SOCIAL MEDIA CELEBRITY INFLUENCES ON ADOLESCENCE'S BEHAVIOR

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ABSTRACT

This research is designed to explore how social media influence adolescence behavior. The revolution of social media sites has allows the public to interact with the content where the media has the power to capture users attention as well as changing their behavior. Technology today somehow can shape one identity whether good or bad. However, social media also has the ability to do so. Besides of MySpace and Facebook, new application had been introduced to the world, which is Instagram. This application provides photo and video sharing that enables users to upload picture and videos. This study applies two approaches, which is quantitative approach via Google survey with 200 respondents and content analysis studied on Faiz Dickie's Instagram account. Faiz Dickie is a former student of Communication and Media Studies, it is significant with the study where the respondent is conducted on students in Faculty of Communication and Media Studies. This study also explores user's engagement on social networking and identified the purposes why audiences follow this "instafomous". This study also examines the content provided by the social media celebrity, on users behavior and how the content can influence adolescence. Overall findings suggest that social media celebrity had significantly influence higher percentage of adolescence based on the content provided to the users. The significance of this study is to provide understanding toward communication students on how new media tools can shape the society.

Keywords

Social media, Instagram, adolescence, behavior, Instafamous

1. INTRODUCTION

The overwhelming and popularity of social networking sites has fascinated researchers to study on the behavior of adolescence. With the advancement of the technology and changes in the globalization, social media play an important role in shaping young adult behavior. As technology evolved, users tend to grow in line with the technology. According to Comscore, (2009) social network sites such as, MySpace and Facebook has increased remarkably in the past few years. For example, from 2006 to 2008 MySpace grew from about 66 million to 117 million users worldwide, meanwhile Facebook grew from 14 million to 132 million users during the same period.

With the development of these social sites over years, today the new trend of Web 2.0 has overtake adolescence behavior through Instagram. Similar to Facebook and MySpace, Instagram is a fun and quirky way to share your life with friends through a series of pictures (Instagram FAQ, 2014). It is a mobile device application designed to share photos and 15 seconds video. Users first register an online account and are then able to take, filter, and share photos (Buck, 2012).

Media play an important role in shaping the society. The new way of communication by using social networking sites give the power to influence one behavior. New tool of communication, which is Instagram, has succeeds in affecting the behavior of the society.

This study examines a famous social media celebrity Nasrul Faiz Abu Azal or known as Faiz Dickie. Faiz Dickie has triggered one phenomenon when he created "Komik Sengal" and uploaded funny video through social networking sites, which is Instagram in August 2013. Within a year and a half, Faiz has managed to gather total of 399 thousand followers. Through his Instagram page, Faiz Dickie often creates jokes on current issues and he also creates jokes on reality life using sarcastic words. His masterpiece contains implicit messages reflected in the creation of characters like "Kak Leha Bunting", "Naabella, Sarabanon", "Nurse Puaka" and Qais Wildan also led to the establishment of a community called 'Village People'. Even though, Faiz Dickie used harsh words in his comics and videos but audience seems to enjoy and slowly accept the way he deliver the content.

By focusing on Faiz Dickie Instagram account, it showed that public can openly received content or jokes that contain negative messages or language that he been delivered. This study explored user's engagement on social networking and identified the purposes why audiences follow "instafomous" which is Faiz Dickie. The significance of this study is to understand user's behavior patterns in social networking sites and how this behavior can shape the society.

Research Objectives:

1. To identify the content on social networking sites (Instagram).

2. To identify user's engagement on social networking sites (Instagram).

3. To identify the influences of the social networking sites on user's behavior.

4. To identify the effect on users behaviors.

2. METHOD

There are two-method used to conducted the study, which is Google survey and content analysis. In order to identify the content of social media, content analysis are required. Content analysis is used in finding the content provided by "instafamous" Faiz Dickie. Researcher examines the content of Faiz Dickie Instagram account and how the responds from the audience. This is to see how they receive the information provided by the "instafamous". Three videos and three "komik sengal" taken from the Faiz Dickie Instagram account had been analyzed.

