



INNOVATIVE: Journal Of Social Science Research

Volume 4 Nomor 4 Tahun 2024 Page 11450-11462

E-ISSN 2807-4238 and P-ISSN 2807-4246

Website: <https://j-innovative.org/index.php/Innovative>

The Influence Of Social Media On Employee Mental Health With Incentives As A Moderating Variable

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Abstrak

Penelitian ini merupakan penelitian kuantitatif dengan pendekatan eksplanatori. Data yang digunakan dalam artikel ini merupakan data primer yang peneliti peroleh dari 400 pegawai Bank Mega Syariah yang tersebar di seluruh Indonesia melalui instrumen metode kuesioner digital untuk memperolehnya. Sama halnya dengan angket pada audiensnya, angket digital berisi 10 item pertanyaan dan setiap pertanyaan berisi 5 pernyataan yaitu sangat setuju, setuju, biasa saja, tidak setuju, dan sangat tidak setuju. Data yang diperoleh dianalisis menggunakan alat analisis smart PLS 4.0. Hasil pada artikel ini menunjukkan bahwa variabel Media Sosial dapat mempunyai arah hubungan yang positif dan pengaruh yang signifikan terhadap Kesehatan Mental Karyawan di Tempat Kerja karena P-Valuesnya positif dan dibawah tingkat signifikansi 0,05 yaitu 0,012. Hasil tersebut disebabkan karena P-Values bernilai positif dan berada di bawah taraf signifikansi 0,05 yaitu 0,012. Hasil tersebut dikarenakan Media Sosial jika dimanfaatkan dengan baik dapat membuat karyawan lebih bahagia dalam bekerja, lebih mudah berkomunikasi untuk menyelesaikan pekerjaan, dan pada akhirnya meningkatkan Kesehatan Mental di Tempat Kerja. Pada baris selanjutnya variabel Insentif dapat memperkuat pengaruh variabel Media Sosial terhadap Kesehatan Kerja Pegawai karena P-Valuesnya positif dan dibawah taraf signifikansi 0,05 yaitu lebih signifikan 0,000 dibandingkan pengujian langsung sebesar 0,012. Dengan demikian hipotesis pertama dan kedua pada artikel ini dapat diterima.

Kata Kunci: *Media Sosial, Kesehatan Mental Karyawan, Insentif*

Abstract

This research is a quantitative study with an explanatory approach. The data used in this article are primary data that researchers obtained from 400 employees of Bank Mega Syariah spread throughout Indonesia through a digital questionnaire method instrument to obtain it. Similar to the questionnaire in its audience, the digital questionnaire contains 10 question items and each question contains 5 statements, namely strongly agree, agree, normal/so-so, disagree, and strongly disagree. The data obtained were analyzed using the smart PLS 4.0 analysis tool. The result in this article show that the Social Media variable can have a positive relationship direction and a significant influence on Employee Mental Health at Work because the P-Values are positive and below the significance level of 0.05, namely 0.012. These results are due to the P-Values being positive and below the significance level of 0.05, namely 0.012. These results are due to the fact that Social Media, if utilized properly, can make employees happier at work, easier to communicate to complete work, and ultimately improve Mental Health at Work. In the next row, the Incentive variable can strengthen the influence of the Social Media variable on Employee Occupational Health because the P-Values are positive and are below the significance level of 0.05, which is 0.000 more significant than direct testing of 0.012. Thus, the first and second hypotheses in this article can be accepted.

Keyword: *Social Media, Employee Mental Health, Incentives*

INTRODUCTION

Yudhi Munadi said that media comes from Latin, namely *medius* which literally means 'middle', 'introduction', or 'intermediary'. In Arabic, media is called '*wasail*' the plural form of *wasilah*, which is a synonym for *al-washth* which also means 'middle'. The word 'middle' itself is between two sides, so it is also called an 'intermediary' (*wasilah*) or one that mediates the two sides. Because its position is in the middle, it can also be called an introduction or connector, namely one that delivers or connects or channels something from one side to the other (Windarto, 2021). The Association for Education and Communication Technology (AECT) defines media as any form used for a process of distributing information. While the National Education Association (NEA) defines it as an object that can be manipulated, seen, heard, read, or talked about along with instruments that are used properly and can influence the effectiveness of the instructional program (Fakhriani, 2019).

