ANALYZING FACTORS BETWEEN YOUTUBE USAGE AND ADDICTION IN INDONESIA

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ABSTRACT

YouTube is a social media used often by many people worldwide, including in Indonesia. There are many reasons why many people use YouTube, ranging from personal enjoyment to seeking knowledge and even socializing with other users. Although some people are using it correctly, a few people excessively use YouTube to the point where they become addicted. Addiction harms the individual. Henceforth prevention is required to make the individual not addicted or even prevent the addiction in the first place. This study aims to find the main factor that can influence someone to become addicted to YouTube and discover the factors that can help reduce the addiction to YouTube. The factor variable used to determine the cause of addiction is selected using the uses and gratification theory; Entertainment Gratification, Information Gratification, and Social Gratification. The factor variable that will help reduce addiction is; self-control, social environment, age, and virtue. The researcher took the required data sample from 428 people using the questionnaire method and analyzed the data using PLS-SEM software to determine the validity and reliability of data collected. The study shows that out of three gratifications proposed for becoming main factor for individual to use YouTube, the social gratification has the strongest influence on YouTube usage, and from the four variables given to reduce addiction, the social environment has the strongest variable to help individual on reducing addiction.

Keywords: *Addiction, Factor, Uses and Gratification, Prevention, YouTube.*

1.   INTRODUCTION

Social media has grown large over the past few years. It has become one of the most integral parts of society nowadays. Social media helps us connect, share our thoughts, and entertain us in our daily lives. These days, there is plenty of social media that people have used for many different purposes. Some people want to connect with their old friends or find new friends to socialize with. Some of them need enjoyment to cheer themself and do some de-stressing. Some of them even try to inform themselves with newer knowledge to keep up with the current state of the world. All of these are why people use social media in their daily lives.

Most social media are split into two categories based on their functionality; *social media sites and social networking* sites. Kuss and Griffiths explained that *social media sites'* functionality is to create, share, and collaborate with other users or *content creators* [1]. According to de Berail, *social networking sites'* functionality is to connect various kinds of people and primarily focuses on creating interaction [2]. By de Berail's explanation, YouTube is considered social media as a "content community" due to its not meeting the functionality required for becoming a *social networking site* [2]. While *social media site* allows users to interact with various other kinds of individuals, if the social media itself does not have the functionality required to become a social networking site, it cannot be called *social networking site*.

Amidst many social media that have been created, there is one of them that has grown pretty quick within the past years. One of these social media is YouTube. YouTube is a social media platform that focuses on video sharing to websites. This platform allows us to create, publish, view, and share our videos for others to see. The platform provides the user with a simple integrated interface that enables them to upload their videos without knowing too much technical knowledge [3]. Currently, YouTube has reached the second-most used social media in January 2022, following Facebook as the most used social and WhatsApp as

the third-most used social media globally [4]. This means that most people choose to use YouTube as their social media.

YouTube can be used for many different purposes. It can be used for entertainment seeking, acquiring newer knowledge, socializing with other individuals with the same interest and many other reasons [1]. Each of the reasons mentioned above can be fulfilled by using social media hence why people use social media to achieve their satisfaction or goal. One way to understand reasons behind using social media can be seen by using *Uses and Gratification Theory*. This theory will help to learn the main motivation and pattern behind social media usage.

In Indonesia, YouTube has reached the second-most used website, followed by google.com as the-first most used and detik.com as the third-most used in February 2022 [5]. This usage alone reflects how many people in Indonesia use YouTube as their preferred social media for their daily activities. However, this usage also comes with a risk. A survey from 2020 found that many individuals, mainly teenagers in Indonesia, that are addicted to the internet increased to 19,3 percent [6]. That means many individuals in Indonesia are addicted to using the internet too much. This also counts for YouTube. Excessive usage without proper control can lead to undesirable addiction that can have a negative impact not just on individuals but also on their environments, such as family or friends.

The main reason why the study was created is the increasing number of individuals addicted to social media, especially YouTube. This can lead to troubling conditions for the individual, such as withdrawal from society or less interaction with other individuals, especially with family or friends. This research proposes finding the causes of addiction by using the *uses and gratification theory* to pinpoint what drives people to use social media and finding the factor variable that can help reduce the tendency of the addiction. The variable chosen to help reduces addiction is *self-control, social environment, age,* and *virtue.* These variables are hypothesized to reduce the tendency to excessive social media usage. There are three primary purposes of this study; One is to find the prominent factor leading to excessive usage that can create addiction using the *uses and gratification theory*—two, to find the variables chosen by the researcher to reduce the addiction to using social

media. This research is expected to help the reader to understand the primary factor driving social media usage and know the most influential factor that can help reduce addiction.

