



INNOVATIVE: Journal Of Social Science Research

Volume 5 Nomor 3 Tahun 2025 Page 921-929

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

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

The Influence of Social Media in the Digital Age on the Lives of Mothers and Teenager

Ony Resita Po,oe^{1✉}, Sy. Nurul Syobah², Agus Setiawan³, A. Rivai Beta⁴

UIN Sultan Aji Muhammad Idris Samarinda

Email: oniresitaresita@yahoo.co.id^{1✉}

Abstrak

Penelitian ini bertujuan untuk mengeksplorasi dampak penggunaan media sosial terhadap kehidupan ibu dan remaja di era digital. Melalui pendekatan kualitatif dengan metode wawancara, observasi, dan penyebaran kuesioner, penelitian ini menemukan bahwa media sosial seperti Instagram dan TikTok berperan signifikan dalam membentuk pola komunikasi, ekspresi diri, dan aktivitas ekonomi rumah tangga. Bagi ibu, media sosial membuka peluang untuk menjalankan bisnis daring dan meningkatkan kesejahteraan keluarga. Sementara itu, bagi remaja, media sosial menjadi ruang eksplorasi identitas, tetapi juga berpotensi menimbulkan masalah psikologis seperti kecemasan, gangguan tidur, dan penurunan kepercayaan diri. Hasil penelitian menunjukkan bahwa interaksi keluarga mengalami pergeseran seiring meningkatnya intensitas penggunaan teknologi, yang memunculkan tantangan baru dalam hubungan antara ibu dan anak. Rendahnya literasi digital di kalangan orang tua, serta kurangnya strategi pengawasan yang efektif, memperbesar risiko paparan konten negatif di kalangan remaja. Oleh karena itu, penting untuk mengembangkan pendekatan digital parenting yang adaptif dan kolaboratif. Penelitian ini menyimpulkan bahwa literasi digital dan etika bermedia menjadi kunci dalam mengoptimalkan manfaat teknologi digital sekaligus meminimalisasi dampak negatifnya. Kolaborasi antara keluarga, sekolah, dan masyarakat diperlukan untuk membentuk generasi yang tangguh, kritis, dan bijak dalam menghadapi dinamika kehidupan digital.

Kata Kunci: *Media Sosial, Ibu dan Remaja, Literasi Digital, Digital Parenting, Dampak Psikologis*

Abstract

This study aims to explore the impact of social media use on the lives of mothers and adolescents in the digital era. Through a qualitative approach using interviews, observations, and questionnaires, this study found that social media such as Instagram and TikTok play a significant role in shaping communication patterns, self-expression, and household economic activities. For mothers, social media opens up opportunities to run online businesses and improve family welfare. Meanwhile, for teenagers, social media is a space for identity exploration, but also has the potential to cause psychological problems such as anxiety, sleep disturbances, and decreased self-confidence. The results show that family interactions are shifting as the intensity of technology use increases, which creates new challenges in the relationship between mothers and children. Low digital literacy among parents, as well as the lack of effective supervision strategies, increases the risk of exposure to negative content among adolescents. Therefore, it is important to develop adaptive and collaborative digital parenting approaches. This study concludes that digital literacy and media etiquette are key in optimizing the benefits of digital technology while minimizing its negative impacts. Collaboration between families, schools and communities is needed to form a generation that is resilient, critical and wise in facing the dynamics of digital life.

Keywords: *Social Media, Mothers and Teens, Digital Literacy, Digital Parenting, Psychological Impact*

INTRODUCTION

Social change is a necessity in the life of a society. This process involves shifts in mindsets, values, norms, social structures, and relationships between individuals in society. Every change that occurs is influenced by various internal and external factors, ranging from demographic changes to technological developments. In this era of globalization and digitalization, social change is becoming faster and more complex. Advances in information and communication technology play a key role in accelerating transformation in various lines of life (Komariah, Untari, & Bukhari, 2020).

Digitalization has had a major impact on social, economic, cultural, and political aspects. People's lives are now inseparable from digital devices, such as smartphones, computers, and the internet. The use of social media, e-commerce platforms, and communication applications has changed the way people interact, work, learn, and live their daily lives. This phenomenon not only affects professionals or urbanites, but also groups of people who were previously less accessible to technology, including housewives and teenagers (Lestari, Wahab, & Diharjo, 2023).

