

## Peer Influence And Social Media Engagement On Sexual Conduct In Bukittinggi City, Indonesia

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### Abstract

Sexual behavior includes actions driven by sexual desire, regardless of whether they are directed towards individuals of the opposite sex or the same sex. This behavior presents in various forms, encompassing feelings of attraction, dating, physical intimacy, and sexual intercourse. This study aims to examine the possible relationships among peer influence, social media engagement, and sexual behavior in the city of Bukittinggi. This study utilizes quantitative methods and analytical techniques within a cross-sectional framework. The study involved a total of 93 students from Bukittinggi City. This research was conducted in Bukittinggi City. This study utilized probability sampling techniques, specifically employing a simple random sampling approach. The instrument utilized for the research was a questionnaire. The analysis performed incorporated both univariate and bivariate methodologies, employing the chi-square test for assessment. The results revealed that a considerable percentage of participants indicated heightened peer influence (40.9%), significant interaction with social media (43.0%), and a predominant display of non-risky sexual behavior (57.0%). The results demonstrate a notable correlation between peer influence and sexual behavior in Bukittinggi City, as indicated by a P-value of 0.0001. Furthermore, a significant correlation exists between social media usage and sexual behavior within the same city, with a P-value of 0.0001.

**Keywords:** Bukittinggi; Peers; Social Media; Sexual Behavior

### Introduction

Adolescent sexuality is becoming more common. According to the CDC (2017), 41% of US adolescents have had sex, and 230,000 15-19-year-olds have kids. WHO surveys in multiple developing countries show that 40% of 18-year-old boys and 40% of females have had sex among 1.2 billion adolescents. Due to sexual freedom, 12% of persons are HIV-positive, 30% of adolescents become pregnant, some give birth, and some have abortions (WHO, 2018). Sexual desire—with the opposing or same sex—drives sexual behavior. These include attraction, dating, making out, and intercourse. Another person, an imaginary person, or oneself can be the sexual object. Sexual activity has psychological, physiological, social, and physical effects (Sarwono, 2016). Biological changes, lack of parental communication, peers, low-achieving teenagers, and social cognitive perspectives can influence sexual behaviour (Rosyida, 2019).

In 2019, 62.7% of Indonesian teenagers had sex, according to the National Commission for Child Protection and Ministry of Health. In 2017, 21% of women and 19% of males in rural areas reported never dated, compared to 18% and 14% in urban areas, according to SKRRI (Indonesian Adolescent Reproductive Health Survey). The SDKI team found that women and men have held hands as much as (64% of women and 75% of men), kissed lips as much as 50%, hugged 33%, groped or groped sensitive areas as much as 21%, and kissed lips by 30%, hugged 17%, and groped 5%. In Indonesia, 4.5 percent of 15–19-year-old men and 0.7% of women admitted to premarital sex. Most 15-19-year-olds had first dates between 15 and 17. About 33.3% of 15-19-year-old women and 34.5% of men started dating before 15. At this age, individuals

may not have the life skills to avoid unhealthy dating, including premarital sex (BKKBN, 2019).

In 2019, 70.9% of young males and 67.9% of women in West Sumatra Province had a boyfriend or girlfriend. At 15, teens most often dated by holding hands (65.9% female 74.2% male), hugging (19.4% female 30.5% male), kissing lips (6.3% female 13.9% male), touching or stimulating their partner (1.5% female 5.3% male), and having sexual intercourse (2.2% female 3.4% male). Since many pregnancies occur outside of marriage, abortions are anticipated to be avoided. BKKBN (National Population and Family Planning Agency) revealed 3.2 million 15-19-year-olds had unsafe abortions in 2017.

Teens that are not ready for sexual interaction have promiscuous sex, often known as masturbating. Courtship involves holding hands, kissing, and sex. Sexual desire is always present in adolescents, therefore if there is no suitable distribution effort (marriage), understanding and explanation must be provided. STIs are another effect of premarital intercourse. STIs contribute to HIV/AIDS. The Health Office and HIV/AIDS Protection Commission of Bukittinggi City recorded 62 HIV-positive cases in 2021, 47 men and 15 women. The productive age population (15–49 years) has the most HIV and AIDS cases, where transmission can occur in adolescence. 43.5% of HIV cases have unknown risk factors. At 24.2%, men who like men (MSM), 22.4% heterosexuals, and 1.7% PWID were the biggest risk factors. AIDS cases ranged from 0.3% transfusion to 68.9% heterosexual (Kemenkes RI, 2017).

Social development is crucial to adolescence. Most teenage cases are linked to social deprivation, although physical growth is inseparable. Teens are heavily influenced by peers. Nowadays, they spend much of their time with peers. Peer relationships skyrocket and parent relationships plummet during adolescence. Peers influence attitudes, speech, interests, appearance, and behavior. Many adolescents are unsteady in their thinking and life ideas. In intimate friendships, social contact might lead to dangerous sexual activity (Ganda, 2019).

As a close context, peers influence adolescents' sexuality. Peers persuade adolescents to use peer norms above social norms. Peers should urge adolescents to avoid dangerous sexual activity (Puspita et al., 2019). Another element that can cause sexual behavior is social media use. More advanced mass media and technology items make it easier to deliver unsuitable presentations for children and teenagers. Due to their ease of access to pornography online, teenage free sex news is growing (Wahyuningtias et al., 2018). This study examined how peers and social media affect sexual behavior in Bukittinggi City.