The paper will be organized as follows; Section II discusses the literature used that is relevant to the paper, Section III will explain the methodology used for the research, Section IV will explain the result of the research, and Section V will discuss the implication of the research. Section VI will be the conclusion of the research.

2. LITERATURE REVIEW

2.1 Uses and Gratification Theory (UGT)

To understand the individual's intention behind using social media, we can use UGT to discern their motivation for utilizing social media to their need. Ifinedo and Sheldon stated that UGT could be used to explain why individuals use the said social media [7], [8]. The UGT theory is used so that we can provide a clear description of their motivation, goals, and satisfaction from using social media [9], [10]. UGT has many categories to determine individual satisfaction in using social media. This category is divided by a few studies by Hossain, Malik and Pelletier into *information seeking, social interaction, entertainment,* and many others [9]–[11]. For this study, the UGT categories used are *Entertainment Gratification, Information Gratification,* and *Social Gratification.*

Research from Malik and Mi concluded that *Entertainment Gratification* results from satisfaction obtained from users when they feel happy from the activities carried out [10], [12]. In this context, users use social media to entertain themselves and avoid any negative things that are felt at the moment, according to Ma and Pelletier [11], [13].

Ma and Pelletier argue that user satisfaction is obtained when they get informative content and have access to seek new or relevant knowledge [11], [13]. There is a lot of content that discusses various kinds of knowledge ranging from general to specific. Users can search for all the knowledge they could not get or the most recent to feel satisfied with all the knowledge they can find.

Ifinedo, Mi, and Pelletier argue that satisfaction is obtained from interactions between other users online, and they feel satisfied if they can interact in any way [7], [11], [12]. On social media,

interactions are obtained between other users from reactions given to watching videos with *likes* or *dislikes*, giving comments to videos or other users.

2.2 Addiction

Addiction, as stated by Seo and Ray. is a condition where the individual will perform a task obsessively instead of letting it passively [14]. Hou mentions that addiction can come in many forms; physically, mentally, psychological problems, individual collectiveness, or emotion [15]. Some criteria can be determined whether or not an individual can be considered addicted. Overall, some studies from Jorgenson, Klobas, Khazaei and Osatuyi & Turel considered addiction as follows [16]–[19]; withdrawal, unable to control the usage of social media, deceiving others about the duration of using social media, disinterested in doing anything other than social media, and using social media as a medium to escape reality.

2.3 Variable that can help reduce addiction to social media

In this study, we have chosen four variables that can help reduce addiction to social media based on the theory given. These variables are *Age, Self-control, Social Environment* and *Virtue*.

Self-control refers to how a person can control himself from stimuli happening in their activities [19]. For example, self-control can help us not open social media when a new video comes out or respond to message notifications from their friends on YouTube. In this case, self-control refers to how someone can control themselves from using social media [19].

Social Environment refers to how the individual's environment can affect us using social media [9]. The pressure from the environment around users comes from either another individual or group that wants or forces us to use social media [9]. This pressure is made for various reasons. It could be because some individual wants you to follow them on their social media account or the said individual need to have social media account to help them in their group activities.

Virtue, stated by Lian, is to be a property owned by each individual and the handle of life that is currently being lived [20]. Virtue can be dictated by how well individuals treat and perceive others through their perspective. Virtue also dictates your morality on a specific action performed.

2.4 Technology Acceptance Model (TAM)

Many researchers mainly use the *Technology Acceptance Model or TAM* to perceive user intention when using a system. Derived from Granic, Mortenson, and Taherdoost, TAM explains user motivation using *perceived ease of use, perceived usefulness, and attitude towards using* [21]–[23]. Granic stated that *Perceived Usefulness* explains how users can increase their competency and performance by using a system, and *Perceived Ease of Use* explains how comfortable users use said system [21]. TAM can help us understand the reasoning behind user intention to use *social media;* either it can be their ease of use or help the user in their daily activities.

Davis proposed the Technology Acceptance Model in 1986. He proposed a model on how three factors can explain user motivation; *perceived ease of use,* perceived usefulness, and attitude towards using [21]–[23]. From the explanation given by Granic [21], perceived usefulness explains whether individuals feel that they can improve performance by using the existing system. Perceived ease of use explains whether individuals feel free from an effort by using the system, and attitude towards using is an individual's attitude towards the existing system. TAM can determine whether there are likes or dislikes of a system [23].

2.5 Hook Model and Habit-loop

Both the *habit-loop* and hook models explain how habit is formed within individual repeated behavior. Each of these models proposes a step-by-step for explaining how habit is formed through repetition throughout the individual's daily lives.