Mothers and adolescents are two groups that have important and unique roles in the social dynamics of society. Mothers, as the pillars of the family, hold great responsibility in

educating children and maintaining the balance of the household. On the other hand, teenagers are in a developmental phase towards adulthood that is full of self-discovery. Both groups experience the direct impact of digitalization, both in terms of the benefits and challenges it poses (Sulistiani et al., 2023).

For mothers, the development of digital technology provides unprecedented convenience. Using only digital devices, they can access information about health, children's education, family finances, and even run a business from home. This opens up greater economic and social empowerment opportunities for mothers in all walks of life. In addition, social media is also a means of sharing experiences and building a supportive community (Handayani & Surya, 2024).

However, this convenience also comes with its own set of challenges. Social media addiction, pressure to look perfect in the digital space, and the need to balance domestic and professional roles are sources of stress for many mothers. It is also not uncommon to see inequality in the use of technology, where mothers who lack digital literacy feel left behind and isolated from the times. Therefore, digital literacy is an urgent need for them to adapt in a healthy and productive manner (Yunus & Nurrahmaniah, 2023).

Meanwhile, the adolescent group faces a very different but no less complex challenge. The digital world gives them the freedom and creativity to express themselves through social media, digital content and online interactions. Today's teenagers are more exposed to global trends, modern lifestyles and social issues through the internet. They are a generation that grows up with almost unlimited information (Saputri, 2023).

However, this easy access to information also brings serious risks. Many adolescents experience social anxiety due to pressures from social media, including cyberbullying, social comparison and reliance on online validation. The change in social interaction patterns from face-to-face to virtual also affects their social and emotional skills (Sulistyawati, Markhamah, & Sabardila, 2023). As a result, adolescents often experience difficulties in building healthy and deep interpersonal relationships.

Lack of supervision and digital literacy is also an issue. Adolescents who are allowed to explore cyberspace without direction can be exposed to negative content, hoaxes, and dangerous ideological influences. Therefore, the role of families, schools and communities is very important in providing proper assistance. Character strengthening, digital literacy, and the establishment of a healthy digital environment are prioritized in fostering the younger generation in the digital era (Rahmalina & Yulianti, 2022).

Through this study, the author seeks to further examine the impact of social change due to the development of digital technology on the lives of mothers and adolescents. The main focus lies on how these two groups respond to the transformations that occur around them, both in terms of acceptance, adaptation, and strategies to overcome the challenges that arise. With a deep understanding, it is expected that the solutions produced will not only be reactive, but also constructive and sustainable (Pahruroji, Azhar, & Harras, 2023).

Finally, the use of digital technology needs to be directed towards individual empowerment and strengthening social structures, rather than creating alienation and new pressures. Mothers and adolescents, as an important part of society, must be equipped with adequate skills and knowledge to take an active role in dealing with these social changes. With the right approach, they will not only be able to survive, but also grow and thrive in the midst of rapid digitalization (Sarni, Mengge, & Abbas, 2023).

RESEARCH METHOD

This study combines qualitative and quantitative approaches to examine the impact of social change due to the development of digital technology on the lives of mothers and adolescents. The qualitative approach was used to deeply understand the attitudes, perceptions and subjective experiences of the respondents. Meanwhile, the quantitative approach was used to statistically measure the influence of digitalization on various aspects of life, such as education, work, and social interaction.

The data collection methods used included in-depth interviews, focus group discussions, direct observation, and questionnaires. Interviews and FGDs were conducted to explore the experiences and views of mothers and adolescents regarding the impact of digital technology in their lives. Meanwhile, observations were made to directly observe their interaction patterns in the digital context, such as the use of social media and communication applications.

For the quantitative approach, a questionnaire was developed using a Likert scale to measure the level of use of digital technology as well as perceptions of perceived social change. The survey included indicators of digital device usage, frequency of internet access, as well as its influence on daily activities.

The subjects in this study consisted of two main groups, namely mothers (both housewives and working mothers) and teenagers (male and female) who are active in the use of digital technology. The selection of respondents considered the diversity of

backgrounds to get a representative picture. With this method, it is hoped that the research can fully and objectively describe how digitalization shapes their social lives.

RESULT AND DISCUSSION

This research shows that digital technology, especially social media such as Instagram and TikTok, has a huge impact on the lives of mothers and teenagers, both positively and negatively. Through interviews, observations, and questionnaires, it was found that mothers and teenagers utilize social media for various purposes, ranging from entertainment, education, to economic development. However, social media use also brings its own challenges in terms of mental health, time management, and social pressure.

