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## Alone-Together Mediation in Correlation between Social Media Usage and Face-to-Face Communication of Millennials

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**Abstract.** The existence of social media has currently become a communication phenomenon, specifically occurring to millennials which is argued to allow Alone-Together to develop. Alone-Together is a phenomenon where a social media user loses focus of his or her surroundings thus concurrently distracting his or her face-to-face communication. This quantitative research was conducted in Indonesia through observation to millennials who were social media users of Facebook, Twitter and Instagram with age distribution ranging from 23 – 38 years old. S-O-R method was employed to reveal the correlation between social media and face-to-face communication mediated by Alone-Together. The result revealed that there was a correlation between social media usage with Alone-Together behavior and the influence of Alone-Together attitude toward face-to-face communication. However, no correlation was found between social media and face-to-face communication therefore it is concluded that this research is fully mediated. In addition to that, this research is expected to provide more contribution to further studies related to supporting variables in the current existence of social media, promoting the benefits of using social media, identifying limits which need further control in using social media and mitigating the impacts inflicted to their users.

**Keywords.** Alone-Together, Social Media, Face-to-face Communication, Millennials

### Introduction

Social media changes the trend in communication. The rising popularity of various social media platforms since 1990s such as Blogger, MySpace, Facebook, Twitter, and others (Van Dijk, 2013) gave rise to numerous new trend which allowed social media to become the preferred means for people to communicate and interact with others over face-to-face delivery (Subramanian, 2017).

Presently in Indonesia, according to Hootsuite (cited in Kemp, 2021) approximately 170 million people or 61.8% of the total population of Indonesia are active users of social media, namely Facebook, Instagram, and Twitter.

The findings compiled by IDN *Research Institute* (2019) reported that 70% of 1,400 millennials in Indonesia whose age ranged from 23 – 38 years old, accessed digital media to meet their needs for the latest news and information. In the same report, it was found that as many as 14.8% among them used the Internet at least 11 hours per day. This indicated that both the Internet and digital media usage has become an inseparable aspect of a millennial's everyday life.

One of the most popular social media is Facebook and currently holds the highest position of social media usage in Indonesia. Facebook holding company was first established in 2004 and now has expanded its business lines to include other social media products (Facebook, Inc., n.d.). Its well-known founder, Mark Zuckerberg, is the fifth richest person in the world in Forbes version (2021).

Another social media platform, Instagram is an innovation of Facebook holding company which was established later in 2012 (Facebook Inc., n.d.). Those two social media platforms indulge their users to contact their social media friends through sending messages, posting profile pictures, giving reactions on friends' pages, and even connecting to friends or relatives can be done by simply finding their names in the provided search field. In Indonesia, Instagram and Facebook are in the third and fourth positions, respectively, as the most frequently accessed social media in 2021 (Kemp, 2021).

Furthermore, there is Twitter as the fifth most popular social media with 14 million users in Indonesia (Kemp, 2021). Twitter provides features of *retweet* and *mention* to refer to a friend in a comment post. Twitter also allows its users to have real-time dialogue with virtual friends using *chat* or call just like Facebook and Instagram.

Each social media platform has various high-end features accessed by its users to upload or post pictures, upload story/update of pictures lasting for 24 hours only, writing comments in friends' pages, chatting, calling, giving reaction of *like*, *love*, *smile*, and others, following community threads, reading news, and endorsing products using Facebook for Business feature for selling, marketing, and promotional purposes.

In addition to social media platforms currently preferred in Indonesia, face-to-face interpersonal communication as a unique trait of an individual is also affected by this media trend. Interpersonal communication is the method on how a person relates to one another, how a message is selected, and the impact of the messages conveyed by the two communicating parties (Littlejohn & Foss, 2009, p.546). This argument is reinforced by Subramanian (2017) that social media provided simplicity and convenience commonly sought after by millennials which directly and indirectly allowed for a new habit in communication to rise.

This trend in social media in relation to an individual's interpersonal communication gave birth to a new phenomenon called Alone-Together. According to Turkle (cited in Cheung, 2013), Alone-Together is an inclination where young people feel close to one another while in reality they are alone. In this study, Alone-Together was argued to be the mediator between social media usage which influenced how a person expresses his or her face-to-face interpersonal communication. Therefore, S-O-R theory, an abbreviation of Stimulus, Organism, and Response was employed as the basis of paradigm in this research.

As mentioned in the first sentence in the introduction of this Chapter, social media is a phenomenon which drives changes to the way of face-to-face communication. The fact that social media is now closely related to the life of Indonesian society especially in the age range of millennials has become an inspiration for this research which delved into the impacts arising from the Alone-Together phenomenon. Conducting analysis on Alone-Together behavior from the perspective of communication studies, it is expected that this research may contribute to new knowledge necessary to manage and respond to this phenomenon.

