

The Relationship of the Influence of Social Media on Personal Hygiene in Adolescents at Amal Luhur Private Junior High School in Medan

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ABSTRACT

This research aims to determine the relationship between the influence of social media use and personal hygiene among adolescents at *Amal Luhur Private Junior High School in Medan*. The background of this study is based on the increasing use of social media among teenagers, which can affect their health behaviors, including personal hygiene. This research employed survey design with a cross-sectional approach. The population consisted of all eighth-grade students at *Amal Luhur Private Junior High School in Medan*, with a total sample of 38 respondents selected through total sampling. The research instrument was a questionnaire assessing the level of social media use and personal hygiene behavior. Data were analyzed using the chi-square test. The results showed that most respondents had poor personal hygiene (57.9%) and high social media use (52.6%). The statistical test yielded a p-value of 0.043 ($p < 0.05$), indicating a significant relationship between social media use and personal hygiene among adolescents. These findings suggest that higher intensity of uncontrolled and non-educational social media use correlates with lower levels of personal hygiene. Therefore, active involvement from parents and schools is essential in guiding teenagers to use social media positively and educationally to promote clean and healthy living behaviors.

Keywords: social media; personal hygiene; adolescents; health behavior

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INTRODUCTION

In recent years, information and communication technology has developed very rapidly and can be used to seek learning and knowledge, as well as to add insight across various age groups (Bilan et al., 2023). This rapid development has been the background for the transformation of communication technology to modern and all-digital forms (Anisimova & Efremova, 2021). It is undeniable that the rapid development of information and communication technology has contributed to the increase in social media usage and to wider and faster internet search capabilities (Mohammed & Sadiq, 2015).

Social media is a site that allows users to create personal web pages and connect with a wider audience to share information and communicate (Duong, 2020). The development of social media has made it easier for everyone to find information related to important or questionable matters (Dekker et al., 2018; Leonardi, 2017). Users can participate by providing open feedback, commenting, and sharing information quickly and without limitation on social media (Kalogeropoulos et al., 2017; Ogink & Dong, 2019). There are no constraints of space and time, so social media can be accessed anytime and anywhere. Beyond serving as a communication medium and source of information, social media can also be a tool for individuals to make a name for themselves (Petroni, 2018).

For people in Indonesia, especially teenagers, social media has become an addiction accessed daily, often for nearly 24 hours, inseparable from smartphones (Sarkar et al., 2025). Commonly used social media among teenagers include Whatsapp, Twitter, Tiktok, Instagram, and Youtube (Altayevna & Muratovna, 2024). Social media provides many conveniences that make users comfortable and encourage lingering while surfing cyberspace. Social media has become an important part of teens' daily lives (Antheunis et al., 2016). According to data from We Are Social (2022), more than 90% of teenagers in Indonesia actively use social media. This

intensive use can affect various aspects of behavior, including personal hygiene (Yoo & Song, 2021). Personal hygiene is one of the important health indicators, especially for adolescents who are undergoing a transitional period (Ihsanpuro, 2025; Popov, 2019).

Personal hygiene is a critical indicator for maintaining individual health and well-being (Kapur, 2023). Adolescents with good personal hygiene tend to be more confident and have more positive social interactions (Konuk Sener et al., 2019; Tamiru et al., 2017). However, social media influences adolescents' personal hygiene behaviors through various factors, such as evolving trends, displayed social norms, and inaccurate information (Bhandari et al., 2024; Chung et al., 2021).

Previous research has shown that social media can influence adolescent health behaviors both positively and negatively (Montgomery et al., 2020). For example, some teens may be inspired to maintain personal hygiene after seeing content promoting a healthy lifestyle (Samsuni et al., 2019). Conversely, there is a risk that adolescents may be affected by unrealistic beauty standards, which can lead to unhealthy behaviors (Jain et al., 2023).

Given this background, it is important to explore the relationship between the influence of social media and personal hygiene among adolescents, particularly in the school environment. Through this study, the researcher aims to identify the extent to which social media affects the personal hygiene of adolescents at *Amal Luhur Private Junior High School in Medan*.

