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SOCIAL MEDIA SEGEMENTATION AMONG UNIVERSITY STUDENTS: A COMPARISON BETWEEN UNIVERSITAS SWADAYA GUNUNG JATI CIREBON AND UNIVERSITAS PADJAJARAN BANDUNG

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Abstract— **Human behavior has evolved in the digital age, and students are no exception. They are now very receptive to technology, particularly social media. This research is aimed at disucssiong how students at Universitas Swadaya Gunung Jati (UGJ) Cirebon and Universitas Padjaran (Unpad) Bandung divide up on social media; how interested students at UGJ and Unpad in using social media; and what societal difficulties affect students at UGJ and Unpad. A qualitative descriptive research methodology is employed in this study. Utilizing a purposive technique, 12 respondents from UGJ and Unpad were included as the sample. A focus group discussion (FGD) was also held with ten students selected at random. The research found that there aren't many differences between UGJ and Unpad students' social media segmentation when it comes to their usage patterns, media intensity, the purpose of social media for them, the groups they are a part of, and the money they spend on reaching their quotas. 2. The social media platforms that WA, Youtube, Instagram, Facebook, Twitter, Tiktok, Telegram, and Line utilize pique their curiosity in using social media, and UGJ students add podcasts and spotfy. The social media platforms that are most commonly used include WhatsApp, Instagram, Facebook, Twitter, Line, and WA. Conversely, Tiktok, Reddit, Discord, and Telegram are less frequently used, with Telegram being used infrequently among UGJ students. The research found that the social media segmentation of UGJ and Unpad students is not much different, starting from their activities in using social media, media intensity, the function of social media for them, the groups they belong to, and the funds spent on purchasing quotas. 2. Their interest in using social media is also the social media applications used by WA, Youtube, IG, FB, Twitter, Tiktok, Telegram, Line, while UGJ students add Podcast/spotfy. What social media are most frequently used, WA, Youtube, IG, FB, Twitter, and Line, and which ones are rarely used, Tiktok, Reddit, Discord, and Telegram, while for UGJ Students, Telegram. 3. There is a shift in habits from watching TV and reading to playing on cellphones, with opinions of the usage of social media pointing to increased information and social connection with old and new acquaintances. They need to filter the information they receive and be adept at sharing your time because social media has a negative effect on them and makes them erratic, lethargic, and the source of fake news.**

Keywords—***Segmentation; Social Media; Students***

I. INTRODUCTION

Social media is a medium that serves a number of purposes. In addition to serving as a communication tool, it also gives users access to a variety of information. Social media plays a part in and has an impact on human life. It is designed to serve a certain goal and assist each person in its own unique way. The social media that was found [1] is a web-based social networking site that enables anyone to create a limited system profile that is public or semi-public, connect with other users, and browse and examine their list of contacts. Within a system, others construct them. Social media facilitates the process of creating and sharing content for the benefit of other users.

According to Solis' explanation, this has to do with how people use social media and the language and context of the messages they share, such the photos they upload. For instance, on Valentine's Day, the language and messages utilized are associated with the love that is celebrated on this day, as well as the communication that takes place on social

media through reading, commenting, and reposting to other users. In Indonesia, the primary reason people use the internet is to look for information. 87.13% of individuals actively utilize social media, according to lifestyle [2]. According to research from 2016, 89.70% of students utilize the internet, meaning they can access it from their bedroom, while studying, at the dinner table, while traveling, or even while driving.

The results of other research conducted by [3] show that the use of online media has an influence on student satisfaction, while learning motivation does not really influence student satisfaction. Thus mass media has power for students. Social media networks have powerful power in disseminating information. Especially during a pandemic, people have more time to stay at home, so the need for information will never stop, even from home, information needs can still be met, one of which is through social media.

Students who are enrolled in college and between the ages of 18 and 25 meet the requirements for information gathering for research problems. According to Kandell, students between the ages of 18 and 25 exhibit psychological dynamics, are transitioning from late adolescence to early adulthood, and appear more susceptible to internet reliance [4]. The study's objectives are to: 1. Find out how students at Padjadjaran University and Swadaya Gunung Jati University segment social media. 2. To ascertain whether students at Swadaya Gunung Jati University and Padjajaran University are interested in using social media; and 3. To ascertain what views the students have regarding the use of social media.

II. METHOD

This research uses descriptive research methodology, with a qualitative research type. According to [5], descriptive research is research that aims to investigate circumstances, conditions or other matters related to research and describe the actual state of the problem based on the data obtained. Social media segmentation by UGJ and Unpad Students can be mapped in a procedural framework through the activities, interests and opinions on the use of social media by UGJ and Unpad students.