Alternatively, this research may also serve as a reference in understanding the positive impacts and avoiding possible negative impacts, such as disruption to an effective face-to-face interpersonal communication. When impacts of Alone-Together on face-to-face interpersonal communication behavior is well-understood, the behavior of social media users is laid down as the basis to understand the role of mediator, namely Alone-Together, which influences the quality of face-to-face interpersonal communication. In the long run, this understanding will be

able to inspire the development of new adjustments, both in the context of communication studies or behavior, thus the objectives of interpersonal communication may still be achieved harmoniously with messages well-conveyed and well-received by the recipients.

This research was conducted to millennials with age distribution ranging from 18 – 23 years old (IDN Research Institute, 2019) domiciled in Indonesia. This research focused on social media usage which influences Alone-Together behavior of millennials toward face-to-face communication as a practical form of interpersonal communication. This research was carried out to answer the following questions:

1. Is there any significant influence of social media usage toward Alone-Together behavior of millennials?
2. Is there any significant influence of Alone-Together behavior toward face-to-face interpersonal communication attitude of millennials?
3. Is there any significant influence of social media usage toward face-to-face interpersonal communication of millennials?
4. Is there any significant influence of Alone-Together behavior as the mediator of the correlation between social media usage and face-to-face interpersonal communication of millennials?

This research aims to determine the influence of social media on Alone-Together behavior of millennials, To determine the influence of Alone-Together behavior on face-to-face interpersonal communication of millennials, To determine the influence of social media usage on face-to-face interpersonal communication of millennials, To determine the influence of Alone-Together behavior as the mediator in the correlation between social media usage and face-to-face interpersonal communication of millennials.

This research is conducted using a survey distributed to respondents who were social media users with age distribution ranging from 23 – 38 years old in Indonesia. It focused on observing the users of Instagram, Facebook, or Twitter and did not represent all social media currently used and all millennials in Indonesia.

## **Literature Review and Research Hypotheses**

### *A. Social Media*

Kaplan and Haenlein (cited in Kadaruman, 2013) defined social media as a group of Internet-based applications built on the ideological and technological foundations and enable the creation and exchange of user-generated content.

As stated by Petruca (2016), social media is a sum of online communication channels to share contents in certain communities, interactions, dialogues, and collaborations. Using social media, every person having access to the Internet can share thoughts, ideas, materials, pictures, or videos to millions of other people. In addition to that, social media allows for interactions with other users and exchange of opinions or comments over a post.

According to Mayfield (cited in Chan-Olmsted, Cho & Lee, 2013), there are five distinctive characteristics of social media, namely: 1). Participation (participatory nature of social media created through opportunity and interest of an individual to engage in an interaction); 2) Conversationality (social media enable two-way communication through conversations maintained by the conversing parties); 3). Connectedness (Even though confined by physical distance, a person can still maintain interaction with other people through social media); 4). Community (social media allow individuals and organizations to identify and communicate with people they want to be associated with, offering the opportunity to quickly create communities); 5). Openness (openness in social media reflected in easily accessed information and user feedback feature to give comments to other users).

The above-mentioned characteristics are found in all social media platforms such as Facebook, Twitter, and Instagram. Although those five characteristics underlie every social media, each platform has its own unique and main utilization. Heath (2013) identified Facebook as social networking sites, Instagram as photo sharing sites, and Twitter as microblog sites (p.847).

### *B. Alone-Together*

As elaborated by Turkle (cited in Anshori, 2020), Alone-Together is a condition where individuals are inclined to get immersed with themselves when they are actually together with other people, thus communication and togetherness with other individuals become less meaningful.

Alone-Together behavior occurs due to several factors, the most prominent one is loneliness. Russell (cited in Anshori, 2020) argued that loneliness is a social relationship which does not match expectations and desires. The cause of which is due to lack of individuals' social relations with their surroundings. This depressed feeling leads to individuals' inclination to "escape" from actual social interaction thus they prefer to be indulged with things they like when they are with other people.

Additionally, the widespread use of gadgets and the Internet also augmented the inclination to develop Alone-Together behavior. Gergen (cited in Mullan & Chatzitheocari, 2019) proposed the term absent presence to describe a new era of face-to-face communication via handphones where geographical closeness has become less important. This habit, augmented with pleasure in using social media, results in addiction. This leads to an even greater inclination for an individual to get less connected with real life, including interaction and social relationship with other people directly, specifically the closest ones namely family (Mullan & Chatzitheocari, 2019).

