

HUMBLEBRAG OF RURAL YOUTH: REORIENTATION OF YOUTH TOWARDS TECHNOLOGY AND ITS IMPACT ON FAMILY RESILIENCE

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ABSTRACT

Keywords:

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Internet usage in the current digital era has become increasingly pervasive, with teenagers emerging as the largest demographic of users. A specific tendency among teenagers to heavily rely on gadgets (gawais) or social media is called humblebrag. The condition of humblebrag is a symptom that is worrying for families because adolescents become less concerned about their families, so it has an impact on family resilience. This study aims to describe the reorientation of rural youth toward technology and its effects on family resilience. A qualitative research method was employed in Delegan Village, Panceng District, Gresik Regency. The research subjects included teenagers exhibiting humblebrag tendencies, their parents, and community leaders, selected through purposive sampling. Data collected involved observations, in-depth interviews, and literature studies. The data were analyzed using the interactive Miles and Huberman technique. The reorientation of rural youth towards technology (*gawai*) started due to the influence of their peers, especially the demand for online learning due to the pandemic. Insufficient parental supervision has led to excessive gadget use. This condition is caused by dysfunction in the family. The reorientation of rural youth towards technology has a major impact on family resilience, including legality and family integrity, physically, economically, psychologically, and socio-culturally. The role of parents is essential to monitor the behavior of teenagers towards the use of *gawais*. In addition, fulfilling the love of both parents is the main solution to realizing changes in the child's condition.

ABSTRAK

Kata Kunci:

humblebrag,
ketahanan keluarga,
remaja,
teknologi

Penggunaan internet pada era digital oleh remaja saat ini semakin masif. Remaja yang sangat bergantung terhadap *gawai* atau media sosial disebut *humblebrag*. Kondisi *humblebrag* pada remaja menjadi gejala yang mengkhawatirkan bagi ketahanan keluarga. Penelitian ini bertujuan mendeskripsikan reorientasi remaja perdesaan terhadap teknologi dan dampaknya terhadap ketahanan keluarga. Penelitian ini menggunakan metode kualitatif dan mengambil lokasi di Desa Delegan, Kecamatan Panceng, Kabupaten Gresik. Subjek penelitian adalah remaja yang *humblebrag* terhadap teknologi, orangtua dari pihak remaja, dan tokoh masyarakat yang dipilih secara purposive. Data diperoleh melalui observasi, wawancara mendalam, dan studi kepustakaan. Data dianalisis menggunakan teknik interaktif Miles and Huberman. Penelitian ini mengungkapkan fakta bahwa reorientasi remaja perdesaan terhadap teknologi (*gawai*) berawal karena pengaruh teman sebaya dan tuntutan belajar daring akibat pandemi. Disisi lain, pengawasan orangtua masih lemah sehingga anak kecanduan bermain *gawai*. Reorientasi remaja perdesaan pada teknologi berdampak besar terhadap ketahanan keluarga, baik aspek legalitas dan keutuhan keluarga, fisik, ekonomi, psikologis, dan sosial budaya. Peran orangtua sangat diperlukan untuk mengawasi perilaku remaja terhadap penggunaan *gawai*. Selain itu, pemenuhan kasih sayang kedua orangtua merupakan solusi utama mewujudkan perubahan kondisi anak.

INTRODUCTION

In today's digital era, individuals are required to keep pace with the rapid development of information. One of the primary tools for assessing information is the internet, which has become an essential part of modern life. The use of the internet is now so persuasive that it has transformed human primary needs, not only limited to clothing, food, and shelter but other needs that have changed into primary needs, namely the use of smartphone internet. The largest internet users in Indonesia are people aged 15-19 years, where as many as 2,000 respondents took part in this survey, 64% were young people (1). A study by the Ministry of Communication and Information of the Republic of Indonesia and the Association of Indonesian Internet Service Providers or *Asosiasi Penyelenggara Jasa Internet Indonesia* (APJII) in 2010, the number of internet users in Indonesia reached 40 million users, of which 64% were teenagers. These figures underscore the significant role for the future generation of Indonesia.