Second method used is quantitative study. The researchers uses survey research method because researchers wants to gather information about young adult's perception on adoption behavior on Faiz Dickie. A survey been posted on Google form survey was distributed to Universiti Teknologi Mara (UiTM) Mass Communication students. In this study, the researchers uses the Google survey because this type of survey is convenient, easy and fast. Moreover, this is an interactive method to collect data.

In this survey research method component, the survey instrument used to collect data is questionnaire with a 4-point likert scale response. The surveys that were used in this study addressed two purposes. The first is to examine the involvement of Faiz Dickie on social networking sites influences young adults behavior and the second purposes is to study the exposure on adoption Faiz Dickie on social networking sites. Lastly, this study is to examine the effects on user's behavior.

The questionnaire items in this study were developed as a result of the previous studies, analysis and a review of the literature. The survey questionnaire is based on the research questions. Survey questionnaires contain two measurements, which is a closed ended questionnaire and 4-point scale. The 4-point likert scale responses given as follows:

1. Strongly Agree, 2.Agree, 3. Disagree and 4. Strongly Disagree.

The survey instruments were divided into four sections. The first section of section A is about respondent demographic questions. The researchers will ask about age and gender. The second section is about the usage of social networking sites. Researchers addressed questions on are the respondent a member of a social networking sites, why choose to use social networking sites account, how long the respondent have been using the social networking sites. Third section is on social media adoption. In this section, respondents were ask about famous social networking celebrity which is Faiz Dickie and how he influence the respondents. Fourth section is about users behaviour.

The samples were selected and carried out randomly to respondents in Faculty of Communication and Media Studies, University Teknologi Mara (UiTM). A total of 200 students of Diploma in Communication and Media Studies UiTM Lendu Melaka were selected to participate in this research in quantitative design. The respondents aged between 17- 22 years old. The sampling technique is a convenient sampling or called as accidental availability where the respondents are easy to reach, convenient, or readily available which are students of Faculty of Communication and Media Studies UiTM Lendu, Melaka.

The survey research data collected was processed using the Statistical Package for Social sciences (SPSS). Descriptive statistics in the form frequencies, and percentage were used to analysis of variance, chi-square and correlations.

3. RESULTS

3.1 Quantitative Data Analysis: Demographic Variables

In this study, the sample comprised 200 respondents of students Diploma in Faculty Communication and Media Studies University Teknologi Mara (UiTM) Lendu, Melaka. The following section provides an overview of the demographic profile of the sample. The summary statistics were in the form of frequencies and percentages.

3.1.1 Gender

Table 1 : Gender distribution sample

Gender	Frequency	Percentage
Male	57	28.5
Female	143	71.5
Total	200	100

Gender distribution for this study is to understand the relationships between male and female sample in the involvement of the information about young adult's perception on adoption behavior of opinion leader on social networking sites. The finding indicates that there are 72 percent of female respondents and 29 percent of male respondents. As the frequency table clearly shows, there is unequal number of male and female respondents

3.1.2 Age

Choose to use social network account	Frequency	Percentage
To make friends	61	30.5
Stalking	13	6.5
Influence by peers	27	13.5
Self satisfaction	99	49.5
Total	200	100

Table 2: Age group distribution

Age Group	Frequency	Percentage
17-18	6	3.0
19-20	170	85
21-22	24	12
Total	200	100

The study presents the age distribution of 200 respondents. The age range of the respondents was from 17-22 years old. More than half of the respondents, 85 percent are 19-20 years old; 12 percent respondents were from 21-22 respondents and 3 percent were 17-18 respondents. The majority of the respondents aged between 19-20 years old because of this survey focused on diploma students and has been carried out in Faculty of Communication and Media studies UiTM Lendu Melaka.

3.2 Usage of Social Networking Sites

The survey also collects data on the usage of social network sites. In this area, it gives a general idea on the number of total time they logged on their social network sites a day, which of the social network channel sites the respondent created a personal profile, why choose to use social network account and how do respondent access social network account.

3.2.1 Are you a member of a Social Network Sites

Table 3: Member of a Social Network Sites

Member of a member of a SNS	Frequency	Percentage
Yes	200	100
No	0	0
Total	200	100

From this survey, it was revealed that 100 percent of the respondents are member of a social network sites. The use of social networking continues to grow as tools of communication.