To reduce Alone-Together behavior and produce more effective interpersonal communication when together with other people, Turkle (cited in Anshori, 2020) explained the significance of developing the feeling of solitude in individuals. Solitude is a state of being alone without being lonely due to individuals' ability to know their true self. Developing solitude will lead to individuals to appreciate other people because they have understood themselves as human beings.

### *C. Face-to-face Interpersonal Communication Theories*

Interpersonal communication is a face-to-face process of conveying meanings among individuals (West & Turner, 2010, p.34) which involves processes on how they exchange messages, why they choose those messages, and their effects to their relationship (Littlejohn & Foss, 2009, p.546).

In interactional communication theory articulated by Schramm, the process of interpersonal communication is a two-way path, from the sender to the receiver and conversely. Feedback is an important factor to indicate if a conveyed message is received and how good that message is understood by the receiver (West & Turner, 2010, p.12). In a simpler way, feedback enables sustainability of conveying messages to be meaningful.

DeVito (cited in Ulfah, 2018) formulated four competencies in interpersonal communication to maintain effective and optimal face-to-face relations, namely 1). Openness (individuals' willingness to disclose their personality elements such as feelings, thoughts, values, and attitudes toward other people through communication; 2). Empathy (emotional attitude to feel what other people feel which result in understanding others; 3). Supportiveness (motivating each other in interaction based on non-judgmental attitude which allows for smoother communication; 4). Positivity (reflected from respect toward oneself, other people, and the sense of communication).

#### *D. Millennials*

*IDN Research Institute* (2009) specifically categorized millennials in Indonesia based on their year of birth of 1983 – 1998. Referring to this category, millennials are considered in the group of productive age.

As stated by Raines (2002), millennials possess distinct characteristics compared to other generations, such as confidence, hopeful, objective and achievement oriented, insightful in civics knowledge, and inclusive. Millennials were born and nurtured alongside new technologies thus they are familiar with the Internet and computer (Prensky, 2001). The Millennial generation is therefore sometimes known as digital native.

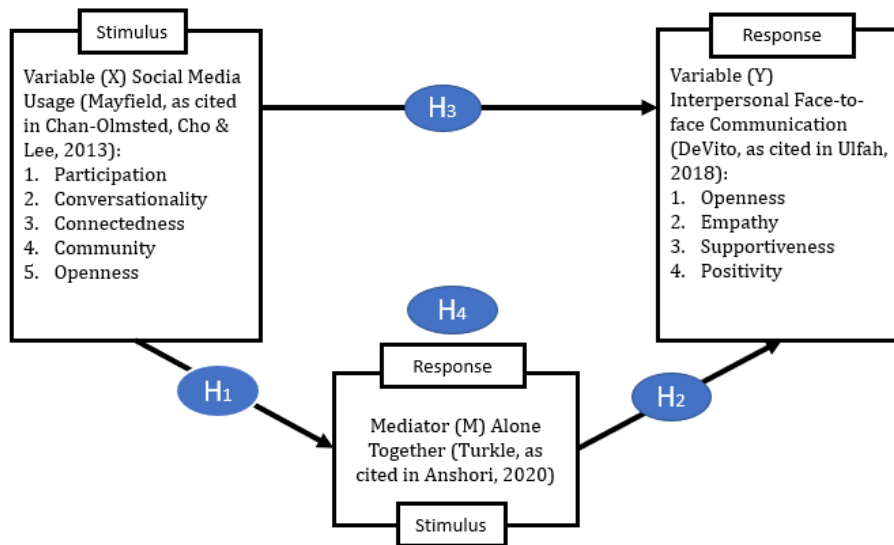
#### *E. Stimulus - Organism - Response (S-O-R) Theory*

Stimulus - Organism - Response (S-O-R) theory put forward by Hovland et al (1953) analyzing human beings whose soul includes components of: attitudes, opinions, behavior, cognition, affection, and conation as its material object. This theory is grounded on the assumption that communication is an action-reaction process. Therefore, specific stimulus influences specific reaction, resulting in organisms to expect and estimate the compatibility between messages and communicant reactions (cited in Effendy, 2003, p. 254).

According to Effendy (2003, p.254), S-O-R theory has 3 important elements, namely: 1). Stimulus (messages delivered to communicants to receive or reject thus influencing communication); 2). Organism (communicant providing responses toward certain stimulus); 3). Response (possible changing of attitude, comprising cognitive, affective, or behavioral changes).