Among children and teenagers, 98% claim to be familiar with the internet, with 79.5% actively using it. As many as 13% of children and teenagers in urban areas do not use the internet, while in rural areas 87% of children and teenagers do not access the internet (2). Teenagers use the internet to access data and information, entertainment through online games, communication facilities through social media, to shopping and business needs. The phenomenon that occurs among teenagers today is that teenagers are busy with their cellphones to update their status or give comments. Teenagers are willing to spend their time playing on the internet and choose not to play with their friends. Humans are only considered objects, no longer humans as they should meet (3).

The use of social media is an inseparable and complementary part of everyday teenage life, offering various services and functions for its users (4,5). Adolescents expose themselves by modeling identities through social media profiles to peer review that facilitates identity formation, social reality, and status negotiation (6,7). However, teenagers are a vulnerable population when it comes to online media use (8).

During early adolescence, the emotional state of adolescents is characterized

by fewer positive things and emotional instability. While the process of self-regulation and emotional control is still developing (9). In addition, adolescents do not have fully developed personal regulatory capacities to control social media/internet use, and vulnerability to self-image perceptions and peer comparisons can lead to low self-esteem and potentially the development of eating disorders, depression, and obesity (10). The use of social networking sites is a prominent activity in everyday life and there are concerns about excessive use on physical and psychological conditions (11). Teenagers who develop maladaptive behavior have the potential to develop addiction or psychological disorders.

Etymologically, the tendency of teenagers who are very dependent on gadgets or social media is called Humblebrag. Humblebrag is a behavior that exaggerates self-development through online media (12). This term refers to a special type of deceiving or covering up one's identity with false pride and pretense (13). Humblebrag condition becomes a worrying symptom for families. At least, teenagers' dependency on technology makes teenagers less concerned about family matters, including educational patterns and socialization of family members at home. This condition will have a serious impact on family resilience.

Research on teenagers and technology has been studied by previous researchers. A study revealed that technological changes cause an imbalance between old norms and current conditions (anomies), so social control from the family is needed (14). Other studies show that smartphone dependency is closely related to social interactions among teenagers in Yogyakarta (15). Another study revealed that Instagram social media constructs the social existence of teenagers if teenagers receive positive recognition from other people or the surrounding community (16). Other studies explain the negative impacts of social media addiction, where teenagers sometimes deviate from proper use (17).

This study aims to describe the reorientation of rural youth towards technology and examine its impact of rural adolescent reorientation on technology on family resilience. Rural adolescents in this study are those living in villages who still hold tightly to the prevailing norms so that the existence of these norms has been internalized in each of

them. In addition, in rural communities, the existence of cultural values is an important thing and is passed down from generation to generation (18). The urgency of this research is to know if the reorientation of rural adolescents towards technology can be used as a reference to determine the level of family resilience.

METHODS

This study employed a qualitative research method with a case study design. This research was conducted in Delegan Village, Panceng District, Gresik Regency. Delegan Village was chosen as the research location because it is the locus of the Quality Family Village which is currently developing a youth and family resilience program. This research was conducted in May-November 2022. The key informants in this study were the Delegan Village Family Planning Extension Officers or *Petugas Penyuluh Keluarga Berencana Desa* (PKKBD). Meanwhile, the primary informants were teenagers who were humblebrag about technology and their parents who were selected purposively. Data collection methods included observation, in-depth interviews, and literature studies. Data analysis was conducted using the Miles and Huberman interactive model.

RESULT

Reorientation of Adolescents Rural to Technology

Teenagers in Delegan Village were initially became familiar with gadgets because of the influence of peers who played games on gadgets (*gawai*). Additionally, some parents purchased their children gadgets so that they would be circumcised. The motivation of parents to buy their children gadgets was to learn offline and not be left behind. Teenagers who use gadgets are influenced by several factors. First, internal factors due to needs. Second, external factors, teenagers construct their self-identity along with the development of the times.

The use of gadgets has had both positive and negative impacts on. The positive impacts received by teenagers are increasing knowledge of information about the outside world, in addition to being used for online buying and selling transactions. The negative

impacts caused using gadgets for teenagers include not wanting to go to school, forgetting time, often being alone in their rooms, being quiet, and rarely socializing.

Parental supervision is very lacking, making their children addicted to playing with gadgets. This condition is caused by parents who work or die. Parents do not supervise their children when playing with gadgets. Supervising children in using gadgets is very important and is the responsibility of parents so that it does not interfere with children's learning and socialization with the environment.