3.2.2 Channel of social networking sites

Table 4: Channel of social networking sites

Belief about new advancement in social media sites tend to determine an individuals behavior towards using the social media, which in turn influences his

Channel of social networking sites	Frequency	Percentage
Facebook	40	20
Instagram	150	75
Youtube	10	5
Total	200	100

or her intention to routine use it. In this research, the three main media of social networking sites identified were Facebook, Instagram and Youtube. The most used social network site is Instagram. A total of 75 percent uses Instagram followed by 20 percent Facebook and only 5 percent Youtube.

3.2.3 Choose to use social network account

Table 5: Choose to use social network account

Based on the previous Table 5, higher number of respondents who is use Instagram as a channel of social network sites is (74%). Table 5 indicates that respondents choose to use social network account as a self satisfaction (50%); followed by to make friends (31%), respondents who been influence by peers is (14%) and only (7%) choose to use social network sites as a place to stalked others.

3.2.4 Access social network account

Table 6: Access social network account

From the survey, it was revealed that the most medium that respondent's uses to access social network sites is smart phone which is 96% followed by laptop 3 %, PC 1% and 0.5 % respondent access with Ipod/Ipad.

3.2.5 Time length use social networking sites.

Table 7: Time length use social networking sites

3.2.6 Time spend on Social network sites (Per day)

Table 8: Time length use social networking sites

This research study found that the hours the sample

Access social network account	Freque ncies	Percent ages
PC	2	1
Laptop	6	3
Smartphone	191	95.5
Ipod/Ipad	1	0.5
Total	200	100

logged in their social network sites varies from minimum of less than one to 24 hours per day. In table 8, it shows that 14 percent logged in their social network sites less than one hour (per day). A total of 71 percent respondents spend more than 1-12 hours glued to the mobile screen. About 15 percent of respondents use their social network sites more than 13- 24 hours per day.

3.3 Social Network Sites Adoption

Time length use social networking sites	Frequency	Percentage
1-6 months	6	3.0
7 months to a year	12	6
More than a year	182	91
Total	200	100

Previous studies have shown that there was many reasons why young adults are consequently engaged and been adopt with social network sites. This finding is to show results of the surveys among the young adults involvement of the social networking sites influencing respondents behavior.

Time length use social networking sites	Frequency	Percentage
Less than 1 hour	25	13.8
1-12 hours per day	144	70.9
13- 24 hours per day	31	15.3
Total	200	100

3.3.1 Choose to follow social networking celebrity

Table 9: Why choose to social networking celebrity (instafamous)

Choose to follow Faiz Dickie	Frequency	Percentage
Entertainment	79	64.8
Trendiness/ social Needs	6	4.9
Interactivity	13	10.7
Social influence	5	4.1
Tension release	18	14.8
Stalking	1	.8
Total	122	100.0

From the table above, more than half of the respondents which is 65 percent choose to followed Faiz Dickie because of the entertainment then followed by 15 percent tension release, 11 percent interactivity, 5 percent trendiness/ social needs, 4 percent social influence and 8 percent they follow to choose Faiz Dickie for cyber stalking.

Table 10: Social media influence adolescences

No	Statement		S. A	A	D	S.D	Total
1	To be part of the social network community	Percentages	17	40	30.5	12.5	100
		Frequencies	34	80	61	25	200
2	Learnt interesting issues	Percentages	26	44.5	23	6.5	100
		Frequencies	52	89	46	13	200
3	Online content can influence the society	Percentages	44	28	18	10	100
		Frequencies	88	56	36	20	200
4	Social media sites functions as a medium for entertainment	Percentages	37	35	19.5	8.5	100
		Frequencies	74	70	39	17	200
5	Content change my perception	Percentages	22	41.5	30	6.5	100
		Frequencies	44	83	60	13	200
6	Content change my behavior	Percentages	23	45.5	25.5	6	100
		Frequencies	46	91	51	12	200
7	The way the celebrity presented the content is interactive.	Percentages	10.5	37.5	41.5	10.5	100
		Frequencies	21	75	83	21	200
8	I can be just like the instafamous	Percentages	9	47	37	7	100
		Frequencies	18	94	74	14	200

This section presents the findings of the social network sites on social media celebrity on young adults. It was found that 57 percent of the respondents agree that by followed this network sites they can be a part of the social network community and not outdated.

