

ABSTRACT

The Relationship of Social Media Use to Sexual Behavior in Adolescents at Senior High School X Denpasar

Kadek Risma Devina Pramesti¹, Ni Luh Gede Intan Saraswati², I Dewa Agung Ketut Sudarsana³

Adolescents are vulnerable to risky sexual behaviors influenced by the increased use of social media as a source of information and exposure to sexual content. This study aims to determine the relationship between social media use and sexual behavior in adolescents at SMA X Denpasar. The study used a correlational descriptive design with a cross-sectional approach. The sample totaled 190 respondents obtained through the Stratified Random Sampling technique. The research instrument was in the form of a questionnaire on social media use and sexual behavior. Bivariate analysis was performed using the Spearman's Rho test with $\alpha = 0.05$. Social media use among adolescents was in various intensity categories. The results of the Spearman's Rho test showed a $p\text{-value} = <0.001$ ($p < 0.05$), which means that there is a significant relationship between social media use and sexual behavior in adolescents. There is a meaningful relationship between social media use and sexual behavior, where the higher the intensity of use, the greater the tendency to sexual behavior in adolescents. These findings suggest that social media is linked to adolescent sexual behavior through content exposure, online interaction, social learning processes, and a lack of self-control and impulsivity in adolescents. Increased reproductive health education, parental supervision, and digital literacy are needed to help adolescents understand the risks, limit exposure to negative content, and use social media more healthily and responsibly.

Keywords: Social Media, Sexual Behavior, Teens