However, there are parents who do not give their children time limits to play with gadgets. Additionally, parents often remind their children by advising them because they play gadgets for too long and forget the time. Supervising children in using gadgets is very important and is the responsibility of parents so that it does not interfere with children's learning and socialization with the environment.

Gadgets cannot change adolescent behavior for the better, but everything can be changed when adolescents can regulate their use of gadgets, so the role of parents is very much needed to supervise adolescent behavior towards gadget use. Informants (parents) had asked for help from a shaman (*dukun*) and a psychologist to overcome their child's addiction to gadgets. After the psychologist, there were changes, such as less playing with gadgets, wanting to go to school, and wanting to interact with peers. The supervision carried out by parents was in the form of checking gadgets and often listening to their children's complaints.

The addiction to gadgets among adolescents needs to be handled seriously. Education and supervision from parents must be maximized. The condition of adolescents is very vulnerable to deviant culture. Lack of supervision from parents and adolescents who are too spoiled by fulfilling their desired needs can result in conditions that are not good for adolescent independence. Fulfillment of the affection of both parents is one of the main solutions in realizing changes to the current condition of their children. The role of parents in this case must be emphasized, little by little children begin to do new habits and leave behind old negative habits. The role of parents is very important, starting from mentoring, and supervision to limiting the use of gadgets. In addition, the role of the adolescent community

through Youth Information and Counseling Center or *Pusat Informasi dan Konseling Remaja* (PIK-R) has a program that empowers adolescents.

The Impact of Rural Youth Reorientation to Technology on Family Resilience

Using parameters of family resilience, the aspects that are seen include, first, the legal basis and integrity of the family. Based on field data findings, the reorientation of rural adolescents towards gadget technology has several impacts. The aspect of family integrity, the husband in Delegan Village works as a migrant worker in Malaysia and rarely returns home. However, the wife remains at home. Migrant workers have a job that has high prestige for the people of Delegan Village. Wives often capture moments of togetherness with their children even though their husbands are working abroad. In terms of gender partnership, cooperation is needed between fathers and mothers in supervising children's gadgets. Parents need to accompany their children when using gadgets.

Second, physical endurance parameters, including the fulfillment of food, clothing, education, and health needs are significantly affected. Adolescent health is often compromised as they neglect proper nutrition due to their preoccupation with gadgets. Many experience obesity because they only stay in their rooms and rarely move physically.

Third, economic resilience parameters focus on housing, income, children's education, and overall family financial security. Field data reveals that in terms of housing, it was a privately owned house, while in terms of income, informants who were mothers or wives had an income of 100 thousand/day from trading and received remittances from their husbands as Indonesian Migrant Workers of 3 million/month. However, some had not been given a living by their husbands, since their husbands worked as Indonesian Migrant Workers in Malaysia.

When assessing children's education expenses, until now children are still in school, but some have dropped out of school because they are disappointed with their father's attitude. Meanwhile, the cost incurred for purchasing an internet package is between 100-300

thousand/month. This expense is considered burdensome and affects the expenditure of other basic needs. Education costs are never paid late by parents. In addition, parents buy their children gadgets because they feel sorry for them, in addition to the need for online learning or so that their children will be circumcised.

Fourth, psychological resilience parameters include the ability to address non-physical challenges, maintain positive emotional control, foster a healthy self-concept, and demonstrate the husband's concern for his wife. When viewed from the aspect of family harmony, mothers often get angry with their children because they spend too long or are too busy playing with gadgets, so they forget to eat, study, worship, and pay less attention to their parents' instructions or orders. However, parents generally refrain from physically disciplining their children. Children's fondness for online games is also one of the problems that occur when parental supervision is not so strict on children's activities, so children seek and satisfy their happiness through playing online games.

Parents frequently regret buying gadgets for their children because it affects changes in children's behavior, such as forgetting time, not wanting to go to school, getting angry easily, often swearing, often staying up late, being anti-social (introverted), delaying work until a negative stigma appears from society (having mental disorders). Additionally, teenagers are confiding less with their parents. When viewed from the aspect of compliance with the law, even though they often play with gadgets, some have been involved in fights with other people because of the use of gadgets or social media, but some have not.

Fifth, socio-cultural resilience parameters, which include adherence to religious values, effective communication, and a strong family commitment. When viewed from the aspect of social concern, adolescents still have good manners towards other people/elders. While in terms of social closeness, the relationship between parents and children is not too close. In addition, due to gadget addiction, adolescents rarely participate in community activities and prefer to be alone at home. When viewed from the aspect of religious obedience, parents often remind their

children not to forget to worship, although sometimes they forget to worship because they

are too focused on gadgets. The data-finding matrix is explained in Table 1.