The survey showed that more than half of the respondents (70.5%) agree that they learnt interesting issues by following social network sites celebrity. Moreover, the majority of the respondents (72%) agree that online content can influence the society. This finding indicates that social

networking sites changed how respondents behave in the society.

The survey also found that (72%) of the respondents think that social media sites function as a medium for entertainment. This finding been supported by table 10 that showed that 65% respondents choose to follow these social network celebrities to get an entertainment or out of 200 respondents, 79 respondents agree on that social media sites function as a medium for entertainment.

63.5 percent of the respondents reported agree that social media adoption content change respondents perception on some issues while almost 70 percent reported agree that content that been provided by the social network sites celebrities change their behavior. This is an interesting part where it shows that social network sites content have a huge influence to young adults behavior and the way they're taught.

From this finding, researchers found that 52 percent of respondents disagree that the way of the social network sites celebrity presented the content is interactive. This means that, social media celebrity do not provide two ways of communication with the users but only providing the content. As Instagram application provide "insta video" only for 15 sec per video.

Table 11: Users behavior

No	Statement		S.A	A	D	S.D	Total
1	Instafamous content has boost my confidence level	Percentages	9	41.5	39	10.5	100
		Frequencies	18	83	78	21	200
2	Become more out spoken when disagree in any issues	Percentages	23.5	45.5	25	6	100
		Frequencies	47	91	50	12	200
3	Tend to be more sarcastic when communicating with others	Percentages	9	47.5	36.5	7	100
		Frequencies	18	95	73	14	200
4	Content provided by Instafamous is related to daily life	Percentages	9	41.5	38.5	11	100
		Frequencies	18	83	77	22	200
5	Instafamous has fulfill social needs (entertainment)	Percentages	11	49	34	6	100
		Frequencies	22	98	68	12	200
6	Instafamous has fulfill my social needs (enjoyment)	Percentages	16	41	36	7	100
		Frequencies	32	82	72	14	200

This section presents the findings of the social network sites on social media celebrity on young adults behavior. From this findings, researchers found that there are an equal amount of respondents agree and disagree that content that been provided has boost my confidence level.

Furthermore, from the finding it shows out of 100 percent, 69 percent agree that they become out spoken when disagree in any issues and 57 percent agree that they tend to be more sarcastic when communicating with others after follow social network site celebrities.

From the findings it shows that equal amount of number of agree and disagree of respondents on content provided by Instafamous is related to daily life. However, 60 percent of the respondents agree that Instafamous has fulfilled social needs (entertainment) and 57 percent agree that Instafamaous has fulfilled social needs (enjoyment).

4.1 Cross tabulation gender and variables

4.1.1 GENDER * Why you choose to use social network account

			Why you choose to use social network account				
			To make friends	Stalking	Influence by peers	Self-satisfaction	
GENDER	MALE	Count	18	1	5	33	57
		% within GENDER	31.6%	1.8%	8.8%	57.9%	100.0%
	FEMALE	Count	43	12	22	66	143
		% within GENDER	30.1%	8.4%	15.4%	46.2%	100.0%
Total		Count	61	13	27	99	200
		% within GENDER	30.5%	6.5%	13.5%	49.5%	100.0%

Why choose to use social networking sites		On average, how much time do you spend daily on social networking sites			Total
		Less than 1 hour	1-12 hours per day	13-24 hours per day	
	Ta make friends	8 13.1%	44 72.1%	9 14.8%	61 100%
	Stalking	2 15.4%	9 69.2%	2 15.45%	13 100%
	Influence by peers	2 7.4%	19 70.4%	6 22.2%	27 100%
Total	Self-satisfaction	13 13.1%	72 72.7%	14 14.1%	99 100%
		25 12.5%	144 72%	31 15.5%	200 100%

Table 12: Why choose to use social networking sites and on average, how much time do you spend daily on social networking sites

From this finding, it shows that cross tabulation between gender and the reason to use social network account. Based on table above it shows that 58 percent of the male respondents while 46 percent of female respondents use social network account as self-satisfaction. This study is in line with the past studies by Lim, Ting, Puspitasari, Prasetya, & Gunad (2012) that social networking sites create a value for its users by providing a space to satisfy consumer needs for self-expression and consumers have also begun to notice that more and more users of social networking sites are using these sites as a way of sharing their attention needs to the world.

