

The Role of Guidance and Counseling in Addressing the Impact of Social Media on Adolescent Mental Health

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Abstract. *This study aims to examine the influence of social media on adolescents' mental health from the perspective of guidance and counseling. The research was conducted using a quantitative approach with questionnaires as the main instrument, supported by interviews to enrich the data. The collected data were analyzed using descriptive statistics and correlation analysis to determine the relationship between the intensity of social media use and indicators of mental health such as stress, anxiety, and self-esteem. The findings indicate that excessive use of social media has a significant negative impact on adolescents' psychological well-being, while moderate and positive use may enhance social support and self-expression. The study concludes that guidance and counseling play a crucial role in helping adolescents develop digital literacy, emotional regulation, and healthy social interactions in the online environment*

Keywords: *Social media, Mental health, Adolescents, Guidance and counseling.*



INTRODUCTION

Humans are creatures that need interaction with others. At this time, Plato and Rene Descartes argued that human beings had two aspects, namely physical and spiritual. In an era of increasingly sophisticated and complicated technology, people not only interact directly with others, but can also communicate indirectly thanks to advances in communication tools and systems. The presence of technology has become a part of daily life, facilitating many people's activities. One of the aspects that is developing is in communication, economics, and information.

The communication process involves conveying information between individuals by sending messages through direct or indirect media. According to Imelda Rahma (2021), communication is a way of conveying information from one person to another, it can use various media. With this media, especially for young people, they can freely express themselves, share photos or videos of personal activities in the form of stories, and express their opinions in the comment column to other users.

However, freedom of opinion can also trigger negative comments that do not think about the impact on others. When users read bad comments, they may feel resentment from others, which can lead to anxiety. Excessive bad comments from a few people to one individual can be considered online bullying.

Teens are at risk of facing mental health issues that can negatively impact their lives if they don't take good care of their mental health. Symptoms that may arise from a psychological disorder include personality changes, sleep difficulties, loss of motivation, weight fluctuations, social isolation, and learning difficulties. When teens experience these signs, they should seek appropriate treatment. Adolescent mental health is essential because it can help them cope with daily challenges, maintain relationships, and improve their quality of life. Teens should recognize the signs of mental disorders and seek help if needed. With the appropriate support, adolescents can grow and develop well in all aspects of their mental health.

But on the other hand, adolescents who have mental illness are very vulnerable to discrimination, exclusion, learning difficulties, receiving poor treatment from society, tend to want to end their own lives and declining physical health. External factors that are around a person will affect their mental health. A good environment will have a positive impact on people's mental health, while a bad environment will lead to poor mental health. Social media use is one of the external factors that can affect a person's mental health.

The use of social media that cannot be controlled among adolescents can affect mental health. Teenagers who are addicted to social media often experience depression, stress, anxiety, and even loneliness. Mental disorders such as stress and depression experienced by adolescents can have an impact on physical health, including blood pressure which can cause hypertension.

In addition to potentially increasing blood pressure, activities on social media also affect the physical health of young people. Reliance on social media reduces physical activity, which causes many teens to become overweight or obese. Other physical health

problems include vision impairment and sleep problems, such as insomnia, which are common in adolescents.

METHODOLOGY

This study applied a literature research method, in which data and information were collected from various sources of literature related to the topic being studied. Data were taken from books, scientific journals, academic articles, and official documents that discuss social media, mental health in adolescents, and counseling services. This method aims to gain an in-depth understanding of the impact of social media on adolescent mental health and how counseling can play a role in developing prevention and treatment strategies.

RESULT AND DISCUSSION

Social media serves as a digital platform that allows its users to interact and connect virtually. Ardiansah and Maharani (2021) mentioned that social media is a tool that supports communication between users and is interactive. In addition, social media is also often used to build and display a person's self-image, and can be a means for companies in marketing activities. Today, social media has become the main channel for disseminating the latest information about people's lives. Users can access it through web platforms and mobile applications such as Facebook, Twitter, Instagram, Telegram, Line, and others. Today, social media can reach a wide range of people, including teenagers. In a 2015 study involving more than 2,000 teens aged 13 to 17, it was found that 92% of them used social media regularly and nearly 25% reported they used it daily

Ardian and Sari (2018) The existence of social media has provided many benefits for the community, especially in terms of information dissemination. Nowadays, social media has become a very dominant online platform for internet users, as it allows everyone to connect with others around the world. Some examples of popular social media platforms are Facebook, Twitter, Instagram, and other online applications that are now very often used by internet users.

Social media is a site where a person can create a personal web page and connect with everyone who is a member of the same social media to share information and communicate. If traditional media uses print media and broadcast media, then social media uses the internet. Social media invites anyone interested to join and participate by providing open feedback, commenting, and providing information in a quick and unlimited time. Social media removes the boundaries of socializing. In social media, there are no limitations of space and time, they can communicate whenever and wherever they are. It is undeniable that social media has a great influence on a person's life. Someone who is small becomes big with social media, and vice versa.