As stated by Duhigg, *habit-loop* consists of three steps; *cues, routines,* and *rewards* [24]. *Cues* are the *trigger* to perform activities; routines are the activities performed linked to the *trigger,* and *rewards* are the 'present' received in self-satisfaction or material items [24], [25]. *Habit-loop* is autonomous because it's formed automatically in an individual mind. The model itself is repeated whenever the *triggered* activates [24], hence why it's difficult for someone to break out of their habit. The individual needs to break their habit many times to render the formed *habit-loop* obsolete.

Eyal and Duhigg explained that the *hook model* consists of four steps: *trigger, action,*

variable rewards and *investment* [24], [26]. *The trigger* is the 'causes' of the action performed either externally or internally; Action is the activities performed regarding the *trigger, Variable Rewards* are the payoff received from doing the activities, such as gratification or material rewards, and *Investment* is more on how the mind of the individual makes the activities performed previously more effective and further increasing the activities when the *trigger* started [26].

While both models have different steps for explaining habit, they can explain how habit is formed. We can combine both models to understand the individual motivation for using social media. As said by Wood, if we can pinpoint the *loop* formed inhabit, we can find the main factor of social media usage [27]. Hence, both of these models will be used to find the main factor and explain how their activities are performed and the *cue* of using social media among individuals.

2.6 Hypothesis Development

Technology Acceptance Model or TAM is used mainly by many researchers to perceive user intention when using a system. Granic stated that *Perceived Usefulness* explains how users can increase their competency and performance by using a system, and *Perceived Ease of Use* explains how comfortable users use said system [21]. TAM can help us understand the reasoning behind user intention to use *social media;* either it can be their ease of use or help the user in their daily activities. From this explanation, we can create a hypothesis that states as such:

H1: *Perceived Usefulness* (PU) has a significant impact on *Behavioral Intention* (BI) when using YouTube

H2: *Perceived Ease of Use* (PEOU) has a significant impact on *Behavioral Intention* (BI) when using YouTube.

How people perceive their usage can be explained by user age. Araujo and Sheldon argue that different ages have different values regarding usage intention [8], [28]. From Sheldon's research, we can understand different reasons why people use social media. For example, in his research, it is known that younger people tend to use social media for relationships and older people tend to use social media for entertainment [8]. This implies that different people of ages have different reasons for using a system. From this statement, we created a hypothesis:

H3: *Age* has a significant impact on mediating between *Perceived Ease of Use* (PEOU) and *Behavioral Intention* (BI) when using YouTube

H4: *Age* has a significant impact on mediating between *Perceived Usefulness* (PU) and *Behavioral Intention* (BI) when using YouTube.

As stated previously in the *Uses and Gratification* (UGT) theory, this study has three categories: *entertainment gratification*, *information gratification*, and *social gratification*. These gratifications can help us understand the motivation behind social media usage. It could be either for relaxation, information seeking or socializing with someone. The intensity of using social media can also be traced to their high desire to use it. The higher their desire to use, social media usage will be intensified. From the theory and statement given, we can create a hypothesis that states as such:

H5: *Entertainment Gratification* (EG) has a significant impact on *Behavioral Intention* (BI) when using YouTube

H6: *Information Gratification* (IG) has a significant impact on *Behavioral Intention* (BI) when using YouTube.

H7: *Social Gratification* (SG) has a significant impact on *Behavioral Intention* (BI) when using YouTube.

H8: *Behavioral Intention* (BI) has a significant impact on *Usage* (U) when using YouTube.

Sheldon refers to the usage as time spent using a system to achieve the individual purpose [8]. We can refer to this understanding to correlate whether individual usage can lead to addiction. From this understanding, we can hypothesize that:

H9: *Usage* (U) has a significant impact on *Addiction* (A) when using YouTube.

From the explanation given previously, we conclude that four variables can help reduce addiction to social media; Age, Self-control, Social Environment, and *Virtue*.

From Sheldon, age also can have the potential to affect usage due to their perceived value. For example, older people tend not to use social media often because they -prefer to meet others face-to-face [8]. From this statement, we can hypothesize that:

H10: *Age* has a significant impact on mediating between *Usage* (U) and *Addiction* (A) when using YouTube.

From the explanation given by Osatuyi, we can understand that higher self-control means the individual can control themselves from any urges to use social media even when some form of stimuli happens [19]. From this explanation, we can hypothesize that:

H12: *Self-control* (Sc) has a significant impact on mediating between *Usage* (U) and *Addiction* (A) when using YouTube.

