usage Intensity results show that the value of $\varphi = 0.047 < \alpha = 0.05$. With this value, the alternative hypothesis (H_a) is accepted. Which means that there is a significant relationship between the Intensity of Instagram Use and the Student's Learning Concentration.

The Learning Environment results showed that the φ value = $0.041 < \alpha = 0.05$. With this value, the alternative hypothesis (H_a) is accepted. Which means that there is a significant relationship between the Learning Environment and the Learning Concentration of grade XI students at SMA Negeri 9 Manad

DISCUSSION

The majority of respondents were at the age of 16, which is a phase of adolescence with rapid cognitive, emotional, and social development. At this stage, adolescents tend to be sensitive to the influence of the social environment and digital technology, including social media. This condition makes this age group more vulnerable to the negative impact of Instagram use intensity, especially on learning concentration. These findings are in line with previous research that showed the dominance of 16-year-old respondents in similar studies.

Based on gender, female respondents are more than men. Women tend to be more active in using Instagram as a means of social interaction and self-expression, making them more vulnerable to learning distractions due to online social interaction. Meanwhile, men use Instagram more for entertainment, which also has the potential to reduce their focus on learning if not controlled. These results are consistent with previous studies that reported the dominance of social media users in adolescent girls.

The results of the study show that the intensity of Instagram use in students is mostly in the high category. High intensity of use is associated with low concentration of learning, while low intensity tends to be followed by better concentration of learning. This suggests that excessive use of Instagram can distract students from learning activities, cause difficulties in time management, and decrease focus during the learning process. These findings support previous research that stated that the high intensity of social media use negatively impacts concentration and motivation to learn.

In addition, excessive Instagram use also has the potential to lead to sleep pattern disruptions and mental health issues, such as stress and anxiety. This condition can worsen students' learning concentration. Therefore, regulating the duration of social media use is an important factor in maintaining a balance between learning activities and digital entertainment.

The learning environment in this study was mostly in the good category. A conducive learning environment, characterized by comfortable physical conditions, adequate learning facilities, and support from parents and teachers, plays an important role in increasing students' learning concentration. These findings are in line with behavioristic theories that emphasize the role of environmental stimuli in shaping positive learning responses. A good learning environment serves as an external stimulus that supports students' focus and engagement in learning.

Students' learning concentration is mostly in the sufficient category. This shows that students have been able to actively participate in learning, but still face various distractions, especially from the use of social media. Learning concentration is influenced by internal and external factors, including motivation, time management, learning environment, and intensity of social media use. Cognitive theory and self-regulated learning explain that students' ability to manage attention and time greatly determines the effectiveness of learning concentration.

The results of the analysis showed a significant relationship between the intensity of Instagram use and students' learning concentration. The higher the intensity of Instagram use, the lower the level of study concentration. These findings reinforce empirical evidence that social media, when used excessively, can negatively impact the learning process of students.

In addition, there is a significant relationship between the learning environment and student learning concentration. A good learning environment contributes to increased study concentration, while a less conducive environment can hinder the learning process. Thus, efforts to increase students' learning concentration need to be carried out through controlling the use of social media, strengthening digital literacy, and improving the quality of the learning environment both at home and at school.

CONCLUSION

Based on the results and discussion of the relationship between the intensity of social media use of Instagram and the learning environment with the learning concentration of grade xi students at SMA Negeri 9 Manado, it can be concluded that most of the respondents were 16 years old (67.8%) and the least 15-year-old age group (8.9%). The most genders are female (53.3%) and the least male (46.7%). The intensity of students' Instagram use was in the high category as much as (46.7%) and the least in the low category as much as (22.2)%. The student learning environment is the most in the good category (43.3%) and the least in the poor category (20.0%). The concentration of learning was the most in the adequate category (42.2%) and the least in the good category (18.9%).

- a) Based on the results of the *Chi-Square test*, a significant value was obtained ($\varphi = 0.047 < \alpha = 0.05$). It was concluded that there was a statistically significant relationship between the intensity of Instagram use and the concentration of learning in students. Based on the results of the *Chi-Square test*, a significant value was obtained ($\varphi = 0.041 < \alpha = 0.05$). It was concluded that there was a statistically significant relationship between the learning environment and the learning concentration in students.

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