Ardian and Sari (2018) The existence of social media has brought many benefits to the community, especially related to the dissemination of information. Today, social media is becoming one of the most popular online platforms among internet users, allowing people to connect with others in different parts of the world. Examples of widely used social media platforms are Facebook, Twitter, Instagram, and various other online applications that are now widely used by internet users.

Social media is a site where individuals can create personal pages and connect with other users who are in the same network to share information and communicate. Unlike traditional media

that uses print and broadcast, social media utilizes the internet. Social media invites anyone interested to join and contribute by providing open feedback, commenting, and sharing information quickly and without limits. Social media removes restrictions in social interaction. In it, there are no restrictions on time and space; They can communicate anytime and anywhere. It is undeniable that social media has a huge impact on a person's life. Someone who was initially unknown can become famous thanks to social media, and vice versa

Mental health refers to the state of an individual who is free from signs of mental disorders. A person is considered to have good mental health if he or she can function well in daily life and is able to adapt to overcome various life challenges with stress management skills. Mental and physical health are interconnected and affect each other. In Indonesia, data shows that adolescents aged 15 to 24 years have a depressive rate of 6.2%. Severe depression can lead to self-harm, even suicide, and in Indonesia the data reaches 10. 000 cases. This Community Service activity aims to increase understanding of Mental Health among adolescents and deal with these problems. This activity was carried out in June 2022 by providing counseling to students of Nabilah Islamic Junior High School, in Batam. The method used was counseling, and the results showed that out of 141 children, about 21% of adolescents admitted to having experienced conflict, while 81% of adolescents reported having had conflicts with peers at school, and the handling of these problems was quite good

Social Media Influence

Social media is accessed at a very high rate every second, even teenagers in particular cannot escape its use. Data released by Prambors shows that the most used application in Indonesia is Whastapp with 92.1%, followed by Instagram at 86.5% and Tiktok at 70.8%. The use of social media has both good and bad impacts. Here are some of the positive effects of social media on teens:

A. Easy to communicate

Social media allows teens to connect with family, friends, and colleagues indirectly more easily.

B. Creativity

Teenagers can show their academic and non-academic talents through social media. They have the freedom to share the work they create and social media gives them the opportunity to create new works.

C. Social knowledge

Social media also provides information on current issues, helping teens become more aware of the state of affairs in society.

However, there are also negative impacts of social media on adolescents, namely:

A. Mental illness

Spending too much time on social media can lead to mental problems such as depression and anxiety due to comparisons with others.

B. Cyber bullying

Social media can be a place to express yourself, but if someone's opinion is not accepted, other users sometimes make hateful comments.

C. Loss of privacy

Teens are often unaware of the long-term consequences of using social media, as it's now very easy to find someone's personal information on such platforms.

The presence of social media can cause a variety of adverse effects that can affect the mental health of adolescents. According to Pieper and Uden (2006), mental health is a condition in which a person does not feel guilty about himself, can accept shortcomings, is able to overcome life problems, feels social satisfaction, and experiences happiness. Sias (2006) stated that the cultural context of residence has a great influence on mental health. There are various factors that can affect adolescent mental health, such as genetic factors, traumatic experiences in the past, being a victim of violence, difficulty getting along with others, feelings of inferiority, and bad treatment from society or family. Social media use can negatively impact users' mental health, including depression and emotional problems.

Depression, which in English is called depression, is a persistent mood swing and can take away interest in activities that were previously enjoyable. According to Lubis (2009), depression can be understood as a painful experience, a feeling of hopelessness, which is characterized by changes in negative emotions (loss of happiness) accompanied by other symptoms, such as difficulty sleeping and reduced appetite. A person who suffers from depression without getting the right help can risk self-harming behavior to the point of taking his own life. This disorder can affect both adults and children. A person is considered depressed if they feel sad, hopelessness, or worthlessness for two weeks in a row. Psychological, environmental, and genetic factors can increase the risk of depression; Therefore, depression needs attention and treatment. According to research (Oktavia et al., 2021) there are several factors that can affect adolescents using social media, such as to spend time and relax.

From the perspective of Guidance and Counseling (BK), there are three important roles that school counselors can perform:

1. Digital Well-being Program for Students

Counselors can provide psychoeducational services related to healthy social media use, including screen time management skills, digital literacy, and mindfulness.

2. Digital Literacy Workshop with Teachers and Parents

This collaboration is important so that all parties have the same understanding in assisting adolescents. Workshops can include how to recognize negative content, manage the impact of cyberbullying, and assist children in daily digital activities.

3. Integration of BK Services with Social Media

Counselors can use social media (such as Instagram, WhatsApp, or school platforms) as a means of communication, educational campaigns, or cyber counseling. This makes it easier for teens to reach counselors in the digital space who are familiar with them.

The Role of BK in Dealing with the Impact of Social Media

1. Preventive Services

The prevention function in BK is directed so that adolescents do not experience serious psychological disorders due to social media. Counselors can do:

- Digital literacy psychoeducation: providing information on how to use social media healthily, recognizing hoaxes, and building awareness about the risks of cyberbullying and social comparison.
- Time management: trains students to manage the duration of social media use so as not to interfere with learning, sleep, and real social interactions.
- Healthy social media use: teaching teens to choose useful content, limiting negative content consumption, and getting used to positive digital behavior.