1. The Transformation of Maternal Roles in the Digital Age

The digital age has brought significant transformations in the lives of mothers, especially in carrying out their dual roles as housekeepers and economic actors. Social media such as Instagram and TikTok provide a platform for mothers to express their creativity and market their products online. With relatively small capital and wide market reach, many housewives have started running micro businesses from home, such as selling food, handicrafts, and becoming content creators who share their daily lives and skills.

The flexibility of time and location offered by digital platforms allows mothers to balance domestic responsibilities with productive activities. This not only contributes to the family economy, but also strengthens women's confidence and empowerment in the domestic sphere. As noted by Awalia and Sari (2024), social media provides faster and more efficient access to communication and business opportunities, although it also poses a risk of household conflict if not managed properly.

However, despite these opportunities, challenges also arise in the form of social pressure to look perfect or maintain a digital presence. Mothers who are digital actors often have to maintain an image on social media, which can lead to emotional exhaustion. In addition, attention to family can suffer if the time spent on content production or online interactions exceeds reasonable limits. Therefore, it takes awareness in dividing time as well as qualified digital literacy skills to keep the role of mothers balanced in the digital era.

2. The Impact of Social Media on Adolescent Mental Health and Identity

Adolescents are an age group that is vulnerable to the influence of social media because they are in a phase of self-discovery. Exposure to visual content showing idealized lifestyles, perfect physiques, and instant success can trigger feelings of insecurity and

dissatisfaction with oneself. This contributes to the emergence of psychological disorders such as low self-esteem, sleep disorders, and social anxiety. Kusaini et al. (2024) showed that many adolescents feel less confident after spending hours looking at the posts of peers or public figures.

In addition to self-confidence issues, excessive social media usage time also disrupts adolescents' biological rhythms and daily routines. They tend to sleep late, experience a decline in academic performance, and withdraw from real social interactions. Research by Pahruroji et al. (2024) during the pandemic showed that social isolation exacerbated by social media use worsens the mental health condition of adolescents, who should have more in-person interactions to build social skills.

Adolescent identities formed in digital spaces also face pressure to keep up with current trends. Many of them create online personas that are different from real life in order to gain social validation in the form of likes or comments. This discrepancy between real and digital self-image can exacerbate feelings of inauthenticity and disrupt adolescents' psychosocial development. Therefore, parental guidance and digital literacy education are essential so that adolescents are able to distinguish between cyberspace and reality, and have healthy coping mechanisms for digital pressures.

3. The Dynamics of Family Social Interaction and the Role of Parental Supervision

The development of digital technology has changed the pattern of communication in families. In the past, direct interaction was more dominant, now it is replaced by communication through devices such as cellphones and instant messaging applications. This has an impact on the quality of the emotional connection between mother and child, especially if it is not balanced with warm physical interactions. Misunderstandings and emotional distance often occur when families are too focused on their devices without quality time together.

On the other hand, mothers as the central figure in the family are expected to mediate their children's use of technology. However, the reality is that not all parents have sufficient understanding of the dangers and challenges of the digital world. As stated by Pahruroji et al. (2024), there are still many parents who do not have strategies in guiding children to deal with negative content on social media. This condition shows the importance of educating parents about digital parenting techniques that are adaptive to changing times.

The digital parenting approach includes wise supervision, open communication and modeling healthy technology use. Mothers as the first and primary educators at home have

a strategic role in instilling digital ethics values, including screen time limits and how to respond to online information. With proper assistance, children will be better able to sort out content, avoid negative exposure, and build productive and responsible digital habits.

4. The Role of Social Media as a Platform for Expression and Social Risk

Social media has become an alternative space for teenagers and mothers to express themselves, share stories and connect with a wider community. Platforms such as TikTok, Instagram, and Telegram provide opportunities to build social networks, share knowledge, or champion certain issues. This self-expression is important to build identity and strengthen a sense of belonging in the digital communities they join.

However, these spaces of expression are not always risk-free. Information circulating on social media cannot always be verified, leading to the spread of hoaxes and false constructions of reality. In addition, Harahap et al. (2024) showed that adolescents are vulnerable to cyberbullying, online bullying that causes severe psychological distress. Toxic digital environments can lead to feelings of isolation, fear, and even depression in adolescents.

For moms, social media use is also not free from risks. Exposure to manipulative content or comparing other families' lifestyles can create pressure to display a perfect life in the public sphere. Meanwhile, research by Setyaningsih et al. (2024) revealed that uncontrolled use of social media by mothers can actually have a negative impact on children's social behavior, such as the emergence of antisocial attitudes or gadget addiction. Therefore, digital literacy and media ethics are essential skills that must be possessed by all family members in facing the digital era.

