

## Social Exchange Use of Twitter Social Media and Adolescent Behavior Deviations (Bullying, Pornography and Free Sex) in the Kartini Area, Central Jakarta

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### Abstract

*This study describes and analyses the process of adolescents' behaviour deviation in social exchange on Twitter social media. In reviewing this, the writer uses George C. Homans' social exchange theory which looks at the costs and rewards of an option. Teenagers choose information from social exchanges on social media Twitter based on costs and rewards. This choice that they will later apply to their lives in the form of behaviour, adolescent deviant behaviour is a form of sacrifice in using Twitter social media. This research is descriptive data collection techniques using interviews and field observations. The conclusion shows that social exchange in the use of Twitter social media is in the form of ideas and ideas that have a value of the benefit (reward) in the form of current information and sacrifice (cost) in the form of deviant behaviour in adolescents such as bullying, free sex and pornography.*

### Keywords

social exchange; social media  
twitter; deviant behavior



## I. Introduction

Technological developments bring significant changes to the lives of teenagers. Technology creates social media to find information, communication and interaction between others, especially teenagers (Adam et al., 2018). Social media is a web-based service that allows someone to construct social media as a forum for gathering people who want to share information, seek information and make friends online (Iwan, 2016).

The phenomenon of social deviation that occurred in this era was mostly carried out by teenagers in Indonesia (in particular), illustrating to all audiences that there had been moral decadence (Ainiyah, 2018). For example, the emergence of pornographic videos, acts of bullying and violence played by school-age teenagers (even at a very young age who should still be playing), and drug abuse give the impression to all of us that the morality of the nation's generation is on the brink (if you don't want to say to be on the verge of collapse) (Anggraeni et al., 2019). Morality is a system for maintaining peace, and even morality is the difference between humans and other creatures (Aprisyte & Yani, 2019).

With their unique features and value systems, adolescents frequently bring up actions that society views as inappropriate for them. These habits manifest themselves in everyday delinquency and behaviour that results in criminal activities (Cahyono, 2016). The community feels nervous, either directly or indirectly, due to these symptoms. Not to add the dangers posed by media outlets such as violent shows, pornography, and pornography (French et al., 2011). So far, the biggest concern that has caught the attention of many people is violence committed by young people, and this is already an urgent situation that needs to be addressed immediately; however, other things are more worrying, namely the age of the perpetrators of crimes that are getting younger and younger (Indrijati. et al.,

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2018). The majority of problems in young people occur because of moral degradation. Moral problems will disturb the peace of other communities. One of the reasons for this is the negative influence of social media. The use of the internet is already part of our daily lives. (Wahid, 2020). The development of technology and information has had a significant influence on society (Sitorus, 2019). Lukman Hakim in Razy (2020), that the media has a very strong influence on the formation of one's cognition.

In this day of globalization, when technology advances at a breakneck pace, it is indisputable that the internet's presence is becoming increasingly necessary in daily life, whether for social activities, education, or business (Kosasih, 2016). This opportunity is also used by suppliers of low-cost smartphones and tablets, increasing and establishing themselves as a trend. Almost everyone in Indonesia now owns a smartphone, and with the advent of the internet and the proliferation of smartphones, social media platforms are also rapidly expanding in popularity (Krisnaningrum et al., 2017).

Social media is a website that enables individuals to build a personal web page and interact with other members of the same social media network to exchange information and communicate (Kusumajati et al., 2020). If traditional media is comprised of print and broadcast media, social media is comprised of the internet. Societal media eliminates social boundaries. There are no spatial or temporal constraints in social media; users can communicate whenever and wherever they want (Laughey, 2007). Social media has a significant impact on an individual's life. Initially, insignificant can achieve greatness through social media, and vice versa.

For the Indonesian people, particularly youths, social media appears to have developed into an addiction; there is no day without opening social media, and they cannot be separated from smartphones for nearly 24 hours. Teenagers' most popular social media platforms are Facebook, Twitter, Path, Youtube, and Instagram. Each of these social media platforms has distinct advantages for recruiting the large number of social media users they have. Social media does provide numerous advantages that let teens feel at ease while surfing in cyberspace for extended periods (Limbong & Sukarta, 2021).