By taking into account that human behavior is dynamic and that life is ever-changing, this qualitative method provides opportunity for a deeper understanding of the phenomenon under study. Informants or research subjects are individuals chosen for observation or interview in accordance with the goals of the study. Because informants are thought to be actively creating reality rather than only being objects that only complete surveys, they are referred to as study subjects. [6]. Because there was no sampling frame for every component of the informants, research subjects were selected from research informants using purposive procedures. Twelve students from UGJ Cirebon and Unpad Bandung served as informants for the study. The

researcher's beliefs and judgments regarding social media use among these students were the basis for this determination. The majority of focus group studies employ 6-to 12-person samples, meaning that the findings are not generalizable. [7].

III. RESULTS AND DISCUSSION

Social Media Segmentation of UGJ and Unpad Students Based on the results of interviews with several informants, the UGJ and Unpad students' activities in using social media are as follows:

TABLE 1. SOCIAL MEDIA SEGMENTATION

Table Social Media Segmentation		
UNPAD		UGJ
Activities using social media	Around 7 – 12 years	Since elementary school 10 years ago, since the age of 11 – 13 years
Media intensity	Between 2-4 hours/day	Between 3-12 hours/day
Social media functions	Interaction in the form of chat View other people's stories Information Entertainment Education	Interaction between friends Find out new information See the trends that occur To search for new information Connect with distant family Entertainment Education
Social Media Group	Between 6 – 20 groups (Basketball Groups, webinars, and friendship groups, class groups, organization groups, academic adviser's groups, academic supervisor's groups, alumni groups, scholarship activity groups, webinar groups, TOEFL class groups.	Between 5 – 28 groups (Friend groups, course groups, and peer groups
Quota Funds	IDR100,000 to IDR150,000 /month	IDR30,000 to IDR150,000/month

Because of this, there aren't many differences between the social media segments of UGJ and Unpad students when it comes to their usage patterns, media intensity, how social media has replaced mass media in their lives, or the money they spend on buying quotas like research from [8]. Teenagers are highly intense, according to other study, and [9] that social media use is currently only documented in a negative light and involves small amounts of financial investment. Customers—women included— spend a significant quantity of money on subscription fees, recurring payments, etc. Making Use of Instagram UGJ students use social media for a variety of purposes, and they say the following:

"At home to save more, or on campus there is WiFi"

When they go to sleep, they also leave their phones on. Some claim that it remains on airplane mode or on. Social media use was followed by changes in mass media use, including reduced TV watching, less newspaper reading, more social media interaction with old friends and new acquaintances, and infrequent library visits for informational purposes.

Student Interest in Using Social Media

The initial motivations for utilizing social media remain largely the same, namely maintaining contact with others and staying informed. An excerpt from the informant's interview is as follows:

Informant 3 from Unpad:

"Very early because I don't want to be left behind (in elementary school)"

The following :

TABLE 2 STUDENT'S INTEREST IN USING SOCIAL MEDIA

Student Interest in Using Social Media		
	UNPAD Students	*UGJ Students*
Social media applications used on cellphones	WhatsApp Youtube Instagram Facebook Twitter Tiktok Telegram Line	Tiktok Instagram WhatsApp Telegram Facebook Podcast/spotfy Line Youtobe Twitters
The most frequently used social media	YouTube Instagram Facebook Twitter TikTok Telegram Because it's for communication Line, because communication with friends and coursework is all there WhatsApp, because it is my main application for communicating	WhatsApp Because looking at class groups whether there are lecture hours or not, the frequency of WhatsApp is higher, the main application for connecting with family, friends, even lecturers Instagram because there is a lot of the latest information every day, even the hours are reading English quotes, looking for ideas Facebook is just to relieve boredom, lots of interesting things YouTube to listen to songs or watch Twitter to read news that is happening Line to communicate with friends who live outside the city
Rarely used social media	Telegram, because none of my friends play Telegram either Line, Twitter because it's not really important Instagram, because it makes you inherently insecure, less attractive Tiktok, there's little interest in opening it but it takes time to open it Facebook. I've been using it less and less since I started being active on Reddit	Telegram Line, because there is rarely interaction on the application, no one chats

Their current smartphones satisfy their demands, but since social media became popular, things have changed. For example, people are now using TikTok and YouTube to find entertainment. Only using WhatsApp and Line for communication.

Interest in the social sector is influenced by the intensity of information access and interaction; in addition, there is more and frequent interaction with old and new friends, and they are better able to carry out social actions with others and understand how to communicate correctly and effectively when interacting with different groups. The chance to meet and form friendships with new people is quite probable when old habits are replaced with new ones. The conversations that take place are typically predicated on personal preferences. While there are many reliable sources of instruction on social media, there is also a lot of false information.

As a result, social media users are responsible for vetting news and information. Education contains all factual and valid facts. Therefore, social media can serve as a universally accessible educational resource. Since some people may express themselves more freely on social media than they can in real life or the actual world, it is undeniable that social media has turned into a place where people go to find entertainment and an escape from weird happiness. It is necessary for me to be able to effectively classify and select cultures because there are more and more foreign cultures entering the nation. Social media has made it possible for everyone to learn about global trends. Thus, it is normal to happen if there is a cultural shift.