## Research Method

This research employs a quantitative methodology with a cross-sectional approach, focusing on the measurement or observation of independent and dependent variables at a single point in time. The sample for this study was determined using the Slovin formula, resulting in a total of 93 samples. This research employs probability sampling methods, specifically utilizing a simple random sampling approach. This research was conducted in Bukittinggi City, West Sumatra, from January 2023 to August 2023. This research tool employs a questionnaire. The data analysis involved both univariate and bivariate analyses, with statistical tests conducted using the chi-square test using SPSS version 29 software.

## Result And Discussion

**Table 1: Frequency Distribution of Peers, Social Media Use and Sexual Behaviour in Bukittinggi City**

Variable	Category	f	%
Peers	Low	19	20,4
	Middle	36	38,7
	High	38	40,9
Use of Social Media	Low	19	20,4
	Middle	34	36,6
	High	40	43,0
Sexual Behaviour	Not at risk	53	57,0
	At Risk	40	43,0

*Source: Primary Research Data*

The analysis revealed that 40.9% of respondents experienced significant peer influence, 43% were frequent social media users, and 43% exhibited risky sexual behavior. The researcher determined that peers

shared their sexual experiences with respondents, thereby inciting curiosity and potentially encouraging similar behaviors among them. Peers assist adolescents in developing their identities through shared experiences. This peer affiliation can result in either positive or negative behavior. Peers who promote positive behavior will cultivate virtuous character, whereas peers who encourage negative behavior will jeopardize their future and surroundings (Latifa et al, 2020). The results of this study align with Budiman et al. (2020) in the journal *The Effect of Social Media Use on Sexual Behaviour*, which asserts that individuals who partake in sexual behavior are not at risk.

The results of the study found that 25% of adolescents with negative conformity had dangerous sex. This situation is caused by ignorance (Morales A, 2018). In addition, adolescents are connected to peer groups and can influence their attitudes and behaviour or peer compliance (Narr RK 2019; Breckler SJ 2005). Adolescents should be picky in choosing friends so that it will have a good impact in supporting daily behaviour and preventing sexual risk behaviour (Hastuti et al, 2022).

Several ideas explain how peer acceptance in youth influences young adult health. The results support one developmental hypothesis: peer acceptability and sexual activity may decrease with age and pseudomature behavior becomes acceptable. Early sexual engagement makes teenagers more popular, making it a pseudomature behavior offering social advantages. In young adulthood, peer acceptance was linked to male partners in the past year, not casual sex or condom use. Moffitt's categorization of 'restricted adolescent' conduct and research on drug use and crime suggest that peer acceptance and drug use/crime may decline in early adulthood (Allen, Schad, Oudekerk and Chango 2014). Allen et al. (2014) examined peer acceptance and delinquency. Peer acceptance is shown in recent analyses, not simply perceived. This study utilizes Moffitt's pseudomature sexuality thesis (Wesche R, 2019).

For the majority of adolescents in the United States, social media engagement is a fundamental aspect of their everyday existence. The emergence of the Internet has amplified the dissemination of information and communication globally, although it has adversely affected the sexual and social health of numerous adolescent users (Lisa M. Cookingham, 2015). This survey indicated that a majority of adolescents are addicted to social media. This discovery aligns with prior studies highlighting the extensive utilization of social media by teenagers in a pesantren in Malang, Indonesia (Pradana et al., 2020). Four percent of adolescents who utilize the internet for over nine hours daily are prone to addiction. This study also elucidated the correlation between social media addiction and the specific type of application utilized. Social media usage is categorized as social interactions (posting, commenting, engaging, and communicating) and enjoyment (games and music). A prior study indicated that the social and entertainment aspects of social media significantly impact addiction (Zhao, 2021).

**Table 2: Relationship between Peers and Social Media Use with Sexual Behaviour in Bukittinggi City**

	Sexual Behaviour				Total		p-value
	At Risk		Not at Risk		n	%	
	n	%	n	%			
Peers							
Low	1	5,3	18	94,7	19	100	0,0001
Middle	11	30,6	25	69,4	36	100	
High	28	73,7	10	26,3	38	100	
Use of Social Media							
Low	1	5,3	18	94,7	19	100	0,0001
Middle	12	35,3	22	64,7	34	100	
High	27	67,5	13	32,5	40	100	

Source: Primary Research Data

According to the study, high peer impact caused 73.7% risky sexual behavior and low peer influence 94.7%. The study found a strong association between peers and risky sexual behavior (p-value <0.05, p-value 0.0001). The study found a significant correlation between high social media use and risky sexual behavior (67.5%) and low social media use and non-risky sexual behavior (94.7%), with a p-value below 0.05.

Teens today spend a lot of time with their peers, who play a key influence in their development. Most

adolescents have fewer parent-child interactions as their peer relationships grow. Peers influence attitudes, talk, interests, looks, and behavior. Teens are unstable in their ideas and life values. Social engagement in friendship might lead to juvenile criminality (Ganda, 2019).

The statistical test results of Desi Ramadhani (2019) showed a p-value of 0.000, indicating a relationship between peers and sexual behavior. Rety & Jesy (2022) found a link between peers and sexual behavior. Social media is popular for informal learning. Social media is one of the most accessible communication channels, offering diverse knowledge, openness, and independence. Users can easily connect with friends and relatives on social media (Fadillah R et al, 2018). According to Assyafiah, et al. (2023), the statistical test findings generated a p-value of 0.030, indicating a link between social media use and sexual behavior. Rani, et al. (2022) found a link between social media and sexual behavior.

## Conclusion

From the results of the study it can be concluded that 73.7% have high peer influence and risky sexual behaviour, 67.5% high social media use and risky sexual behaviour, statistically peers and social media use have a significant relationship with sexual behaviour.

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