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ANALISIS KESEPIAN MAHASISWA PENGGUNA MEDIA SOSIAL UNTUK PENGEMBANGAN LAYANAN BIMBINGAN DAN KONSELING BIDANG SOSIAL

SKRIPSI

diajukan untuk memenuhi syarat memperoleh gelar Sarjana Pendidikan
dalam bidang ilmu Bimbingan dan Konseling

oleh
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PROGRAM STUDI SARJANA BIMBINGAN DAN KONSELING
FAKULTAS ILMU PENDIDIKAN
UNIVERSITAS PENDIDIKAN INDONESIA
2023

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Sebuah skipsi yang diajukan untuk memenuhi salah satu syarat memperoleh
gelar Sarjana Pendidikan dalam Bidang Bimbingan dan Konseling
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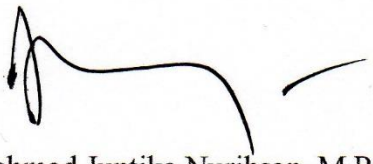

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KATA PENGANTAR

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Kesepian merupakan hal umum yang dirasakan oleh banyak orang karena kesepian dapat dirasakan oleh siapa saja, termasuk mahasiswa. Kesepian terjadi karena kurangnya interaksi sosial, sehingga kualitas dan kuantitas hubungan sosial tidak baik. Maka dari itu, pelepasan dari kesepian adalah dengan memperbanyak interaksi sosial, salah satunya pada media sosial. Meski demikian, orang yang kesepian semakin banyak meskipun pengguna media sosial semakin meningkat. Maka dari itu, perlu dilakukan penelitian untuk melihat kecenderungan kesepian mahasiswa pengguna media sosial agar dapat dikembangkan layanan bimbingan dan konseling yang sesuai dengan kondisi yang dialami mahasiswa, sehingga mahasiswa dapat hidup lebih bahagia dan tercapai tugas perkembangannya.

Penelitian telah diusahakan untuk dapat memperkaya, mengisi kesenjangan, dan memperdalam hasil penelitian-penelitian sebelumnya. Namun terlepas dari itu, penelitian ini masih memiliki keterbatasan, sehingga membutuhkan kritik dan saran yang membangun. Harapannya skripsi ini dapat bermanfaat bagi berbagai pihak, terutama pengembangan bidang ilmu bimbingan dan konseling.

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UCAPAN TERIMA KASIH

Proses penyusunan skripsi ini tidak lepas dari bimbingan, arahan, dan dukungan dari berbagai pihak, baik secara langsung maupun tidak langsung. Maka dari itu, penulis mengucapkan terima kasih dan apresiasi kepada pihak-pihak berikut.

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ABSTRAK

Marwan Maulana Yusuf (1902367). Analalisi Kesepian Mahasiswa Pengguna Media Sosial untuk Pengembangan Layanan Bimbingan dan Konseling Bidang Sosial

Penelitian dilatarbelakangi oleh semakin banyaknya orang yang kesepian sejalan dengan terus meningkatnya pengguna media sosial, meskipun mereka yang dapat menjadikan media sosial untuk memperbanyak interaksi sosial. Penelitian bertujuan untuk menganalisis kesepian mahasiswa pengguna media sosial. Pendekatan yang digunakan adalah kuantitatif dengan desain *survey cross-sectional.* Partisipan penelitian berjumlah 133 mahasiswa Prodi Bimbingan dan Konseling FIP UPI angkatan 2019, 2020, 2021, dan 2022. Instrumen kesepian mahasiswa pengguna media sosial dikembangkan dengan dua bagian, yaitu "kesepian mahasiswa" dan "pola penggunaan media sosial mahasiswa yang kesepian". Hasil temuan penelitian, yaitu: 1) Mayoritas mahasiswa menunjukkan kesepian pada kategori sangat kesepian (94%); 2) Mahasiswa lebih kesepian secara emosional (*M=91*) daripada sosial (*M=87*); 3) berdasarkan karakteristik sosio-demografi, mahasiswa perempuan lebih kesepian daripada mahasiswa laki-laki, mahasiswa yang berusia 18 dan 23 tahun lebih kesepian daripada usia lain, dan angkatan 2022 yang paling kesepian diantara angkatan lain; dan 4) mahasiswa sering bahkan selalu menggunakan media sosial untuk mengurangi kesepian dengan penggunaan 3-6 jam per hari dan media sosial yang paling banyak digunakan adalah Instagram, WhatsApp, dan YouTube. Dapat disimpulkan bahwa mahasiswa menunjukkan kesepian pada kategori "Sangat Kesepian" dan menggunakan media sosial untuk menguranginya, meskipun penggunaan media sosial tidak efektif dalam mengurangi perasaan kesepian. Penelitian pada sampel yang lebih besar secara longitudinal dan menyertakan faktor serta dampak kesepian perlu dilakukan.

Kata Kunci: Kesepian, Mahasiswa, Media Sosial

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ABSTRACT

Marwan Maulana Yusuf (1902367). ***Analysis of Social Media User Students' Loneliness for the Development of Guidance and Counseling Services in the Social Field***

The research is motivated by the increasing number of lonely people in line with the continued increase in social media users, even though they can use social media to increase social interaction. The research aims to analyze the loneliness of students who use social media. The approach used is quantitative with a cross-sectional survey design. The study participants totaled 133 students of the Guidance and Counseling Study Program Educational Science Faculty Universitas Pendidikan Indonesia batches of 2019, 2020, 2021, and 2022. The instrument for loneliness of students using social media was developed in two parts, namely "student loneliness" and "patterns of social media use by lonely students". The research findings are: 1) The majority of students show loneliness in the very lonely category (94%); 2) Students are more lonely emotionally (M=91) than socially (M=87); 3) based on socio-demographic characteristics, female students are lonelier than male students, students aged 18 and 23 years are lonelier than other ages, and the 2022 class is the loneliest among other generations; and 4) students often even always use social media to reduce loneliness by using 3-6 hours per day and the most used social media are Instagram, WhatsApp, and YouTube. It can be concluded that students show loneliness in the "Very Lonely" category and use social media to reduce it, even though the use of social media is not effective in reducing feelings of loneliness. Research on a larger sample longitudinally and including the factors and effects of loneliness needs to be done.

Keywords: Loneliness, Students, Social Media

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