This research study found that a total of 73 percent of respondents spent their 1-12 hours per day glued to the smartphone to fulfill their self-satisfaction. The previous findings has supported the current studies as cited in Joinson (2003), social networking sites become a place for them to run away from the reality, in which they are able to seek for a source of attention that they desire, which exist in social networking sites (Lim, Ting, Puspitasari, Prasetya, & Gunad, 2012) and this also been supported by current research (Calebi 2015) that adolescent need of having fun and relaxation by browsing the Internet influenced them to stay longer and to connect frequently

4.1.2 Gender and why choose to follow faiz Dickie

			Why you choose to follow Faiz Dickie?			
			Entertainment	Trendiness/ social Needs	Interativity	social influence
GENDER	MALE	Count	22	2	2	2
		% within GENDER	64.7%	5.9%	5.9%	5.9%
	FEMALE	Count	57	4	11	3
		% within GENDER	64.8%	4.5%	12.5%	3.4%
Total		Count	79	6	13	5
		% within GENDER	64.8%	4.9%	10.7%	4.1%

			Why you choose to follow Faiz Dickie?		Total
			tension release	stalking	
GENDER	MALE	Count	5	1	34
		% within GENDER	14.7%	2.9%	100.0%
	FEMALE	Count	13	0	88
		% within GENDER	14.8%	0.0%	100.0%
Total		Count	18	1	122
		% within GENDER	14.8%	0.8%	100.0%

Table 13: Gender and why choose to follow Faiz Dickie

This section presents the finding why young adults follow Faiz Dickie on social networking sites. According to the finding, it shows that 65 percent of male respondents and 65 percent of female respondents choose to follow Faiz Dickie because of **entertainment.**

Considering to gender and entertainment between females and males relationship on social networking sites past research is contrary with the finding, past research found that entertainment purposes on social networking sites will be unrelated to users'well-being (Wang, Jackson, Gaskin & Wang, 2014).

However, as cited in Urista, Dong, and Day (2009) investigated young adults' Internet usage and found

that they heavily used the Internet for entertainment and information (Celebi,2015).

4.1.3 Gender and content can change users behavior

Crosstab

			I believe the content change my behaviour				Total
			strongly agree	agree	disagree	strongly disagree	
GENDER	MALE	Count	13	24	19	1	57
		% within GENDER	22.8%	42.1%	33.3%	1.8%	100.0%
	FEMALE	Count	33	67	32	11	143
		% within GENDER	23.1%	46.9%	22.4%	7.7%	100.0%
Total		Count	46	91	51	12	200
		% within GENDER	23.0%	45.5%	25.5%	6.0%	100.0%

Table14a: Gender and content can change users behavior

		I tend to imitate "instafamous" behavior in terms of language (negatively)				
		S. A	A	D	S.D	Total
I believe the content change my behavior	Strongly Agree	13 28.3%	17 37.0%	12 26.1%	4 8.7%	46 100%
	Agree	12 13.2%	41 45.1%	32 35.2%	6 6.6%	91 100%
	Disagree	3 5.9%	19 37.3%	28 54.9%	1 2.0%	51 100%
	Strongly Disagree	1 8.3%	6 50%	2 16.7%	3 25%	12 100%
Total		29 14.5%	83 41.5%	74 37%	14 7%	200 100%

Table14b: I believe the content change my behavior and I tend to imitate "instafamous" behavior in terms of language (negatively)

Chi-Square Tests			
	value	df	Asymp. Sig. (2-sided)
Pearson Chi- Square	24.915	9	.003

Table14c: Chi-square tests between I believe the content change my behavior and I tend to imitate "instafamous" behavior in terms of language (negatively)

From this finding, it shows that both male and female agree that by browsed video and read "komik sengal" from Faiz Dickie has influenced on their own behavior and action. From this finding it shows that 65 percent of male and 70 percent of

female respondent believe that the content that been provided by "instafamous" assess any behavioral changes in terms of language and action. From the finding on the content analysis it shows that adolescent imitated the behavior of social media celebrity. This finding shows that, 56 percent of respondents agree that they emulate behavior and language of the "instafamous". The association between content change behavior and adolescent imitate the language (negatively) had been tested using Peason chi-Square and it shows a significance relationship between these two with p ≤ 0.003.