Social Environmental refers to the theory of how the unique environment affects said individual. The environmental refers to family, friends or groups. Balakrishnan mentions that interaction between individuals or groups can prompt social media usage [29]. Thus, the higher pressure from the environment to use social media, the more likely the individual will use social media and vice versa. Hence, the social environment plays a role in reducing addiction to social media usage. From this statement, we can hypothesize that:

H13: *Social Environment* (SE) has a significant impact on mediating between *Usage* (U) and *Addiction* (A) when using YouTube.

From research done by Lian, we know that bad virtue can increase addiction to social media, especially if the individual does not have a good relationship with others. From this explanation, we can hypothesize that:

H14: *Virtue* (V) has a significant impact on mediating between *Usage* (U) and *Addiction* (A) when using YouTube.

3. METHODOLOGY
3.1 Proposed Model
Based on the background problem, literature review, and preliminary review of past studies, the researcher conducts their Research Model based on the research result. The following is the model used in this research, as shown in figure 1
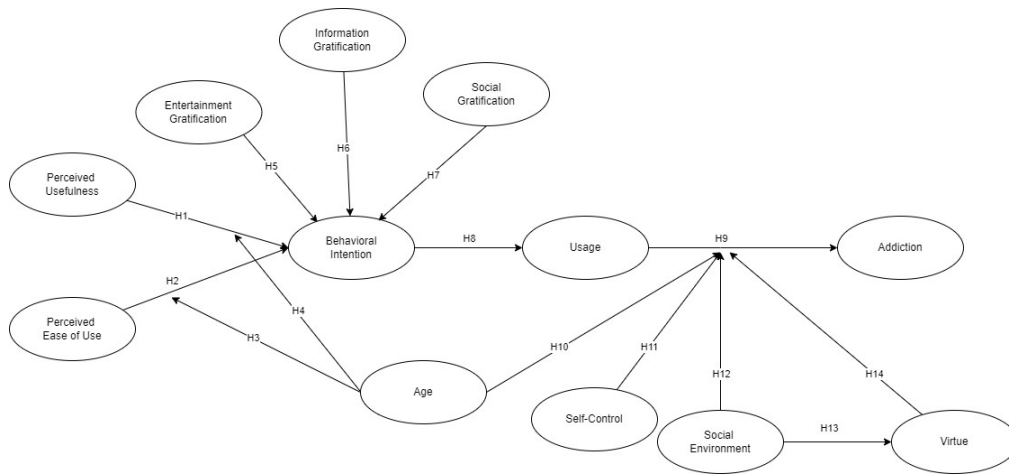

Figure 1 Proposed Model

3.2 Data Gathering
Before creating the questionnaire, the researcher has to come up with variables related to topic chosen. Theses variables are chosen from previous studies related to the topic. After finding and reading all of the paper used for the study, researchers conclude them and uses variables based on the finding of each paper. The researcher then proceeds to design the questionnaire that ask question related to each variable given.

The questionnaire is created using a Microsoft form consisting of 14 questions that used a five-point *Likert scale* ranging from strongly disagree to agree strongly. The questionnaire given are *closed questions,* which means the respondent has to reply to the question with the answer given by choosing number 1 to 5 for representing their answer to each question given. The data was gathered from 29th November 2021 and lasted until 12th January 2022. The researcher used *random sampling* as the preferred technique to distribute the questionnaire.

The result of the data gathered is 428 respondents. The female respondents were 305

people, or 71%. The male respondents were 110 people, or 26%. The people that didn't want to reveal their gender were 13 people or 3%. From this questionnaire, 7 people are below 17 years old, 388 people that are 17-24 years old, 29 people that are 25-32 years old, two people at 33-39 years old, two people at 40-47 years old, no respondents at 48-55 years old and above 55 years old.

3.3 Validity and Reliability Test

Data will be analyzed using the *Structural Equation Method* (SEM). SEM is used to measure the relationship between variables present in the study [30]. SmartPLS 3.0 are chosen as a tool to help process and analyze the data during the conduction SEM technique. The proposed researched model was tested using a measurement model to test the variable coefficient path. The procedure used for estimating variable significance is done by Bootstrapping using 5000 subsamples. The result shown in table 1 concludes that the measurement model can meet standard requirements.

The researcher will use *reliability* and *validity* measurements to determine whether the model is valid. As for *validity, the* researcher will use *Confirmatory Factor Analysis* (CFA). When using CFA, the researcher will use a *factor load* of more than 0.5 to determine index validity [30]. As for *reliability,* α Cronbach's will be used to determine model reliability. The researcher will use

values above 0.7 to determine index reliability. If lower than 0.6, the index will be rejected [30].