From the definition, it can be concluded that the meaning of media is something that is intended to convey messages and can stimulate the thoughts, feelings, and desires of the audience so that it can encourage the learning process in them (Hidayah, 2018). Media according to Laughey and McQuail can be explained as a communication tool as defined so far. Sometimes the meaning of this media tends to be closer to the mass nature because it can be seen from various theories that appear in mass communication. When hearing the

word 'media', a person's perception of media is related to its means and technology. For example, newspapers as a means are a representation of print media as its technology, while radio which is an audio media and television as an audio-visual media as a means that is a representation of electronic media, and the internet is a reflection of the meaning of online media or within the network (Panuju, 2019).

According to Meyrowitz, Moores and Williams media can be understood by looking at the communication process itself. The process of communication requires three things, namely objects, organs, and mediums. An example is when watching all programs on television. Television is an object and the eye is an organ. The intermediary between television and the eye is an image or visual (Fadhillah, 2021). This simple example proves that media is a container for carrying messages from the communication process. Therefore, the author concludes that the definition of media is a tool, means, support, intermediary that connects two different sides as a delivery of a message or information so that the communication process can run well. Because communication is one of the important things for life. When there is a communication process, the message or information must be conveyed clearly, so that the recipient of the message or information does not misinterpret it, then a media is used to minimize the ambiguity of a message or information (FEBIO MIRANDA DEWA, 2020).

According to Fuchs theory when discussing the word social there is an understanding that individuals in a community are not only in an environment. Community members collaborate to cooperation because this is the character of the social itself. While according to Durkheim social refers to social reality (the social as social facts) that each individual carries out actions that contribute to society (Yudhi Munadi, 2012).

According to Weber, the word social simply refers to social relations. Social relations themselves can be seen in the categories of social action and social relations. Meanwhile, according to Marx, the meaning of social refers to working together (co-operative work) (Asnawir dan Basyiruddin Usman, 2002). In Marx's perception, there is a meaning that the understanding of social is the character of cooperation or contribution and mutual fulfillment between each individual in order to develop potential and form new qualities of society. Therefore, the author says that social is selflessness, meaning things related to humans in society, so that they can act and have a wider reach, with potential and character formation that influences cooperation and the contribution of each individual, in order to achieve togetherness and give rise to tolerance (Nasrullah, 2015).

Based on the explanation above, researchers believe that Social Media can affect

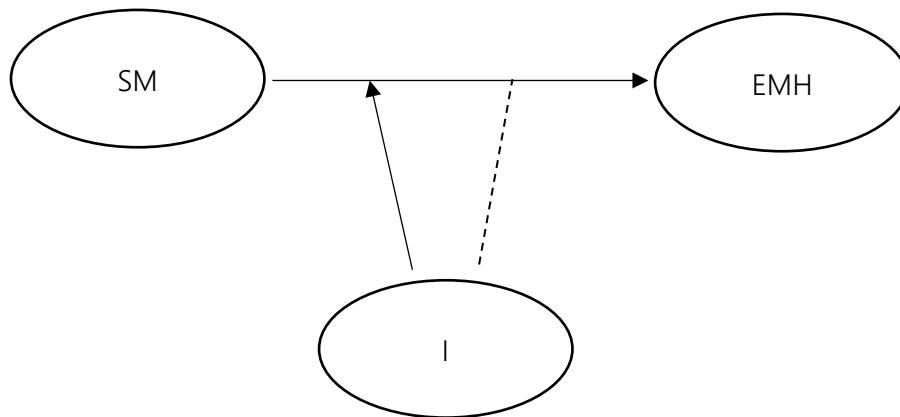
Employee Mental Health. Healthy according to the Big Indonesian Dictionary means good whole body and its parts (free from illness), sane, which brings goodness to the body, recovering from illness, good and normal (about thoughts), trustworthy or reasonable (about opinions, suggestions, reasons, and so on), running well or as it should (about financial, economic, and so on, carried out carefully and well (about politics and so on) (Juli Soemirat, 2014). While health means a state (thing) of being healthy; good condition (body and so on) (Irawandi, 2017). 1 Healthy is a concept that is not easy to interpret even though its condition can be felt and observed. What is meant by healthy according to Law No. 9 of 1960 in Chapter I Article 2 is a condition that includes physical, spiritual (mental) and social health, and not only a condition that is free from disease, disability, and weakness. 2 The definition of healthy is very similar to the definition adopted by WHO (World Health Organization). As a reference for understanding the concept of "healthy", WHO (World Health Organization) formulates it in a very broad scope, "Health is a state of physical, mental and social well being, and not merely the absence of disease and infirmity).

