

CHAPTER I

INTRODUCTION

1.1 Background

Social media is a set of internet communication channels that allows humans to interact with each other without being limited by time and space. Currently, social media (e.g., Facebook, Instagram, TikTok) is a fundamental part of a young adult's life. We Are Social (2023) reported that in 2023, 153.7 out of 276,4 million Indonesians are social media users with most users being in the 18-24 age group. While social media undoubtedly have a lot of benefits (e.g., easy access to information and education, the ability to build relationship online, abundance of entertainment), excessive use of it may potentially lead to an addiction which has negative effects to a person's mental and physical wellbeing.

Excessive social media usage is usually defined by the hours spent on using social media. According to Hunt (2018), the recommended time to use social media for a healthy wellbeing is 30 minutes per day. In 2023, the average use of social media in Indonesia is 3 hours and 18 minutes per day. Research revealed that individuals who spend a significant amount of time on social media are highly likely to show symptoms of depression and anxiety (White-Gosselin & Poulin, 2022), as well as physical health problems such as headaches, chest pains, and cardiovascular diseases (Gambini, 2022). Based on this data, Indonesian young adults are particularly vulnerable to social media addiction.

One of the many contributing factors that make social media addictive is that current social media platforms are designed to keep its users' attention by generating endless content that is easy to consume, which caused its users to form a habit of mindlessly scrolling through social media usually for hours on end that eventually leads them to an addiction (Woolley & Sharif, 2022). Cleveland Clinic (2020) states that the most effective way to overcome this habit is to track, limit and control social media usage.

Regarding to the ever-growing concern of social media addiction, in 2018 multinational technology companies Apple and Android launched a built-in application on their respective operating systems that could help users overcome social media addiction. Apple's Screen Time and Android's Digital Wellbeing tracks data about how much time users spend on apps and presents it in a detailed chart. Additionally, users are able to set time limits on specific apps or app categories. While these applications are proven to be effective at giving its users digital awareness, it does poorly on actually limiting and controlling social media usage because the time limits set within these applications can easily be ignored (Bogost, 2019).

Besides Screen Time and Digital Wellbeing, third-party productivity applications such as Forest are popular amongst users to help limit their social media usage. As of 2023, Forest has over 10 million users and was ranked #1 in 136 countries in 2020. The reason for its popularity is because of its interesting gamification aspect (Lee, 2020). Whenever the user wants to focus, they plant a tree by setting up a timer within the app. When the timer is active, distracting applications such as social media are blocked. After the timer runs out, the user receives coins to unlock more tree variants. Based on how many users it has and the reviews on their store page, this app is proven to be effective at helping users to limit their social media usage when they are focusing on a task. However, Forest is not effective at controlling social media usage since the user is required to go to the app first whenever they want to limit their usage.

With the problems mentioned above, it is apparent that there is a need for an alternative media that is effective to track, limit and control social media usage. To realize this, the author intends to create an application that combines the strengths and improve the weaknesses of the built-in and third-party applications. The author hopes that this application design will be effective to help young adults limit overcome social media addiction.

1.2 Problem Identification

From the background written above, the problems could be identified as written below:

1. Excessive use of social media in Indonesian young adults has led to an increased threat of social media addiction
2. The ineffectivity of existing productivity applications to limit and control social media usage

1.3 Research Question

With the problems identified above, the formulation of the problem could be identified as follows:

How to design an application that is able to effectively help young adults track, limit, and control social media usage in order to overcome social media addiction?

1.4 Research Scope

To avoid misunderstandings and the extent of the problems studied, the author provides limitations or focus on the problem, namely as follows:

1. What
The media is an application design to help track, limit and control social media usage.
2. Who
The primary target for this application is for young adults (with an age range of 18 to 24) with high usage of social media. The secondary target is older people that wants to track, limit, and control their social media usage.
3. Where
The research of this application was conducted in Bandung.
4. When
The research process for developing this application began in March 2023 and ended in August 2023.

5. Why

Young adults excessively use social media which can lead them to an addiction and the existing applications that are marketed to help overcome social media addiction are ineffective to both limit and control social media usage.

6. How

An application that will act as a combination to the built-in applications (namely Screen Time and Digital Wellbeing) and third-party applications (such as Forest) by utilizing its strengths and improving its weaknesses.

1.5 Research Goal

The purpose of this research is as follows:

To design an application that effectively helps Indonesian young adults track, limit and control social media usage to overcome social media addiction

1.6 Research Method

The research method that is used is to collect data for this research is qualitative method. Qualitative methods are social field research methods with data usually with words, whether spoken or written, and human activities or actions (Afrizal, 2014).

1.6.1 Methods of Data Collection and Analysis

A. Data Collection Method

1. Observation

The observation method is the collection of data on aspects of images or visual works which are then examined and provide sensations to the brain to be packaged into perceptions and then combined into information and components that can be categorized and interpreted (Soewardikoen, 2013). The author observed the behaviour of social media users within the same

environment as the author which consists mostly of college students.

2. Interview

Interview is a method that explores the concepts, thoughts and personal experiences, stances or views of the individuals to be interviewed (Soewardikoen, 2013). The author asked questions related to social media usage management and preferences to people that are highly dependent on their social media. This method is used to obtain information related to the problems raised by the author.

3. Literature Study

Literature study is conducted to collect data and information using existing theories in books and other sources to strengthen the perspective so that it can be placed in context (Soewardikoen, 2013).