Based on the outlined background, this research is formulated to answer questions regarding how social media usage affects personal hygiene in adolescents at *Amal Luhur Private Junior High School* and what factors influence the relationship between the two. The main objective of this study is to understand the influence of social media on adolescents' personal hygiene behavior at the school, with specific aims of identifying the frequency distribution of social media influence, the frequency distribution of personal hygiene practices, and the relationship between these two variables. The findings are expected to raise public awareness, especially among parents, about the importance of supervising and guiding social media use during adolescence; to enhance the researcher's insight and knowledge concerning the impact of social media on personal hygiene behavior; and to provide useful information for educational institutions in designing programs related to personal hygiene and healthy social media use.

RESEARCH METHOD

This study uses a survey design with a cross-sectional approach to examine the relationship between the influence of social media on personal hygiene in students of Amal Luhur Private Junior High School in Medan. The research sample consisted of students, with data collection through questionnaires that measured the influence of social media on personal hygiene. Data were analyzed using *the chi square method* to assess the relationship between variables at a single point in time, providing an overview of the influence of social media on personal hygiene. This research will be conducted at Amal Luhur Private Junior High School in Medan, with the data collection and study period spanning from February 2025 to April 2025.

This study used all samples that met the inclusion criteria. The type of sample used is *total sampling*, which is sampling by taking all members of the population as a sample. Hence, the sample used in this study is grade VI students of Amal Luhur Private Junior High School Medan with a total sample of 38 students.

Using *the chi-square test* to find out how categorical variables such as the influence of social media on personal hygiene correlate with each other. This testing technique helps assess whether there is a significant relationship between independent and dependent variables. This

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technique will increase knowledge about the relationship between the influence of social media on personal hygiene.

Inclusion criteria:

1. Students who are registered as grade VI students at Amal Luhur Private Junior High School Medan.
2. Between 12 - 15 years old.
3. Students who are willing to participate in obtaining approval from their parents or guardians.
4. Students who have access to social media devices.

Exclusion criteria:

1. Students who have been absent from school for a significant period of time during the study period.
2. Aged < 12 years and > 15 years old
3. Students who are not willing to follow the entire research procedure or participate in filling out the questionnaire.
4. Students who do not have access to social media devices or do not actively use social media.

The instrument used in this study is in the form of a questionnaire that will be given to each respondent, consisting of:

1. Informed consent form and participants' personal identity data, such as name, age, gender, address, and school origin. Respondents are asked to fill in the data in the fields that have been provided.
2. Questionnaires related to social media use and knowledge about personal hygiene. For questionnaires related to social media use and personal hygiene knowledge, respondents were asked to give a cross (X) on multiple choices (a, b, or c) that they thought were most appropriate.

The data collection method in this study was carried out by distributing a questionnaire containing questions about the use of social media and knowledge about personal hygiene, which would be answered by the respondents, namely junior high school students at Private Amal Luhur Medan. Before filling out the questionnaire, the researcher will provide an explanation of the study and submit an approval form to ensure that the respondents understand the objectives and procedures of the study. The questionnaire that has been filled out will then be collected by the researcher.

Working procedure:

1. The researcher submitted a research permit application letter to the Faculty of Medicine, Prima Indonesia University.
2. The researcher submitted an application letter for ethical clearance to the Faculty of Medicine, Prima Indonesia University.
3. The researcher submitted a research permit to the Amal Luhur Private Junior High School school in Medan.
4. After getting approval from the Principal, the researcher distributes the questionnaire, provides explanations, and supervises the questionnaire filling process, as well as inviting respondents to ask if there are things they do not understand regarding the questionnaire that has been prepared.
5. After the respondents finish filling out the questionnaire, the researcher will collect the questionnaire.
6. The questionnaires that have been collected will then be analyzed for data processing.

Following data collection, the data will be analyzed using computer software through a two-step process. First, univariate analysis will be employed to describe the characteristics of the respondents based on demographic variables such as age, gender, and their level of knowledge regarding the influence of social media on personal hygiene, as recorded in the

questionnaires. Subsequently, bivariate analysis will be conducted to determine the relationship between the influence of social media (the independent variable) and personal hygiene (the dependent variable) among the junior high school students. This analysis will utilize the chi-square test, where a p-value of less than 0.05 ($p < 0.05$) will lead to the rejection of the null hypothesis (H_0), indicating a statistically significant relationship between the variables. Conversely, if the p-value is greater than 0.05 ($p > 0.05$), the null hypothesis fails to be rejected, suggesting no significant relationship exists.