The quick growth of social media is also because everyone appears to have their media. If traditional media outlets such as television, radio, or newspapers demand significant investment and workforce, social media is a different story (Nazriani & Zahreni, 2016). Social media users can access the network without incurring significant expenditures and can do so effortlessly on their own. Users of social media platforms can openly comment and share their thoughts without fear of repercussions (Novita et al., 2020). It is extremely easy to create a false identity or commit crimes on the internet, particularly on social media.

Social media is comprised of two terms: "Media" and "Social." Media is defined as a medium for communication, while Social is defined as the social fact that every human being can do acts that affect others (Laughey, 2007; Mcquail 2003). According to Ike & Beddy (2018), social media is a means which is a technology-based medium (social media) that allows a person to interact, communicate and collaborate with other individuals through messages.

Social media for teenagers is a place to share and create information to contribute and participate in social media. Twitter is one of the media that children use for social exchange. As reported through the official website Detik.com ([www.detik.com](http://www.detik.com)), Twitter is one of the social media with the most users; the number of Twitter users in 2019 was 134 million and rose 24% in 2020 to 166 million users.

Social exchanges carried out by teenagers on Twitter social media in the form of values, ideas, or ideas will be applied by users, especially teenagers in the form of behaviour in the environment. So, teenagers should be able to choose the social interactions they will do using Twitter social media. Seeing the condition of teenagers who have a strong curiosity, usually, the social interactions that occur in adolescents are more towards losses, although without denying the benefits must occur in the process of social exchange of adolescents.

The behaviour of pornography and free sex in the use of social media Twitter is carried out jointly by teenagers, starting with encouragement from friends to sometimes lead to bullying (Pranawati et al., 2020; Primasti & Dewi, 2018). Adolescence is a period of transition from children to adults, so that they have curiosity and desire to try quite a lot, which makes them easily trapped in a free life. According to Alex (2008), adolescence is a transitional period of transition from childhood to adulthood, experiencing rapid physical and mental growth and development.

In today's era, it can be said that almost every teenager has social media, be it Instagram, Facebook, WhatsApp or Twitter. This social media has become a new version of communication used by teenagers (Ratnamulyani & Maknai, 2018). Twitter is a social media widely used, especially among teenagers; Twitter social exchanges are usually in the form of ideas, ideas, links, short videos and photos. The inappropriate choice of values and goals of social exchange in social media usually results in advantages and disadvantages for the individual himself (Rifauddin, 2016).

This study aimed to identify and analyze social exchange in the use of social media twitter on the deviant behaviour of adolescents in the Kartini Village area, Sawah Besar District, Central Jakarta.

## **II. Research Method**

This research uses a qualitative approach with descriptive research type and uses interview data collection techniques and field observations. The choice of this research method was based on the researcher's aim to examine the phenomenon of social exchange in the use of Twitter social media among adolescents following the facts obtained in the field. Qualitative research is a human instrument that functions to determine the focus of research, select informants, collect data, assess and interpret data that concludes (Rosyidah & Nurdin, 2018). In understanding social phenomena, researchers will present what is in the field based on the results of interviews, observations and documentation.

## **III. Results and Discussion**

### **3.1 Social Exchange Theory**

Social Exchange Theory was built by George C Homans, which explains a reaction to the social facts paradigm proposed by Durkheim; Homans reveals that social interaction creates a new phenomenon due to the interaction that becomes a question. Social exchange theory is a negotiated exchange process between all parties and human relationships formed by subjective analysis of benefits, sacrifices and comparisons from various points of view (Sari et al., 2019).

Homans' theory of exchange rests on the assumption of rewards or punishments in engaging in the behaviour, and this theory is based on the principle of economic transactions providing goods or services in return. Homans explains the exchange process with five propositions: Success, Stimulus, Value, Deprivation of Satisfaction and Restu

Aggression (Sasono & Basit, 2021). Social exchange theory is a socio-psychological and sociological perspective in which social change is a negotiated exchange process between all parties and the existence of human relationships formed by subjective analysis of benefits, sacrifices and comparisons of various alternatives (Shokhibul, 2015). According to Shokhibul (2015), there are five processes of social exchange according to Homans, namely:

