ABSTRACT

THE EFFECT OF TECHNOSTRESS SOCIAL MEDIA ON STUDENT ACADEMIC ACHIEVEMENT WITH SELF-CONTROL MEDIATION (CASE STUDY: IT TELKOM PURWOKERTO)

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The increased use of social media can cause technostress. University students are very vulnerable to technostress, this is due to the demands of students to be forced to be creative, innovative, and fast in adapting to existing technology. Excessive use of social media can reduce students' ability to control themselves, thus disrupting focus and discipline in learning which causes a decline in academic performance. This study uses the Stressor Strain Outcome (SSO) framework to explain the negative reactions of users from the stressor point of view. There are six stressors, namely social overload, disclosure, pattern, complexity, uncertainty, and invasion. Strain in the form of social media use and outcome in the form of student vitality, satisfaction with academic life, learning achievement and career development. The population in the study was IT Telkom Purwokerto students and the sample used was 367 students. Information collection for this research is through the use of questionnaires distributed using the Google Form platform. The purpose of this study is to find out the impact of social media use on the academic results of IT Telkom Purwokerto students and to find out the factors that can impact the occurrence of technostress using social media on the academics of IT Telkom Purwokerto students. A questionnaire was distributed on the impact of technostress on the academic performance of IT Telkom Purwokerto students consisting of 52 statements consisting of variables of social overload, disclosure, pattern, complexity, uncertainty, invasion, deficient SNS self-control, academic SNS use, student vitality, satisfaction with academic life, study performance and career development. Data analysis was made using SmartPLS tools. After validation, there were 20 invalid statements so that only 32 statements were used as assessment instruments. After the data is valid and reliable, the outer model is carried out (multicollinearity and R-square tests). After that, hypothesis testing is done, of the four available hypotheses H1 and H3 have been rejected while H2 and H4 have been accepted. From the recommendations provided, it can be concluded that the use of social media should be limited and should manage a balanced time between the use of social media and academic activities to not trigger the negative impact of social media.

Keywords: self-control, social media, Stressor-Strain-Outcome (SSO), technostress.