Table 1. Family Resilience Data Findings Matrix

Variables	Indicator	Data Findings
Legal Basis and Family Integrity	Legality	1. Biological children 2. Adopted children
	Family Integrity	1. The husband works as an Indonesian Migrant Worker in Malaysia and rarely comes home. The wife stays at home. Indonesian Migrant Worker is a job that has high prestige in Delegan. 2. Even though her husband is abroad, the wife often immortalizes moments together with her children.
	Gender Partnership	1. Never check the contents of the child's gadgets and social media accounts so that supervision is loose. Supervision shifts to the grandmother because the mother trades. However, there are still mothers who check their children's gadgets and social media accounts. 2. Mothers still accompany or supervise their children when they study. However, some do not limit the time their children spend playing with gadgets.
Physical Endurance	Food and nutritional sufficiency	Children's nutritional intake is taken into account
	Family Health	Despite being addicted to gadgets, their health is still maintained, and not often sick. However, some experience obesity.
	Availability of a fixed location to sleep	Each family member has a private room
Economic Resilience	Residence	Privately owned house
	Income	100 thousand/day from selling smoked fish and receiving remittances from her husband as an Indonesian Migrant Worker of 3 million/month. However, some are no longer given a living by their husbands.
	Financing children's education	1. Until now, the children are still in school, but there are also those who have dropped out of school because they are disappointed with their fathers. 2. The cost of the internet package is 100-300 thousand/month and is considered burdensome and affects the expenditure of other basic needs. Education costs are never paid late.
	Family financial security	The motivation to buy a gadget for a child is because of pity, the need for online learning so that they will be circumcised.
Psychological Resilience	Family harmony	1. Mothers often get angry with their children because they play with gadgets for too long, so

Variables	Indicator	Data Findings
		<p>they forget to eat, study, pray, and don't pay attention to their parents' instructions/orders.</p> <ol style="list-style-type: none"> 2. However, parents never hit their children. 3. Parents feel regretful about buying their children gadgets because it influences changes in their children's behavior, such as forgetting time, not wanting to go to school, getting angry easily, often using bad language, often staying up late, being anti-social, delaying work to the point of having a negative stigma from society (having a mental disorder). 4. Children start to talk less to their parents.
	Compliance with the law	Even though they often play with gadgets, some have been involved in fights with other people because of the use of gadgets or social media, but some have not.
Socio-Cultural Resilience	Social concern	Children still have good manners towards their elders
	Social cohesion	<ol style="list-style-type: none"> 1. The relationship between parents and children is not very close 2. Due to gadget addiction, children rarely participate in community activities and prefer to be alone at home.
	Religious obedience	<ol style="list-style-type: none"> 1. Parents often remind their children not to forget to worship, even though sometimes they forget to worship because they are too focused on their gadgets. 2. Gadgets have negative effects, such as forgetting time, not wanting to go to school, getting angry easily, often using bad language, often staying up late, being anti-social, and delaying work, thus giving rise to a negative stigma from society (considered to have a mental disorder).

DISCUSSION

Reorientation of Adolescents Rural to Technology

Teenagers in Delegan Village are familiar with gadgets due to peer factors, online learning needs, and the desire not to be left behind. This finding aligns with studies showing that parents giving their children gadgets include following the child's wishes, following the development of the times, and social status, so that children are at home more often (19). Teenagers' gadget use is influenced by both internal and external factors. In addition, the use of gadgets for teenagers has both positive and negative impacts. Other studies highlight the negative effects of gadget use among students, including laziness in activities, physical fatigue,

addiction to filling credit, reduced concentration in learning, and other forms of delinquency (20). In addition, teenagers also often say bad words when playing games, become temperamental, when family gatherings are busy with gadgets, often stay up late, behave antisocially, often postpone work, get involved in disputes with their friends because of insulting physical remarks on social media, to the emergence of negative stigma from society (having mental disorders).

Parental supervision is notably lacking, leading to teenagers' addiction to playing with gadgets. Therefore, parents must accompany their children when playing with gadgets (21). Parents play a crucial role in supervising teenagers when interacting with gadgets so that socialization in the social environment continues to run well. The role of parents is very influential

on individual children who play gadgets where there is a significant relationship between parental supervision of children and the impact of gadget use (22,23).