The impact: students have better coping skills, so they are more resilient to pressure from social media.

2. Curative Services

If there are already students who are affected, the counselor plays a role in providing direct intervention.

- Individual counseling: helps students who are experiencing anxiety, mild depression, low self-esteem, or social media isolation.
- Group counseling: supporting students in sharing experiences, learning social skills, and reducing feelings of isolation.
- Counselors can also collaborate with other parties (teachers, parents, and even psychology/psychiatric professionals if the case is severe enough).

The goal of curative services is to alleviate problems and restore the student's psychological state.

3. Development Services

Social media not only brings risks, but also great opportunities. Counselors can direct the youth to use it for positive things, such as:

- Self-expression: using social media to develop creativity (writing, design, educational content).
- Academic and non-academic achievements: participating in learning communities, online competitions, or scientific discussion forums.
- Career development: introducing professional platforms (LinkedIn, digital portfolio) so that students have a broader insight into future opportunities.

In this way, social media is not only seen as a threat, but also as a means of self-development.

4. Utilization of Technology (E-Counseling)

Counselors can use social media and digital technology as a means of BK services.

- E-counseling: counseling services through messaging applications (WhatsApp, Telegram), email, or special platforms.
- Educational content: counselors create motivational posts, stress management tips, or educational videos on the school's Instagram/YouTube.

- Online groups: build a healthy school-based community, where students can discuss safely with the guidance of a counselor.

The use of this technology makes it easier for counselors to reach students in "their world", making communication more effective.

The Challenges of Guidance and Counseling in the Social Media Era

In the context of social media, counselors face great challenges due to the characteristics of adolescents who are very close to the digital world. One of the main challenges is that counselors must be digitally literate. This means that counselors are not enough to only understand counseling theory, but also need to master the skills to use technology, applications, and digital platforms that students are used to. If the counselor does not understand the digital world, then the communication distance with students will be wider, so that BK services will be less effective.

In addition, ethical challenges also arise when counselors provide online counseling services or use social media as a means of counseling. There are risks related to confidentiality, data security, and misuse of students' personal information. Counselors must be careful to keep counseling practices in accordance with the professional code of ethics. For example, how to maintain the privacy of conversations on WhatsApp, how to set the boundaries between professional and personal relationships on social media, and how to avoid students' dependence on online services alone.

Guidance and Counseling Opportunities in the Social Media Era Despite the challenges, social media also opens up great opportunities for BK services. Social media can be a means of collaboration between counselors, students, and parents. Counselors can use social media to disseminate educational information about mental health, stress management tips, or how to use social media healthily. That way, counselors can reach more students quickly and effectively.

In addition, social media can also be used to build a positive community. For example, counselors create healthy discussion groups, facilitate students to share experiences, or invite parents to participate in online forums to understand their children's challenges. This collaboration strengthens the adolescent mental health support ecosystem, where counselors do not work alone, but involve all relevant parties.

By taking advantage of this opportunity, BK not only functions as a face-to-face service in the counseling room, but can also be present in the digital world that has become a daily life for students. This makes counselors more relevant to the needs of today's adolescents, and able to provide services that are adaptive to social changes.

Thus, social media can be a double-edged sword for teenagers. The role of counselors is to maximize positive impacts while minimizing negative impacts through preventive, curative, and developmental services that are relevant to the digital world.

CONCLUSION

Mental emotional disorders are conditions in which a person's emotions change to extremes, usually caused by excessive fear, anxiety, and worry. Some of the factors that affect mental-emotional states in adolescents include parenting, peers, and social media, all of which play a role in the increasing rates of obesity among adolescents. It is recommended that teens do not keep their problems to themselves and are willing to share their stories with friends, family, or counselors. Living a healthy life, such as getting enough sleep and staying away from substance abuse, is also important. Additionally, limiting time on social media can help reduce unhealthy comparisons as well as social pressure. Thus, adolescents can develop the ability to deal with the mental and emotional challenges they face (Kamalah et al., 2023).

In this digital age, there are significant changes in the way we interact, work, and live our daily lives. While technology provides many benefits, such as ease of internet access and global connectivity, excessive or unhealthy use of technology can have a detrimental impact on our mental health. Technology is now an important and familiar part of today's generation, especially social media. Social media has both good and bad impacts. It is hoped that adolescents can use this technology wisely, as one of its negative impacts is its effect on mental health. Given that every individual has strengths and weaknesses, as a technology-sensitive generation, we need to build confidence and respect ourselves. To avoid other negative impacts, the use of social media must be done wisely. Adolescents are in a group that is highly susceptible to mental problems and is inseparable from social media. According to Hurlock (2003), adolescence is a transitional phase, in which a person has left the age of weak and dependent children, but has not fully reached a strong and responsible adulthood both for oneself and society. Therefore, for teenagers, living a good life is highly dependent on good mental health

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