RESULTS AND DISCUSSION

Characteristics of Respondents

The results of the study obtained that the frequency distribution of respondent characteristics in adolescents at Amal Luhur Private Junior High School can be described as follows:

Table 1. Frequency Distribution of Respondent Characteristics in Adolescents at Amal Luhur Private Junior High School

Respondent Characteristics	<i>f</i>	%
Gender:		
Man	16	42,1
Woman	22	57,9
Age:		
13 years	16	42,1
14 years	22	57,9
Total	38	100,0

Source: Primary Data, Processed (2025)

Based on table 1, it can be concluded that out of 38 respondents, more than half are female, namely 22 people (57.9%) with the age of 14 years, which is 22 people (57.9%) in adolescents at Amal Luhur Private Junior High School.

Personal Hygiene

The results of the study obtained that the distribution of personal hygiene frequency in adolescents at Amal Luhur Private Junior High School can be described as follows:

Table 2. Distribution of Personal Hygiene Frequency in Adolescents at Amal Luhur Private Junior High School

Personal Hygiene	<i>f</i>	%
Good	16	42,1
Less	22	57,9
Total	38	100,0

Source: Primary Data, Processed (2025)

Based on table 2, it can be concluded that out of 38 respondents, more than half of the lack of personal hygiene, namely 22 people (57.9%) in adolescents at Amal Luhur Private Junior High School.

Use of Social Media

The results of the study obtained that the distribution of the frequency of social media use among adolescents at Amal Luhur Private Junior High School can be described as follows:

Table 3. Distribution of the Frequency of Social Media Use in Adolescents at Amal Luhur Private Junior High School

Social Media Use	f	%
Tall	20	52,6
Low	18	47,4
Total	38	100,0

Source: Primary Data, Processed (2025)

Based on table 3, it can be concluded that out of 38 respondents, more than half of the social media use is high, namely 20 people (52.6%) in adolescents at Amal Luhur Private Junior High School.

The Relationship Between Social Media Use and Personal Hygiene

The results of the study found that the relationship between social media use and personal hygiene in adolescents at Amal Luhur Private Junior High School can be described as follows:

Table 4. The Relationship between Social Media Use and Personal Hygiene in Adolescents at Amal Luhur Private Junior High School

Social Media Use	Personal Hygiene						P value
	Good		Less		Sum		
	f	%	f	%	f	%	
Tall	12	60,0	8	40,0	20	100,0	0,043
Low	4	22,2	14	77,8	18	100,0	
Total	16	42,1	22	57,9	38	100,0	

Source: Primary Data, Processed (2025)

Based on table 4, it can be concluded that less personal hygiene occurs the most with low social media use (77.8%) compared to high social media use (40.0%). The results of the statistical test using the chi square test obtained a value of $p = 0.043$ ($p < 0.05$) which means that there is a relationship between the use of social media and personal hygiene in adolescents at Amal Luhur Private Junior High School.

Personal Hygiene

Based on the results of the study from 38 respondents, more than half with poor personal hygiene, namely 22 people (57.9%) in adolescents at Amal Luhur Private Junior High School.

Research by Wulandari and Dewi (2021) shows that as many as 58.7% of adolescents have a poor habit of maintaining personal hygiene, especially in terms of washing their hands before eating and maintaining cleanliness of body areas. This is in line with research by Putri et al. (2020) which found that 62.5% of adolescents in junior high school (SMP) have a low level of knowledge about personal hygiene which correlates with poor hygiene behavior, as well as social factors that also play an important role. According to Hurlock, adolescence is a phase of self-discovery, where individuals tend to pay more attention to external appearance than overall body hygiene. Therefore, although some teens may look neat in appearance, they may not fully understand the importance of body hygiene such as hair, teeth, skin, and nail hygiene.