4. Questionnaire

Questionnaire is a a method of gathering data wherein a set of questions or statements is presented to individuals, typically referred to as respondents (Sugiyono, 2012). The questionnaire will be distributed to young adults in Bandung.

B. Analysis Method

To analyze the data, the author chose the matrix analysis method. Matrixes use columns and rows to compare the overall data and draw conclusions. The objects that are analyzed are aligned so that the differences can be seen (Soewardikoen, 2019). The matrix analysis method is used to compare the built-in and third-party applications in order to be used as a reference in designing the application the author intended to design.

1.7 Design Framework

With the background identified above, the design framework for this research is as follows:

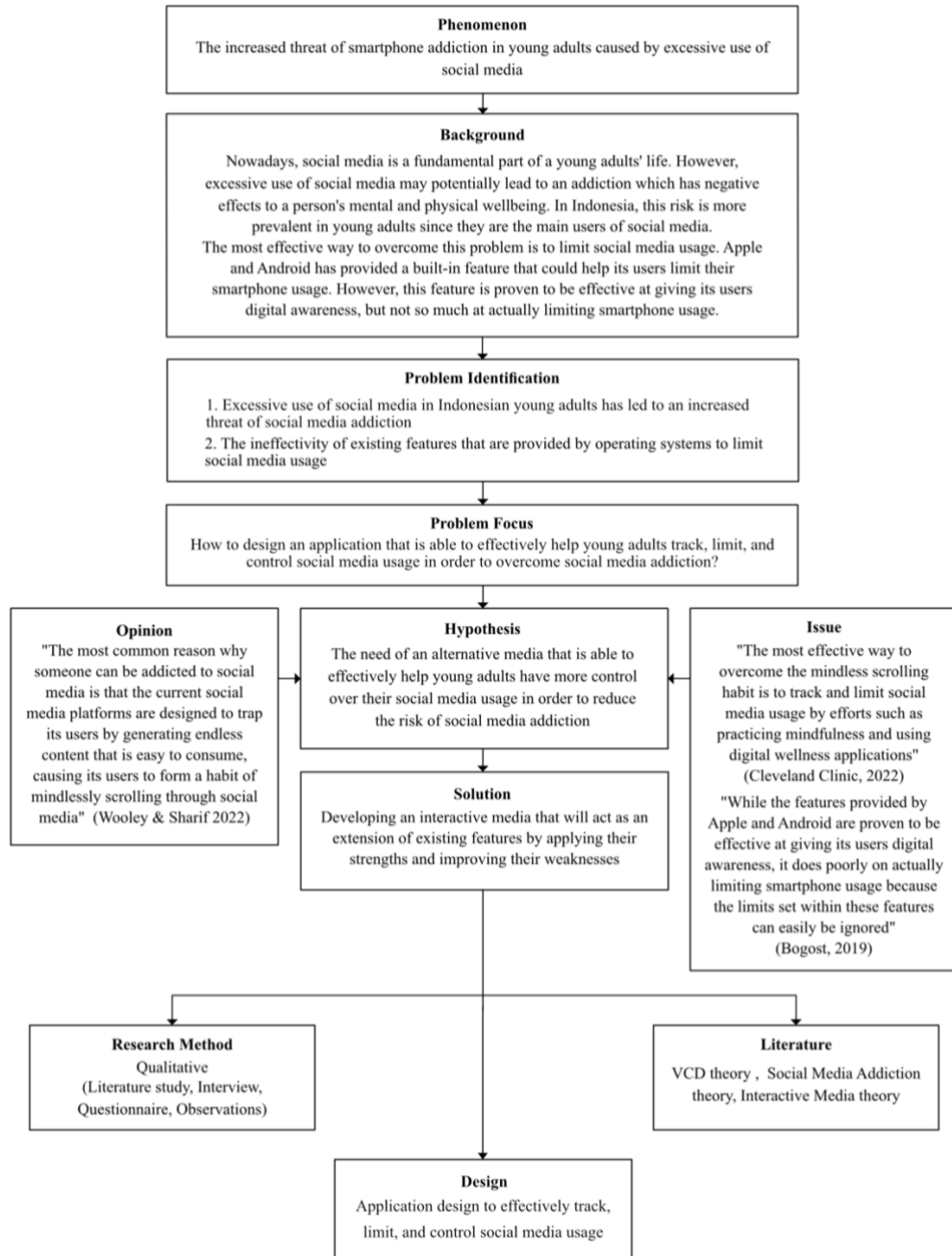


Figure 1.1 Design Framework
Source: Personal Documentation

1.8 Writing Systematic

A. Chapter I Introduction

The first chapter is an introduction that provides background to the problem/phenomenon, including problem formulation, scope of study, design objectives, research methods, and how to do so. Data collection and analysis, framework and chapter division.

B. Chapter II Rationale

This chapter provides the theory related to the topic in question and the rationale for the proposed research subject.

C. Chapter III Data and Problem Analysis

This chapter covers the activities that have been carried out by the author which contain data from observation, interviews and questionnaires as well as the design steps and application of the theoretical basis in the previous chapter.

D. Chapter IV Concept and Design Results

This chapter describes visual concepts and design results, including the application of visual elements from sketch to final design, based on the data analyzed in the previous chapter.

E. Chapter V Conclusion

This final chapter presents conclusions about the design results obtained and suggestions that can be used to improve the design results.