In this study, S-O-R theory was employed to explain the correlation between social media toward face-to-face communication of millennials mediated by Alone-Together behavior. Alone-Together behavior has frequently become obstacles in effective face-to-face interpersonal communication because dominance of technology leads to individuals becoming less sensitive to real interaction in their surroundings (Putri, Mulyati, dan Hamiyati, 2020). This research involved two processes of S-O-R, namely social media usage as stimulus responded by millennials to develop Alone-Together behavior. Simultaneously, Alone-Together behavior serves as a stimulus for millennials which influences their face-to-face communication when they are with other people. Therefore, the theoretical framework of this study was designed as follows:

Figure 1  
Theoretical Framework



Source: Authors (2021)

Several previous studies analyzed this. Saleh and Pitriani (2018) investigated the influence of social media of Instagram and WhatsApp toward Alone-Together culture formation on 100 respondents of various age distributions in universities in Riau. It was revealed that the use of the two social media provided a significant influence in forming Alone-Together culture.

Putri, Mulyati, and Hamiyati (2020) studied the relationship between the Alone-Together phenomenon of students of 13-15 years old due to social media addiction and family interaction. From 185 respondents, it was shown that there was a negative correlation and significant relationship between Alone-Together developed due to social media addiction and family interaction between teenagers and parents. This study showed that the higher Alone-Together phenomenon experienced by the respondents, the less interaction they have with family, including parent-child relationship.

On the other hand, Anshori (2020) conducted a study on the relationship between face-to-face interpersonal communication and Alone-Together in public space on 350 participants with various age distribution and employment backgrounds. It was shown that there were negative correlations between interpersonal communication and Alone-Together in public space. In summary, the higher interpersonal communication skills that individuals develop, the lower Alone-Together feelings they experience.

Based on the previous studies and designed theoretical framework, then the hypotheses of this study are formulated as follows:

H1: There is significant influence between social media usage toward Alone-Together behavior of millennials.

H2: There is significant influence between Alone-Together behavior toward face-to-face interpersonal communication of millennials.

H3: There is significant influence between social media usage toward face-to-face interpersonal communication of millennials.

H4: There is significant influence on Alone-Together behavior as mediator between social media usage and face-to-face interpersonal communication of millennials.

## **Methodology**

### *A. Research Design*

This research employed a quantitative method. The paradigm used in this research is classical paradigm since it aims to generally determine the influence of social media toward Alone-Together in face-to-face communication. This paradigm highlights a viewpoint that the main purpose of a research is a scientific explanation to discover and document a universal law which governs human behavior thus it may be controlled and employed to predict an event (Neuman, cited in Haspramudilla, 2009). This research is included in the socio-psychological tradition where Craig (1999) argued that the socio-psychological tradition perceives an individual as an entity with Independent Behavior, in which this approach focuses on individual thoughts as the basis to process, understand, and share such information. In this research, the respondents provided responses toward the shared questionnaire based on their perception of cognitive processes occurring within them.

### *B. Population and Sample*

Sampling technique used in this research is Purposive Sampling. Purposive Sampling technique is a sampling technique conducted using certain factors, as elaborated by Sugiyono (2016). In this research, the participating population is a millennial group with age distribution ranging from 23-38 years old. The number of respondents is 116 people using a questionnaire as the data collection method. Data collection was carried out from July 7 – 8, 2021.

### *C. Operational Variables*

The used questionnaire consisted of three instruments based on each variable, namely social media usage (**X**) adapted from Research Questionnaire by Anshori (2020), Alone-Together (**M**) and interpersonal communication attitude (**Y**) adapted from research questionnaire devised by Saleh & Pitriani (2018).

*Social Media Usage.* This variable used a 12-item self-report questionnaire that measured levels of *social media usage* with five indicators: Participation, Openness, Conversationality, Community and Connectedness. Several examples of questions, “I actively give comments and respond to other users’ comments in social media (Facebook/Instagram/Twitter)”, “I frequently use mention feature in social media (Facebook/Instagram/Twitter) to respond to other users”, “I like uploading pictures and videos of my daily activities in social media (Facebook/Instagram/Twitter)“. Each item was measured using a Likert Scale of 4 points: (1) strongly disagree, (2) disagree, (3) agree, and (4) strongly agree.

*Alone-Together.* This variable included a 5-item self-report questionnaire that assessed the attitude of Alone-Together caused by technology usage, especially Smartphone (e.g., “When I feel bored in doing something, then I will use my Smartphone“). Each item was measured using a Likert Scale of 4 points: (1) strongly disagree, (2) disagree, (3) agree, and (4) strongly agree.