1. Success Proposition, "all actions a person performs and the more often an action is rewarded, the more likely a person is to perform that action". This proposition means that people are more likely to repeat past events when they get a meaningful reward (benefit) for themselves.
2. Stimulus Proposition, "if a certain impulse arises from the past or present and causes the gift (benefit) to be given, the more likely someone is to perform a similar action". Homans concludes by generalizing the tendency to extend behaviour under the same circumstances.
3. Value Proposition, "the higher the value resulting from a person's action, the more likely he is to take that action". If the gift (benefit) given is very valuable, the more likely it is to be done than the gift (benefit) that is not valuable.
4. The aggression-Approval proposition, "if a person's actions do not get the reward he expected or receive the punishment he did not expect, he will be disappointed and angry which is likely to carry out an aggressive and valuable action for him". This concept, according to Homans, is more of a mental state; when someone does not get what they want to achieve, they will feel frustrated and angry at the situation.
5. The proposition of Rationality, "choosing actions that are considered right or have value to produce something big". This proposition is strongly influenced by rational choice, where the actor acts according to Rationality and maximizes its usefulness. In this case, the actors compare whatever actions they take.

So it can be concluded according to the proposition are (Ritzer, 1985): 1) The higher the reward (profit) obtained, the more likely action will be repeated, and 2) The greater the cost (sacrifice) that will be obtained, the less likely the behaviour will be repeated.

So it can be concluded that social exchange theory is proposed to understand the relationship between individuals based on interactions with cost and reward values. Each interaction produces behaviour based on cost and reward considerations that will make the action repeated or not by the individual. When related to existing problems, social exchange in Twitter social media in the Kartini area is in the form of new ideas and ideas, which teenagers learn from interactions with their fellow teenagers (Setiawan et al., 2018). Ideas and ideas in Twitter social media are manifested in the form of writing, photos or short videos published on Twitter social media within a certain period, ideas and ideas in Twitter social media are displayed on the social media homepage of teenagers and their friends, which will later become topics for interaction. one another.

The relationship between teenagers on Twitter social media in the Kartini area has advantages and disadvantages; positive behaviour results from the value of social exchange benefits in the form of information and education such as how to cook, how to care for animals and how to train game skills, while negative behaviour is the result of the value of the sacrifice from the exchange. Social activities such as negative pornographic content, free sex and bullying. Teenagers in the Kartini area do not fully understand the exchanges that are beneficial and detrimental to them, and this sometimes brings teenagers in the Kartini area more towards social exchanges that have a loss value, which will result in negative behaviour that is considered deviant and even criminal by residents because they do not come according to norms and values (Suciartini & Suminartini, 2018).

### 3.2 Twitter Social Media

Social media consists of two words, namely "Media" and "Social", media itself is defined as a communication tool to interact and Social is defined as a social fact that every human being can take actions that influence others (Laughey, 2007; Mcquail 2003). According to Ike and Beddy (2018), social media is a means which is a technology-based medium (social media) that allows a person to interact, communicate and collaborate with other individuals through messages.

There are hundreds of social media applications on the internet, one of which is Twitter. According to Alfian (2017), in 2015, Indonesia became one of the countries with the largest active Twitter users globally, with the number of tweets reaching 500 million every day. Twitter is a social media and microblogging service that almost millions of people use every day.

Jack Dorsey created Twitter, Evan Williams, Biz Stone and Noah Glass in July 2006. At that time, Twitter was introduced as an online social media network provider where users could convey messages of 140 characters/letters called tweets or chirping. Thanks to the easy and practical features, the Twitter application has attracted the world's attention (Iwan, 2016). The terms you need to know: 1) Tweet: Post, video or image that you want to post with a maximum of 140 words per publish and usually in the form of information, humour, chat or opinion; 2) Retweet (RT): an action to forward someone's tweet so that our followers can read it; 3) Mention (@): Tag other people in our tweets; 4) Reply: tweets intended to reply to other people's tweets; 5) Following Twitter users that we follow and we can see the tweets of the people we follow; 6) Followers: users who follow us; 7) Hashtags (#): useful for other users to easily see and search for similar topics written by others; and 8) Trending topic: a topic that is being talked about a lot and is usually a topic in hashtags.