Parents need to provide some clear rules to their children that can be mutually agreed upon regarding the use of gadgets so that they can be of maximum benefit (24). Education and supervision from parents must be maximized. The condition of teenagers is very vulnerable to deviant culture. Lack of supervision from parents and teenagers being too spoiled by fulfilling their desired needs results in conditions that are not good for adolescent independence. Fulfillment of the affection of both parents is one of the main solutions in realizing changes to the current condition of their children. The role of parents is very important, starting from mentoring, and supervision to limiting the use of gadgets.

The Impact of Rural Youth Reorientation to Technology on Family Resilience

Family resilience refers to a family's ability to manage resources and problems to achieve well-being (25). This aligns with Law Number 52 of 2009 concerning Population and Family Development (26). Family resilience can be analyzed using a systems approach that includes input components (physical and non-physical resources), family management processes (family problems and coping mechanisms), and output (fulfillment of physical and psycho-social needs). Based on this approach, family resilience measures a family's ability to manage problems using available resources to meet their needs.

Adopting parameters in family resilience, the aspects that are seen include, first, the legal basis and integrity of the family. In terms of family integrity, one parent working abroad disrupts socialization. While in terms of gender partnership, there is a shift in the function of supervision from parents to grandmothers. As a result, children experience emotional disturbances because the role of parents in adolescent parenting has begun to shift. Emotional disturbances that are not handled properly will have an impact on family resilience in the sociocultural field, including bullying and intolerant behavior (27).

Second, physical resilience parameters, namely the fulfillment of food, clothing, education, and health needs. Although adolescents exhibit gadget addiction, their health

is still maintained, and they do not often get sick because their mothers pay attention to their nutritional intake. Third, economic resilience parameters, namely through the fulfillment of housing needs, income, children's education, and family financial security. When viewed from the aspect of educational financing, they are still in school, but some have dropped out of school because they are disappointed with their father's attitude. When viewed from the aspect of family financial security, parents buy their children gadgets because they feel sorry for them. In addition to the need for online learning their children will be circumsised.

Fourth, psychological resilience parameters, are seen from the aspect of the ability to overcome non-physical problems, positive emotional control, positive self-concept, and the husband's concern for a wife. When viewed from the aspect of family harmony, mothers often get angry with their children for playing with gadgets for too long. Family resilience has a big influence on a child's hobby of playing online games (28).

Fifth, socio-cultural resilience parameters, namely oriented towards religious values, effective communication, and high family commitment. When viewed from the aspect of social concern, adolescents still have good manners towards other people or older people. While in terms of social closeness, the relationship between parents and children is not too close. Additionally, due to gadget addiction, adolescents rarely participate in community activities and prefer to be alone at home. When viewed from the aspect of religious obedience, parents often remind their children not to forget to worship. There is a significant influence between the use of gadgets on students'/children's awareness of worship, generally, children postpone carrying out worship because they play gadgets (29).

Strengthening family resilience is essential for improving family quality. This aligns with the objectives of the Quality Family Village program. Moreover, the location of this research, namely Delegan Village, is one of the loci of the Quality Family Village in Gresik Regency.

CONCLUSION AND SUGGESTIONS

Conclusion

The reorientation of rural adolescents towards technology (gadgets) began due to peer

influence and the demands of online learning due to the pandemic. The use of gadgets for adolescents has more negative impacts. Supervision provided by parents is very lacking, making their children addicted to playing with gadgets. This condition is caused by both parents working so that primary socialization does not run perfectly. The reorientation of rural adolescents towards technology has a major impact on family resilience, both in terms of legality and family integrity, physical, economic, psychological, and socio-cultural aspects. Weak family resilience will have implications for the weak construction of the social system in the family so adolescents with noble character will be difficult to realize. This study is limited to describing the reorientation of rural adolescents towards technology that has an impact on family resilience but has not touched on the aspect of resocialization of family norms and values to strengthen family resilience amidst the dynamics of information technology.

Suggestion

Addressing gadget addiction among teenagers requires serious attention. The role of parents is essential to monitor the behavior of teenagers towards gadget use. Additionally, the fulfillment of affection from both parents is one of the main solutions in realizing changes in the child's condition.

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