*Interpersonal Communication.* This variable used 4 indicators, namely Openness, Empathy, Supportiveness, and Positivity. There are 11 items of a self-report questionnaire asked to assess the interpersonal communication competencies of millennials which used positively (e.g., “I like having face-to-face communication with other people around me.“ and “When communicating, I maintain eye contact with the person I am interacting to.”) and negatively (e.g., “I do not give feedback to the people I am interacting with.” and “I think posture is not important in communication.”) worded questions. All items were measured using a Likert Scale of 4 points: (1) strongly disagree, (2) disagree, (3) agree, and (4) strongly agree.

## Result and Discussion

### A. *Participants' Characteristics*

There were 116 respondents of the survey (n=116) related to social media usage, Alone-Together behavior, and face-to-face interpersonal communication. The respondents were millennials with age distribution of 23-38 years old domiciled in Indonesia. The survey was distributed via social media of WhatsApp through answering the questions in the Google Form questionnaire.

Table 1  
Participants' Characteristics

| No                        | Characteristics               | Number | %   |
|---------------------------|-------------------------------|--------|-----|
| <b>1 Gender</b>           |                               |        |     |
|                           | Man                           | 44     | 38% |
|                           | Woman                         | 72     | 62% |
| <b>2 Age</b>              |                               |        |     |
|                           | 23 - 27 years                 | 68     | 59% |
|                           | 28 -33 years                  | 41     | 35% |
|                           | 34 - 38 years                 | 7      | 6%  |
| <b>3 Occupation</b>       |                               |        |     |
|                           | Employee                      | 85     | 73% |
|                           | College Student               | 11     | 9%  |
|                           | Entrepreneur                  | 6      | 5%  |
|                           | Freelancer                    | 4      | 3%  |
|                           | Unemployed                    | 4      | 3%  |
|                           | Others                        | 6      | 5%  |
| <b>4 Area of Domicile</b> |                               |        |     |
|                           | Jabodetabek                   | 80     | 69% |
|                           | Java Island (non-Jabodetabek) | 5      | 4%  |
|                           | Kalimantan Island             | 1      | 1%  |
|                           | Sulawesi Island               | 30     | 26% |

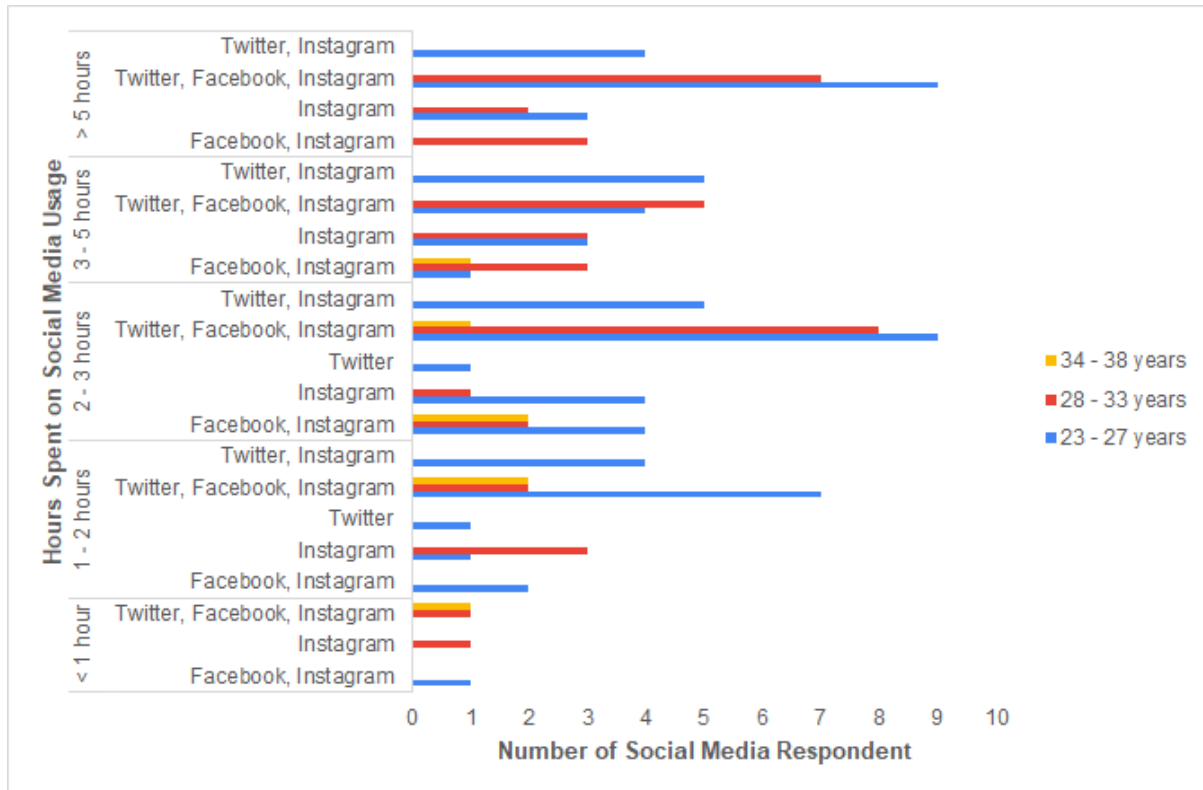
The collected survey data showed that female respondents of 62% dominated the total number of respondents with age group of both genders at 23-27 years old.