Research by Sari and Nurhayati (2022) added that lack of personal hygiene in adolescents has the potential to cause various health problems such as skin infections, body odor, dental caries, and decreased confidence. This shows that personal hygiene is not only related to physical health, but also to the psychosocial well-being of adolescents.

Efforts to improve hygiene behavior need to be carried out through health education in schools, counseling by health workers, and the active role of the family in forming clean living habits from an early age.

The Influence of Social Media Use

Based on the results of research from 38 respondents, more than half with high social media use, namely 20 people (52.6%) in adolescents at Amal Luhur Private Junior High School.

Previous research conducted by Anjan on the relationship between information sources and personal hygiene behavior in adolescent girls during menstruation was obtained (53.2%) obtained information about personal hygiene from the mass media and also research Azzahra et al, (2024) on the Effect of Health Education Using Tiktok Media on the Level of Adolescent Women's Knowledge About Personal Hygiene during menstruation, information about personal hygiene was obtained from social media (Facebook, Tik Tok, WhatsApp, Instagram, etc.) namely (34.31%). (Azzahra et al., 2024)

Social media applications, such as Tik Tok media, are a platform that contains short videos where users can express themselves and take advantage of the features that have been provided. Research conducted by Harahap explains that using social media can increase effective and meaningful information for students because this is because the use of social media such as Tik Tok and Instagram is also relatively easy to use, so users can easily create unique, good, and useful content that can be shown to everyone (Sukmawati & Syamsudin). Therefore, media in the form of videos uploaded through social media applications is one of the most effective efforts in increasing adolescent knowledge. (Azzahra et al., 2024)

Researchers assume that social media today, which is in great demand by adolescent girls, is very effective as a medium of health information, especially reproductive health which is very important. Because young women are very interested in opening their social media to look for information, rather than they are looking for books. This digital age encourages young women to search for information using digital, but the proper use of social media such as finding useful information for teenagers is rarely done because teenagers tend to like to see content from creators that do not benefit them.

The Relationship Between the Influence of Social Media Use on Personal Hygiene in Adolescents

Based on the results of the research, less personal hygiene occurs most with low social media use (77.8%) compared to high social media use (40.0%). The results of the statistical test using the chi square test were obtained with a value of $p=0.043$ ($p<0.05$) which means that there is a relationship between social media use and personal hygiene in adolescents at Amal Luhur Private Junior High School.

These findings are in line with research by Rizki et al. (2022) which found that adolescents with a duration of social media use of more than 5 hours per day had a lower level of concern for personal hygiene compared to adolescents with a duration of use of less than 3 hours per day. Another study by Sari and Handayani (2021) also stated that 56% of adolescents who are active users of social media do not consistently implement clean and healthy living behaviors (PHBS) because of the amount of time spent playing gadgets.

According to the World Health Organization (WHO, 2020), personal hygiene is an important aspect in the promotion of adolescent health because it is related to the prevention of infectious diseases and the formation of disciplined character. However, excessive exposure to social media can disrupt these routines, especially if it is not balanced with good digital education from parents and educational institutions.

The results of this study show that although social media can be a means of disseminating health information, the use of social media that is not directed has a negative impact on adolescents' personal hygiene behavior. Therefore, digital education is needed that emphasizes the importance of using social media positively, such as following health, hygiene, and healthy lifestyle education accounts. Overall, it can be concluded that the higher the intensity of social media use without control and educational purposes, the lower the level of adolescent personal hygiene. This shows the importance of the role of parents, schools, and the social environment in guiding adolescents to use social media wisely and productively.

CONCLUSION

The study at Amal Luhur Private Junior High School in Medan found that most adolescents demonstrated poor personal hygiene (57.9%, n=22) alongside high social media usage (52.6%, n=20), with a significant correlation between these factors ($p=0.043$). This suggests that increased, unregulated social media use is linked to lower personal hygiene levels among adolescents. To address this, schools and parents should work together to develop structured digital literacy and health education programs that encourage balanced social media engagement while emphasizing the importance of maintaining good personal hygiene. Future research could explore the effectiveness of such interventions and investigate additional factors influencing adolescents' hygiene behavior in the context of evolving digital environments.

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