Health according to WHO (World Health Organization) is an ideal condition, from a biological, psychological, and social perspective. Health is a condition in the form of full physical, mental, and social well-being and not merely the absence of disease or certain weak conditions (Siti Sundari, 2005). This definition provides a broad picture of a healthy state, covering various aspects so that it can realize a well-being of life. In relation to the WHO (World Health Organization) concept, the development of a person's personality is influenced by 4 factors, namely organobiological, psycho-educational, socio-cultural, and spiritual (religion) (Notoatmodjo, 2012). a. Organo-biological, meaning physical (body/physical) including the central nervous system (brain), the development of which requires nutritious food, free from disease, which occurs from conception, the baby in the womb, then born as a baby, and so on through the stages of childhood (toddler), adolescence, adulthood and old age. b. Psycho-educational, is education provided by parents (father and mother) including religious education. Parents are figures of imitation and identification of children towards their parents. The development of a child's personality through this psycho-educational dimension stops at the age of 18. c. Socio-cultural, in addition to the psycho-educational dimensions above, a person's personality is also influenced by the cultural culture of the social environment in which the person is raised. d. Religion/spirituality, which is human nature and is a basic human need (basic spiritual needs), contains moral, ethical, and legal values. In other words, someone who obeys the law means that he is moral and ethical, someone who is moral and ethical means that he is religious (no religion without moral, no moral without law).

There are several previous studies (Bikriyah, 2020); (Meidina & S., 2022); (Janutama, 2023); (Yasin et al., 2022); (Efendi et al., 2023) & (Almeida et al., 2016) which show that the Mental Health variable can have a positive relationship direction and a significant influence on Employee Mental Health. Unlike the five studies above, this researcher added the Incentive variable as a moderating variable.

RESEARCH METOHDS:

Figure 1
Model



Noted:

SM : Social Media

EMH: Employee Mental Health

I: Incentives

The first figure in this study indicates that this article has a main objective, namely to analyze the influence of Social Media on Mental Health. This objective is in line with five previous studies, namely (Bikriyah, 2020); (Meidina & S., 2022); (Janutama, 2023); (Yasin et al., 2022); (Efendi et al., 2023) & (Almeida et al., 2016). Unlike the studies (Bikriyah, 2020); (Meidina & S., 2022); (Janutama, 2023); (Yasin et al., 2022); (Efendi et al., 2023) & (Almeida et al., 2016), this study adds an Incentive variable which is believed to strengthen the influence of Social Media on Employee Mental Health. This research is a quantitative study with an explanatory approach (Jonathan Sarwono, 2016). The data used in this article are primary data that researchers obtained from 400 employees of Bank Mega Syariah spread throughout Indonesia through a digital questionnaire method instrument to obtain it (Sugiyono, 2019). Similar to the questionnaire in its audience, the digital questionnaire contains 10 question items and each question contains 5 statements, namely strongly agree, agree, normal/so-so, disagree, and strongly disagree (Abdurahman, 2016). The data

obtained were analyzed using the smart PLS 4.0 analysis tool with the hypothesis below (Manzilati, 2017).

Hypothesis:

H1: The Influence of Social Media on Employee Mental Health

H2: Incentives can moderates the Influence of Social Media on Employee Mental Health Performance

RESULT AND DISCUSSION

Background Analysis

Yudhi Munadi said that media comes from Latin, namely *medius* which literally means 'middle', 'introduction', or 'intermediary'. In Arabic, media is called 'wasail' the plural form of *wasilah*, which is a synonym for *al-wasth* which also means 'middle'. The word 'middle' itself is between two sides, so it is also called an 'intermediary' (*wasilah*) or one that mediates the two sides. Because its position is in the middle, it can also be called an introduction or connector, namely one that delivers or connects or channels something from one side to the other (Windarto, 2021). The Association for Education and Communication Technology (AECT) defines media as any form used for a process of distributing information. While the National Education Association (NEA) defines it as an object that can be manipulated, seen, heard, read, or talked about along with instruments that are used properly and can influence the effectiveness of the instructional program (Fakhriani, 2019).