The overall second highest respondents were private employees/civil servants and university students who reached 82% of the total number of respondents. Jabodetabek and Sulawesi Island were the two areas of domicile of the majority respondents in this survey.

The combination of account ownership in media social of Twitter, Facebook and Instagram was analyzed on age distribution as mentioned in the previous section, the duration of social media usage was measured from the shortest scale of <1 hour and longest >5 hours in a day.

Age group of 34 - 38 years old was the group with the least active usage in social media, as many as n=7 of the total number of respondents and no one of that age group used social media >5 hours in a day. It was also shown that social media users who spent >5 hours a day were dominated by the age group of 23 - 27 years old, followed by 28 - 33 years old, while the age group who merely used social media <1 hour a day was only n=4 of the total number of respondents.

Figure 2  
Data on Length of Time Spent on Social Media Usage, Social Media Types, and Age  
Distribution of Social Media Users



Source: Findings of This Study (2021)

**B. Validity and Reliability Test**

Validity test refers to the test employed to determine whether a measurement tool is valid or invalid. The measurement tool in this study is the questions in the questionnaire. A questionnaire is considered valid when the questions in the questionnaire are able to reveal the measured items (Janna & Herianto, 2021). Validity level is measured using significance test through comparing the values of r count with r table. The degree of freedom (df) = n-k in this case n=116 respondents and the number of constructs is 3. In this study, the value of df = 116-3 or df = 113 with alpha 0.05 resulted in r table of 0.183, which can be shown from the table below that the r count of each table is greater than r table.

Table 2  
Validity & Reliability Test

| Variable   | Indicator          | Item  | Corrected Item<br>Total Correlation | r table | Notes |
|--|--------------------|-------|-------------------------------------|---------|-------|
| Social Media<br>Facebook/<br>Instagram/<br>Twitter (X) | Participation      | X1    | 0.481                               | 0.183   | Valid |
|  |                    | X2    | 0.591                               | 0.183   | Valid |
|  |                    | X3    | 0.704                               | 0.183   | Valid |
|  | Openness           | X4    | 0.553                               | 0.183   | Valid |
|  |                    | X5    | 0.701                               | 0.183   | Valid |
|  |                    | X6    | 0.758                               | 0.183   | Valid |
|  | Conversation       | X7    | 0.744                               | 0.183   | Valid |
|  |                    | X8    | 0.564                               | 0.183   | Valid |
|  |                    | X9    | 0.523                               | 0.183   | Valid |
|  | Community          | X10   | 0.530                               | 0.183   | Valid |
|  |                    | X11   | 0.607                               | 0.183   | Valid |
|  | Connected-<br>ness | X12   | 0.706                               | 0.183   | Valid |
| Alone Together<br>(M)                                  | Alone Together     | M1    | 0.502                               | 0.183   | Valid |
|  |                    | M2    | 0.775                               | 0.183   | Valid |
|  |                    | M3    | 0.769                               | 0.183   | Valid |
|  |                    | M4    | 0.759                               | 0.183   | Valid |
|  |                    | M5    | 0.691                               | 0.183   | Valid |
| Interpersonal<br>Communication:<br>Face-to-face<br>(Y) | Openness           | Y1    | 0.288**                             | 0.183   | Valid |
|  |                    | Y2    | 0.331**                             | 0.183   | Valid |
|  |                    | Y6    | 0.274                               | 0.183   | Valid |
|  | Empathy            | Y7    | 0.261                               | 0.183   | Valid |
|  |                    | Y3    | 0.452                               | 0.183   | Valid |
|  |                    | Y4    | 0.405                               | 0.183   | Valid |
|  |                    | Y5    | 0.276                               | 0.183   | Valid |
|  |                    | Y11   | 0.414                               | 0.183   | Valid |
|  |                    | Y8    | 0.209                               | 0.183   | Valid |
|  |                    | Y10   | 0.372                               | 0.183   | Valid |
| Positivity   | Y9                 | 0.319 | 0.183                               | Valid   |       |

Source: Findings of This Study (2021)

Reliability test was then conducted using Cronbach's alpha, the first to measure social media usage which showed a reliability coefficient value of **0.867**. Thus, social media usage measurement tool (X) designed for this study was argued to have a high reliability level due to  $\alpha$  value higher than 0.8 (Ursachi, Horodnic, & Zait, 2015). Alone-Together measurement tool (M) showed reliability coefficient value of **0.768**, and interpersonal communication measurement tool (Y) resulted in reliability coefficient value of **0.714**. Therefore, the two measurement tools provide acceptable reliability level at  $\alpha$  0.6 – 0.7 range (Ursachi, Horodnic, & Zait, 2015).