5.1 Content Analysis
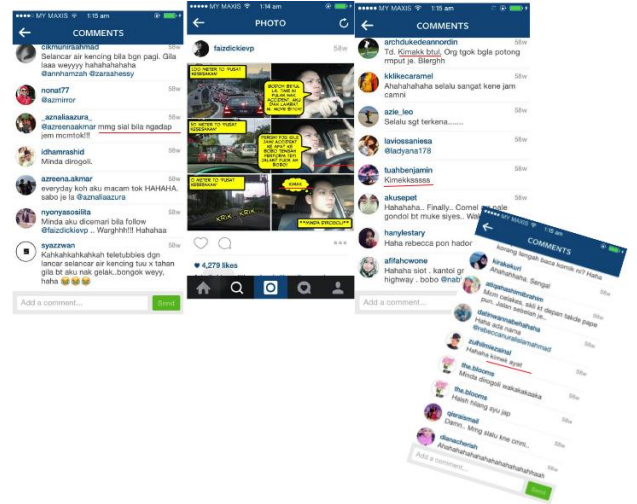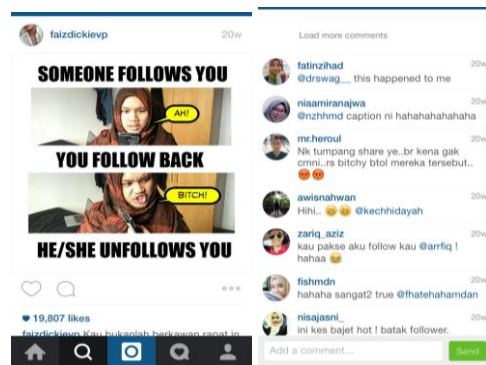
Users tend to imitated the "Instafamous" language and behavior

Video Analysis

Video 1

video 2

Video 3

Audience seems to enjoy and slowly accept the way he delivers the content.

Video		Frequency	Duration
1	Inappropriate Words	1	00:03:33
	Unethical action	1	00:13:45
2	Inappropriate Words	1	00:12:88
	Unethical action	1	00:10:79
3	Inappropriate Words	4	00:09:98 00:10:65 00:11:29 00:12:68
	Unethical action	1	00:14:48

Based on table 15, it shows that Faiz Dickie uploaded video that contains inappropriate words and portrayed violence actions. From the finding, it shows that three videos that been uploaded by Faiz Dickie is covers inappropriate words and unethical action by the "Instafamous". For video 1, table 15 shows that inappropriate words that is used by Instafamous is one which is "Perempuan Sundal" or "Bitch" while for unethical action portrayed violence behavior.

For video 2, it shows that one inappropriate words that been used is "Celaka" or " Bullshit" while for unethical action it shows that Naabella kick Leha. Lastlt, for video 3 it shows 4 inappropriate words that been used which is "Pukimak, Jantan, Sial and Babi". For unethical action it shows that Faiz Dickie abuse animal by kicking cat to the wall.

4. Conclusion

In this study, the use of social media had influenced adolescence's behavior.

4.1 Behavior

From the findings, higher percentage showed that adolescence's tend to be influences by social media easily because they are connected or glued with technology 24 hours a day. Researchers believe that the person who are interested in creating content using social media should know the limitation and effects that can influence the society. Today generations can easily cultivate from what the see and receive from the social media. Thus, the creator should know their audience and culture. Sense of morality is important in each individual so that the contents that will produce do not contain inappropriate matters.

Malaysian is known as country that has a sense of good manners, respect others, and gentle. Unfortunately day by day our generations starting to forget our culture and starting to follow negative behavior that been shows by Mass Media (television, films, Internet). This is an extremely issues that been concern lately. Overall, adolescences enjoy this interactive comics and videos because from the findings it shows that students of Diploma Communication and Media Studies University Teknologi Mara been influenced by the social media.

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