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Based on the explanation above, researchers believe that Social Media can affect Employee Mental Health. Healthy according to the Big Indonesian Dictionary means good whole body and its parts (free from illness), sane, which brings goodness to the body, recovering from illness, good and normal (about thoughts), trustworthy or reasonable (about opinions, suggestions, reasons, and so on), running well or as it should (about financial, economic, and so on, carried out carefully and well (about politics and so on) (Juli Soemirat, 2014). While health means a state (thing) of being healthy; good condition (body and so on) (Irawandi, 2017). 1 Healthy is a concept that is not easy to interpret even though its condition can be felt and observed. What is meant by healthy according to Law No. 9 of 1960 in Chapter I Article 2 is a condition that includes physical, spiritual (mental) and social health, and not only a condition that is free from disease, disability, and weakness. 2 The

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Validity Test

The validity test stage aims to ensure that each data used in this article is valid. The data obtained from 400 employees of Bank Mega Syariah using the online questionnaire distribution method, the loading factor value must be above the threshold of 0.70. The

following are the results of the validity test in this article (Gujarati, 2013):

Table 1
Validity Test

Variable	Question Item	Loading Factor
Social Media (X)	Social media can improve employee mental health	0.862
	Social media can make employees always feel happy	0.875
	Social media can make employees always feel happy	0.877
	Social media can make employees always strong in facing challenges	0.881
Employee Mental Health (Y)	Mental health can improve when employees are happy	0.921
	Mental health can improve when employees are happy	0.919
	Mental health can be influenced when employees are strong in facing all challenges	0.917
	Mental health can be influenced by large incentives	0.921
Incentives (Z)	Incentives can influence expertise in using social media	0.952
	Incentives can influence employee mental health	0.961

Valid > 0.70

Realibility Test

After passing the validity test stage, the next stage that must be passed is the reliability test stage. If the validity test stage focuses on the data used in this study, then the reliability test stage focuses on the variables used in this article. The following are the results of the

reliability test in this article (Sarstedt et al., 2014):

Table 2
Reliability Test

Variable	Composite Reliability	Cronbach Alfa	Noted
Social Media	0.879	0.835	Reliable
Employee Mental Health	0.952	0.915	Reliable
Incentives	0.972	0.931	Reliable

Reliable > 0.70

Path Coefisien

The last stage is the Path Coefficient stage, the Path Coefficient stage is the stage of proof of the Hypothesis used in this study, namely the Social Media variable can have a positive relationship direction and significant influence on Employee Mental Health and the Incentive variable can moderate the influence of the Social Media variable on Work Mental Health. The following are the results of the Coefficient in this article (Ghozali, 2016):

Table 3
Path Coefisien

	Variable	P-Values	Noted
Direct Influence	SM-> EMH	0.012	Accepted
Indirect Influence	I* SM-> EMH	0.000	Accepted

Signifianct Level < 0.05

The third table of Path Coefficients in this article shows that the Social Media variable can have a positive relationship direction and a significant influence on Employee Mental Health at Work because the P-Values are positive and below the significance level of 0.05, namely 0.012. This is in line with a number of previous studies, namely (Bikriyah, 2020); (Meidina & S., 2022); (Janutama, 2023); (Yasin et al., 2022); (Efendi et al., 2023) & (Almeida et al., 2016). These results are due to the P-Values being positive and below the significance level of 0.05, namely 0.012. These results are due to the fact that Social Media, if utilized properly, can make employees happier at work, easier to communicate to complete work, and ultimately improve Mental Health at Work. In the next row, the Incentive variable can strengthen the influence of the Social Media variable on Employee Occupational Health

because the P-Values are positive and are below the significance level of 0.05, which is 0.000 more significant than direct testing of 0.012. Thus, the first and second hypotheses in this article can be accepted.

CONCLUSION

The third table of Path Coefficients in this article shows that the Social Media variable can have a positive relationship direction and a significant influence on Employee Mental Health at Work because the P-Values are positive and below the significance level of 0.05, namely 0.012. This is in line with a number of previous studies, namely (Bikriyah, 2020); (Meidina & S., 2022); (Janutama, 2023); (Yasin et al., 2022); (Efendi et al., 2023) & (Almeida et al., 2016). These results are due to the P-Values being positive and below the significance level of 0.05, namely 0.012. These results are due to the fact that Social Media, if utilized properly, can make employees happier at work, easier to communicate to complete work, and ultimately improve Mental Health at Work. In the next row, the Incentive variable can strengthen the influence of the Social Media variable on Employee Occupational Health because the P-Values are positive and are below the significance level of 0.05, which is 0.000 more significant than direct testing of 0.012. Thus, the first and second hypotheses in this article can be accepted.

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