### C. Hypothesis Testing

To test the hypothesis, regression analysis employed simple mediation model 4 PROCESS for SPSS by Hayes version 3.5. PROCESS is an add-on of SPSS and SAS for mediation of statistical, moderation, and conditional process analysis (Abbu, 2017). Hayes (cited in Abbu, 2017) explained that PROCESS utilizes the smallest quadrat or logistic

regression-based path analysis framework to predict direct and indirect effects in parallel and serial mediator models. In support of that, Hanif (2018) suggested that PROCESS allows for indirect effect output ( $a*b$ ), including confidence interval and size effect. The advantage of PROCESS is that it requires one time analysis only to reveal the mediation effect. In addition to that, PROCESS can also be employed to devise a more complex model with more than one mediator variable. The result of PROCESS computation is seen in the below table:

Table 3  
The Influence of X – M Variable Table

OUTCOME VARIABLE:  
Alone\_T

Model Summary

|  | R     | R-sq  | MSE    | F      | df1    | df2      | p     |
|--|-------|-------|--------|--------|--------|----------|-------|
|  | ,2196 | ,0482 | 8,0417 | 5,7760 | 1,0000 | 114,0000 | ,0179 |

Model

|          | coeff   | se     | t      | p     | LLCI   | ULCI    |
|----------|---------|--------|--------|-------|--------|---------|
| constant | 10,6183 | 1,3681 | 7,7615 | ,0000 | 7,9082 | 13,3285 |
| Socmed   | ,0994   | ,0414  | 2,4033 | ,0179 | ,0175  | ,1813   |

Standardized coefficients

|        | coeff |
|--------|-------|
| Socmed | ,2196 |

Source: Findings of This Study (2021)

The above table showed that the influence of X toward M Variable could be revealed from its coefficient output of **0.0994** and significant on the degree of  $p < 0.05$  namely  **$p = 0,017$** . This indicated that there is significant influence between social media usage toward Alone-Together behavior of millennials. This result is consistent with previous study conducted by Saleh and Pitriani (2018) which stated that social media functions as a stimulus to responses in developing Alone-Together behavior. The higher the needs of individuals to use social media, the greater their inclination to develop Alone-Together behavior. Alone-Together behavior is not likely to develop if social media is not attractive to use (Saleh & Pitriani, 2018).

The above result is an example of S-O-R theory proposed by Effendy (2003, p.253), elaborated in the previous section, where Stimulus in the form of social media usage influences Organism, in this context the millennials, who develop higher Alone-Together behavior provided they use social media more frequently. The acceptance of the millennials (organism) on the stimulus of social media usage which lead to addiction result in their Alone-Together behavior.

Table 4  
The Influence of X and M Variable toward Y Variable Table

OUTCOME VARIABLE:  
Intrpe

Model Summary

|  | R     | R-sq  | MSE     | F      | df1    | df2      | p     |
|--|-------|-------|---------|--------|--------|----------|-------|
|  | ,1978 | ,0391 | 20,5214 | 2,2999 | 2,0000 | 113,0000 | ,1049 |

Model

|          | coeff   | se     | t       | p     | LLCI    | ULCI    |
|----------|---------|--------|---------|-------|---------|---------|
| constant | 43,6890 | 2,7019 | 16,1700 | ,0000 | 38,3361 | 49,0419 |
| Socmed   | ,0099   | ,0677  | ,1467   | ,8836 | -,1242  | ,1441   |
| Alone_T  | -,3171  | ,1496  | -2,1197 | ,0362 | -,6136  | -,0207  |

Standardized coefficients

|         | coeff  |
|---------|--------|
| Socmed  | ,0139  |
| Alone_T | -,2004 |

Source: Findings of This Study (2021)

Table 4 determined the influence of the M variable toward the Y variable. There was a coefficient of variable Alone\_T (M) of **-0.317** with value of **p=0.0362** ( $p < 0.05$ ) which revealed negative correlation and significant influence between Alone-Together mediator variable toward interpersonal communication behavior. This finding indicated that the higher Alone-Together behavior, the lower interpersonal communication skills of millennials. Similar findings are also found in the study conducted by Anshori (2020). Wright (2015) presented how an individual's low interpersonal communication skills reveals the individual's lacking social relations with other people, resulting in Alone-Together behavior (cited in Anshori, 2020). It is thus necessary to develop awareness to improve interpersonal competencies, such as openness, empathy, support, and positivity to be able to manage Alone-Together behavior when communicating with other people.