This feature is made for Twitter social media users to make it easier to communicate and interact with fellow users. Facilities on social media make it easier for teenagers to interact and communicate with each other by sharing their status in videos, photos or writings to various social media platforms such as Instagram, Twitter, Facebook or Whatsapp. Each social media platform provides different facilities; teenagers will later consider these facilities using social media itself.

Submission of ideas and ideas in social media Twitter is by sharing their status (tweets) in photos, videos, or writing. Teenagers most often update their status on Twitter social media in the form of photos containing aphorisms or writings about their daily worries. They also frequently retweet the statuses of others they like or are interested in representing their hearts and minds.

Submission of ideas and ideas in social media, especially Twitter, is often synonymous with bullying or pornographic status. In this case, female adolescents, especially children aged 13-15 years, admit that they have never posted a status that leads to pornography but has led to bullying, which they usually do because of quarrels between women such as fighting over lovers or misunderstandings. Meanwhile, female teenagers aged 15-18 years have never done bullying on Twitter social media. Still, they are more on gossip among friends about the status of someone they don't like if their pornographic status has never shared that status. Still, they admit some friends on social media Twitter retweets a pornographic connotation status, so it's on their timeline or homepage.

### 3.3 Adolescent Behavior Deviations

Adolescent behaviour is an action taken by someone during adolescence, which is likely to determine the continuation of the next stage, how the individual can get through this period well then the future will go well, so if the individual goes through this badly, then the next stage will be bad. Adolescence is a decisive period because, at this time, teenagers feel a strong curiosity about the world around them.

According to Robert Lawang (1985), deviant behaviour is an action that deviates from the prevailing norms in a social system and raises the assistance of someone who is authorized to correct the behaviour. Deviant behaviour can also be interpreted as despicable and beyond the limits of tolerance by several people. Adolescent deviant behaviour declines morals and family functions in terms of education at a vulnerable age such as teenagers (Vive, 2014).

Deviant behaviour carried out by teenagers usually begins with an impulse of curiosity about it, coupled with the adolescent environment, which also creates negative behaviour such as the spread of internet access regarding pornography, sexuality and bullying. In social media, especially Twitter, teenagers usually find out about it through the search column via hashtags or directly, which information will appear about it.

Deviant behaviour is closely related to criminal behaviour; criminal behaviour violates the rules of law that already exist in society. The condition of the behaviour of teenagers at this time is starting to enter a stage that needs to be worried about seeing the many behavioural deviations that lead to criminal acts, for example, bullying and pornography; teenagers sometimes unknowingly do these actions because they are based on self-motivation. The development of sophisticated technology makes social media platforms a forum for them to take these actions; this is something that should be watched out for and followed up.

The circle of friends in social media has a big enough role in shaping the behaviour of teenagers; this is because almost half a day of their time is spent using social media ranging from Instagram, Tiktok, Twitter and even Telegram. The use of social media creates social exchanges between others that generate positive or negative values in the lives of adolescents, which will later influence children's behaviour patterns (Sulthan & Istiyanto, 2019). Positive exchanges will produce positive behaviour, while negative exchanges will produce negative behaviour such as behavioural deviations that lead to crime.

According to teenagers in the Kartini area, negative content that often appears on their Twitter social media page is pornographic, usually in photos and videos. Teenagers in the Kartini Village area have different responses regarding negative content on their Twitter social media pages. For example, teenage girls ignore the negative content on Twitter social media (Susanti et al., 2020). Unlike girls and boys, they have excessive curiosity, especially in teenagers aged 13-15 years; they admit that sometimes they find out about negative pornographic content because of curiosity.

### 3.4 Bullying Behavior

Bullying is usually done by teenagers who have the power to oppress weak teenagers. This behaviour is verbally and nonverbally through online media or in person. Bullying has a major impact on the psychological development of children, which will then carry over into adulthood. The worst bullying will lead to suicide because self-confidence is lost.

Teenagers must have a group of friends, commonly called a gang, a group of friends or what is called a gang is usually the beginning of an act of bullying, this is because a group of friends is prone to fights and competition between one person or another group.