CONCLUSION

The development of digital technology has had a wide impact on the social lives of mothers and adolescents. Social media such as Instagram and TikTok have become important mediums to support economic activities, self-expression, and access to information. For mothers, digital transformation opens up opportunities for economic and social empowerment through home-based businesses and online communities. Meanwhile, for teenagers, digital media is a space for identity exploration and creativity development. However, engagement in the digital world also brings risks, such as social pressure, emotional exhaustion and psychological anxiety that must be managed wisely.

Research shows that family relationship dynamics are also affected by the

increasingly dominant digital communication patterns. Direct family interaction is being replaced by communication through devices, which can reduce the quality of the emotional connection between mother and child. Low digital literacy among parents exacerbates this challenge, as not all mothers are able to monitor or guide their children in dealing with digital content and risks. Therefore, strengthening digital parenting and open communication in the family is an urgent need so that technology does not create distance, but rather becomes a healthy unifying tool.

Digital literacy and media ethics are key competencies for mothers and adolescents in facing the complex digital era. Uncontrolled use of technology can worsen mental health, create unrealistic social pressures, and create social risks such as cyberbullying or the spread of false information. Therefore, collaboration between families, schools and communities is needed to equip young people and mothers with critical and adaptive skills. With an inclusive and sustainable approach, social changes triggered by digitalization can be directed towards improving quality of life, not the other way around.

REFERENCES

- Awalia, R., & Sari, M. (2024). Peran media sosial dalam pemberdayaan ekonomi keluarga. Jakarta: Pustaka Digital Nusantara.
- Harahap, L., Ramdani, R., & Yusuf, M. (2024). Media sosial dan tantangan komunikasi remaja di era digital. Bandung: Literasi Komunika.
- Kusaini, H., Wijaya, A., & Fitriani, N. (2024). Dampak penggunaan media sosial terhadap kesehatan mental remaja. Yogyakarta: Media Psikologi Terapan.
- Pahruraji, M., Hidayat, D., & Lestari, S. (2024). Pandemi dan media sosial: Studi psikososial remaja di masa krisis. Malang: Rumah Ilmu Sosial.
- Setiyaningsih, T., Pramono, R., & Dewi, L. (2024). Dinamika keluarga dalam era digital: Antara kontrol dan kebebasan. Surabaya: Lembaga Riset dan Literasi Anak.
- Handayani, R., & Surya, I. (2024). Pemberdayaan perempuan melalui media digital: Studi kasus ibu rumah tangga. Surabaya: Literasi Mandiri Press.
- Komariah, N., Untari, R., & Bukhari, T. (2020). Perubahan sosial di era globalisasi dan digitalisasi. Bandung: Penerbit Cakrawala Ilmu.
- Lestari, R., Wahab, A., & Diharjo, A. (2023). Transformasi sosial dalam masyarakat digital: Tantangan dan peluang. Jakarta: Pusat Studi Teknologi Sosial.
- Pahruraji, M., Azhar, S., & Harras, R. (2023). Strategi adaptif masyarakat dalam menghadapi perubahan sosial akibat digitalisasi. Yogyakarta: Gama Press.

- Rahmalina, D., & Yulianti, S. (2022). Membangun karakter remaja di era digital: Peran keluarga dan pendidikan. Jakarta: Edukomunika.
- Saputri, F. M. (2023). Remaja dan media sosial: Antara ekspresi diri dan tekanan sosial. Malang: Pustaka Psikologi Remaja.
- Sarni, L., Mengge, R., & Abbas, I. (2023). Pemberdayaan masyarakat di era digital: Peran ibu dan remaja dalam transformasi sosial. Makassar: Literasi Nusantara.
- Sulistiani, D., Puspitasari, N., Wahyuni, E., & Kurniawan, A. (2023). Digitalisasi dan perempuan: Potensi dan tantangan ibu rumah tangga. Semarang: Pustaka Kartini.
- Sulistyawati, F., Markhamah, M., & Sabardila, A. (2023). Kesehatan mental remaja dalam era digital: Sebuah tinjauan psikososial. Solo: Media Psikologi Umat.
- Yunus, H., & Nurrahmaniah, S. (2023). Literasi digital perempuan: Jalan menuju kesetaraan akses teknologi. Bandung: Perempuan Cerdas Foundation.