Additionally, the same table revealed the influence of X variable toward Y variable. The output resulted in Socmed coefficient of **0.0099** and **p=0.8836**. This indicates that social media usage has no significant influence on interpersonal communication behavior of millennials ( $p > 0.05$ ), therefore it is suggested that X variable has no direct effect on Y variable.

In the result which did not reveal any significant influence between social media usage (X) and face-to-face interpersonal communication (Y) of millennials, this study identified the role of Alone-Together behavior (M) as the mediator for both X and Y variables. The result of analysis on Table 4 also showed direct effect on the correlation between Alone-Together variable toward interpersonal communication of -0.317, which was smaller than the coefficient of correlation between social media usage and interpersonal communication of 0.009. Therefore, there is significant influence of mediation between Alone-Together behavior and interpersonal communication, in other words the correlation is fully mediated in this study.

The result of this study also included the three important elements of S-O-R theory suggested by Effendy (2003, p.253) as elaborated in the previous section, namely stimulus, organism, and response. Response here is defined as changing of attitude comprising cognitive, affective, or behavioral changes. Stimulus in the form of social media usage influences Alone-

Together behavior of the organism, who are millennials in this context, who provide less effective responses when having face-to-face communication with other people. Responses provided by the organism depend on their attention, understanding, and acceptance over the stimulus (Effendy, 2003, p. 255). In this perspective, the more contented and absorbed the millennials in using social media, the higher they develop Alone-Together behavior, and the lower their face-to-face interpersonal communication skills. Thus, it can be stated that the changing of attitude occurring here is affective and behavioral.

Previous study conducted by Putri, Mulyati, and Hamiyati (2020) which suggested that Alone-Together behavior has frequently become obstacles in effective face-to-face communication in family strengthened this study's findings, and additionally, this study could be generalized toward millennials where the scope could be expanded beyond the context of family communication, but also face-to-face communication in general, thus it can be concluded that Alone-Together behavior is able to influence individuals' face-to-face communication skills, regardless of any context, when they are increasingly absorbed in their social media, the higher they develop Alone-Together behavior, and the lower interpersonal communication skills they have.

#### *D. Conclusion*

The following are the conclusions drawn from hypothesis testing obtained from the findings of this study:

- H1: There is significant positive influence between social media usage toward Alone-Together behavior of millennials. This finding shows that the higher social media usage, the higher chance of Alone-Together behavior developed on millennials, and conversely.
- H2: There is negative correlation and significant influence between Alone-Together behavior toward face-to-face interpersonal communication of millennials, thus it is concluded that the higher Alone-Together behavior is developed, the lower interpersonal communication skill is developed, and conversely.
- H3: There is no significant influence between social media usage toward face-to-face interpersonal communication of millennials, therefore it is revealed that there is no direct influence between social media usage and face-to-face interpersonal communication of millennials.
- H4: There is significant influence on Alone-Together behavior as mediator of the correlation between social media usage and face-to-face interpersonal communication of millennials. Alone-Together behavior thus is included as a fully mediating category, caused by the absence of significant influence of X variable (social media) toward Y variable (face-to-face interpersonal communication).

#### *E. Discussion and Implications*

Of all the steps in this research there were still components in need of further improvements, such as those related to the duration of questionnaire distribution which could obtain better a result if it were done in more ample time. In terms of measured social media, only three social media platforms employed in this study since they were considered the most widely used, while measurement on other social media could also result in different perspectives related to similar studies.

Lastly, if this research is further developed then similar studies using qualitative method may also support in revealing the correlation among variables through in-depth exploratory study.

In understanding the existence of social media, Alone-Together and their impact on face-to-face communication, this research is expected to:

1. Compare the influence of each dimension or item existing on each independent and mediator variable in their influence toward dependent variables.
2. Serve as a reference to recognize face-to-face interpersonal communication skills with current phenomenon where social media is widely used by millennials, how to be ethical in interpersonal communication.
3. Raise awareness on social media usage thus it does not become a factor which inflicts negative influence in communication.
4. Limit social media usage when it leads to develop Alone-Together behavior.
5. Improve ourselves with competencies related to interpersonal communication as a balance to the ever-growing social media.

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