This group of friends or gangs usually has fairly high solidarity; for example, when one member experiences oppression from someone, they automatically participate in being hostile to that person or group. Teenagers in the Kartini area almost on average have a playing gang of at least two people; they admit that when their friends have fights with other groups or other people, they indirectly defend their friends and participate in being hostile to that person or group (Syah & Hermawati, 2018).

Being hostile or cornering a person or group can be an act of bullying; the perpetrators of bullying generally invite friends to form a group to have more power. In the Kartini area, teenagers recognise that there is an invitation to be hostile to friends who are considered to have faults or differences from them; in general, teenagers take actions such as cornering or ostracizing that person or group.

According to the researcher's observations, in the Kartini area, teenagers generally do bullying because of several factors such as differences of opinion, power struggles, dislikes or struggles for lovers. Bullying is usually carried out together directly in the form of cornering or judging; bullying in social media in this area is more on the status that satirizes someone in the form of photos, videos or writing.

### **3.5 Pornographic Behavior**

Accessing pornographic content by teenagers is no longer a taboo subject; social media is one way to find pornographic content. The facilities provided by social media make it easy for teenagers to access pornographic content, for example, on Twitter social media, which provides features that support teenagers to access or even conduct porn-themed social exchanges (Tansim, 2019).

Pornographic content on Twitter social media can not only be found using the search and hashtag feature but can also be generated from social exchanges between friends on social media. Teenagers usually do porn-themed exchanges because of their curiosity about it; in the Kartini area, they often do porn-themed social exchanges through DM features, replays, likes and retweets.

It can be said that access to pornographic content for children in the Kartini area is not very frequent, but they admit that social exchanges with pornographic themes have been carried out between friends. The social exchange is usually in the form of a short video sent by a friend via private message or DM; some of the children of this region prefer to ignore it, but some respond.

According to the researcher's observations, teenagers in the Kartini area at the age of 13-15 years rarely access pornographic content, while at the age of 16-18 years, they admit that they have tried to access the content. Accessing pornographic content in general starts from their interest, which arouses curiosity; pornographic content is sometimes present on social media pages because their friends retweet or replay pornographic-themed status; this is what they will respond to like or DM, though.

### **3.6 Free Sex Behavior**

Social media is one of the places where information service providers about many things, including sex, usually get information on social media not only through social media but also through the results of social exchanges between friends in the use of social media. The information they get on social media plays a big role in delivering the information they will later record and consider new knowledge.

Today's knowledge about sex is very much needed by teenagers, seeing the rampant free sex behaviour that exists today. In the Kartini area, they understand that free sex behaviour is the behaviour of a pair of lovers having sex. They do not know that free sex is

about intimate relationships and actions such as hugging, holding hands, touching, or even kissing.

The lack of understanding of teenagers about free sex education in the Kartini area makes social media their first teacher. Social media presents features that make it easier for teenagers to find anything, including free sex. The information presented by social media does not have clarity so that it can lead to misunderstandings, this understanding which will later lead to free sex behaviour in teenagers.

The impulse of curiosity initiated free sex behaviour in teenagers in the Kartini area because they had seen content with negative connotations, whether they saw it from social media or what they got from social exchanges with friends. Fauzia, 18 years old, stated that the desire to have free sex was triggered by curiosity and pressure from her lover. Hugging, holding hands and kissing, he admitted he had done with his partner; he admitted he learned from social media.

#### IV. Conclusion

The social interaction of teenagers in the use of Twitter social media is in the form of conveying ideas and ideas through writing, photos or videos that they publish in the form of status, which then produces a response that creates social exchange in the use of Twitter social media. Social exchanges that occur in social media Twitter by teenagers have positive and negative values; this exchange value will influence the behaviour of teenagers themselves. In the Kartini area, social exchange in Twitter social media leads more to negative exchanges resulting in negative behaviour such as pornography, bullying and free sex.

The advantages and disadvantages of using social media Twitter for teenagers are positive and negative information. The advantage of using Twitter social media for children is that it contains more positive information, such as information about the latest news and information about cooking or business. This information will have a positive influence on behaviour in contrast to the disadvantages of using Twitter social media; the information conveyed is more negative information such as information on pornography, free sex and bullying, which have a major impact on the behaviour of teenagers.

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