According to study findings [10], social media is a crucial medium for fostering social contact. Higher education is also becoming more interested in the possibilities of social media as a marketing tool, as more companies in a range of industries have incorporated or plan to integrate social media applications into their marketing strategies. The potential of these technologies to reach and engage future students is what matters most. Foreign cultures can have an impact on some people. Academic and general knowledge are also growing, and more people are shopping online and looking for business ideas; Politics becomes adopting a particular political stance, feeling a certain amount of sympathy or hate for particular individuals, keeping up with both domestic and international political developments,

getting to know and comprehend politicians who speak for the people, growing increasingly critical in the process of choosing and choosing domestic leaders, and realizing the significance of politics. We engage in politics on a daily basis to uphold the well-being and prosperity of others. Everyone needs to be aware of what is going on in the political realm. Many have presented themselves to the larger community and used social media as a platform for their campaigns.

Opinions on the Use of Social Media by Students

It goes without saying that mass media has changed since the advent of social media. Social media was initially used to connect with pals, but with time, everything changed. Every corporation uses social media for public relations. News is now viewed through social media, as opposed to the past when it was only available through newspapers, TV, and websites. The following findings from informant interviews serve as the foundation for the students' thoughts regarding social media:

"You have to use it wisely because it can be a means to do bad things"

Likewise, the opinion of Informant 2 from Unpad is as follows:

" Because social media is so popular right now, people need to be careful about what information and content they consume because anything can be accessible online."

Another informant even said the following:

"It's too chaotic, everything goes viral quickly, and the horror is that things that go viral can change people's lifestyles and opinions. Like food that goes viral and immediately sells out, LGBT issues and mental health issues are really taboo to express. But now many are speaking up and "proud" of it, as dramatized."

Informant 3 from Unpad stated the same thing:

"It's complicated, lots of people are concerned about trivial things"

As a result, the culture has changed due to the ease with which information and communication can now be accessed, the decline in interest in reading, the increase in online buying, and the increase in distances between people who live close and those who do not. The belief held by UGJ students—that watching television is quite uncommon since it can be obtained through social media, particularly YouTube—is essentially the same. Naturally, the rerun is accessible on YouTube and other digital platforms in case we miss the live show on television. These days, you don't even need to watch TV to view movies because services like Netflix, Iflix, and others are available.

The findings of earlier studies indicate Colleges and universities can gain from having a better grasp of how potential students utilize social media in the context of social media marketing. There are gaps in the present study about how students utilize social media to help with their

matriculation decision-making because of how social media use is always changing. In order to address conflicting information, the authors conducted one-on-one interviews (n = 12) with students at a small liberal arts college and used survey data from current university students across the United States (n = 364). Students reported using social media to narrow their search and make their matriculation decision, depending on the situation. According to the research, the majority of students who participated in interviews stated they used social media to find out more information about the higher education institutions they were considering, even though they may not have visited social media sites or claimed that it had no influence on their decision to matriculate [11].

Social media has altered routines in daily living. You check your phone as soon as you get up in order to get more knowledge, make more friends, and become more conscious of the state of the world in general. But social media can also have negative effects, like hoaxes, which can have too many viewpoints and make people too transparent to know what is good and wrong. Additionally, a great deal of time is lost, which makes people slack off when it comes to in-person socialization. They have headaches and sore eyes from constantly opening their phones. As per the source, there are individuals who accept invitations to chat on their telephones but fail to pay attention.

What happens if they run into friends and find themselves at a loss for words? When they're together, some folks are occupied with talking on their phones. Young adults should understand that using social media could have a lasting impact on their employment, regardless of how they feel about the practice. [12]. People are sharing more details about their life on social media these days, which makes them use it less secretly and limit their usage to prevent bad effects. However, they still frequently use social media in their leisure time to browse the news or get ideas.[13]

IV. CONCLUSIONS

a. There isn't much of a difference between UGJ and Unpad students' social media segmentation when it comes to their usage patterns, media intensity, the role that social media plays for people who have displaced mass media, the groups they are a part of, and the money they spend on quota purchases.

b. UGJ and Unpad students are also interested in using social media, including the platforms that WA, Youtube, IG, FB, Twitter, Tiktok, Telegram, and Line utilize, while UGJ students also include Podcast and Spotfy. The most popular social media platforms are WhatsApp, Instagram, Facebook, Twitter, and Line; the least popular ones are Tiktok, Reddit, Discord, and Telegram; Telegram is the preferred platform for Ugj students. Information interests also

change according on needs, covering topics such as politics, economics, education, and entertainment, which eventually results in distinct lifestyle patterns.

c. Views on social media use include that it enhances knowledge sharing and social engagement with both old and new acquaintances, leading to a shift in habits from reading books and watching TV to playing on cellphones. Social media has a negative effect on you by making you sluggish, disorganized, and susceptible to fake news. As a result, you should learn how to share your time wisely and filter the information you take in.

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