The result calculated using SmartPLS shows that all of the indicators used in convergent validity have scores above 0.50 in both *Average Variance Extracted* (AVE) and *Outer Loading*. In addition, by using Fornell-Larcker in table 2, all of the variables have AVE Roots which have the same or greater value than their construct making the data valid and usable for research.

4. RESULT AND ANALYSIS

After declaring all of the data valid in validity and reliability test, the data are considered feasible for the next step, testing the hypothesis proclaimed previously. The researcher needs to analyze each value indicated within each hypothesis to test the hypothesis. In measuring the accuracy of the hypothesis that has been made, the researcher looks at the P Values to determine whether the results of the given hypothesis support it or not for the given benchmark. There are three indicators on P Values to dictate whether the path has a strong, medium, weak, or no correlation between variables. P Values with strong correlation are between 0.01 – 0.05, medium correlation is between 0.001 – 0.01, weak correlation is below 0.001, and no correlation is below 0.005.

TABLE 1 : VALIDITY AND RELIABILITY TEST

Variable	Item	Loading	Cronbach's Alpha	CR	AVE
Perceived Usefulness	PU1	0.757	0.843	0.888	0.614
	PU2	0.809			
	PU3	0.771			
	PU4	0.803			
	PU5	0.777			
Perceived Ease of Use	PEOU1	0.759	0.781	0.850	0.531
	PEOU2	0.759			
	PEOU3	0.654			
	PEOU4	0.745			
	PEOU5	0.723			
Behavioral Intention	BI1	0.764	0.807	0.867	0.567
	BI2	0.629			
	BI3	0.784			
	BI4	0.743			
	BI5	0.830			
Entertainment Gratification	EG1	0.756	0.882	0.914	0.681
	EG2	0.851			
	EG3	0.827			
	EG4	0.835			
	EG5	0.853			
Information Gratification	IG1	0.842	0.884	0.916	0.687
	IG2	0.862			
	IG3	0.878			

	IG4	0.837			
	IG5	0.715			
Social Gratification	SG1	0.688	0.801	0.857	0.546
	SG2	0.771			
	SG3	0.781			
	SG4	0.761			
	SG5	0.687			
Usage	U1	0.853	0.823	0.876	0.589
	U2	0.809			
	U3	0.830			
	U4	0.704			
	U5	0.618			
Self-control	Sc1	0.784	0.890	0.919	0.695
	Sc2	0.881			
	Sc3	0.782			
	Sc4	0.831			
	Sc5	0.884			
Social Environment	SE1	0.600	0.804	0.863	0.559
	SE2	0.722			
	SE3	0.792			
	SE4	0.819			
	SE5	0.786			
Virtue	V1	0.863	0.901	0.931	0.771
	V2	0.842			
	V3	0.892			
	V4	0.893			
Addiction	A1	0.852	0.928	0.945	0.776
	A2	0.888			
	A3	0.894			
	A4	0.891			
	A5	0.877			

The second thing that researchers look at is the T-Statistic. It can help us understand whether the inner model's path coefficient is significant or not based on the two-tailed t-test with a significance level of 5% [31]. The path coefficient is considered significant if the t-statistic is more prominent than 1.96.

TABLE 2 : FORNELL-LARCKER CRITERION TABLE

Variable	A	BI	EG	IG	PEOU	PU	Sc	SE	SG	U	V
A	**0.881**										
BI	0.168	**0.753**									
EG	0.196	0.607	**0.825**								
IG	0.026	0.558	0.625	**0.829**							
PEOU	-0.009	0.610	0.604	0.625	**0.729**						
PU	0.160	0.644	0.548	0.627	0.569	**0.784**					
Sc	-0.169	0.271	0.248	0.388	0.304	0.273	**0.833**				
SE	0.396	0.435	0.379	0.338	0.248	0.323	0.283	**0.748**			
SG	0.424	0.541	0.497	0.446	0.322	0.414	0.227	0.701	**0.739**		
U	0.524	0.586	0.527	0.378	0.320	0.441	0.141	0.604	0.650	**0.768**	
V	-0.155	0.468	0.396	0.532	0.451	0.448	0.567	0.270	0.282	0.225	**0.878**

The third indicator that the researcher used is the effect size. Effect size explains the strength of the relationship between variables [31]. The indicator for each effect size is: low impact is at 0.02 or more, the medium impact is at 0.15 or more, and high impact is at 0.35. Each indicator needed to test the hypothesis is shown in Table 3. The correlation path of the structural model is shown in figure 2.
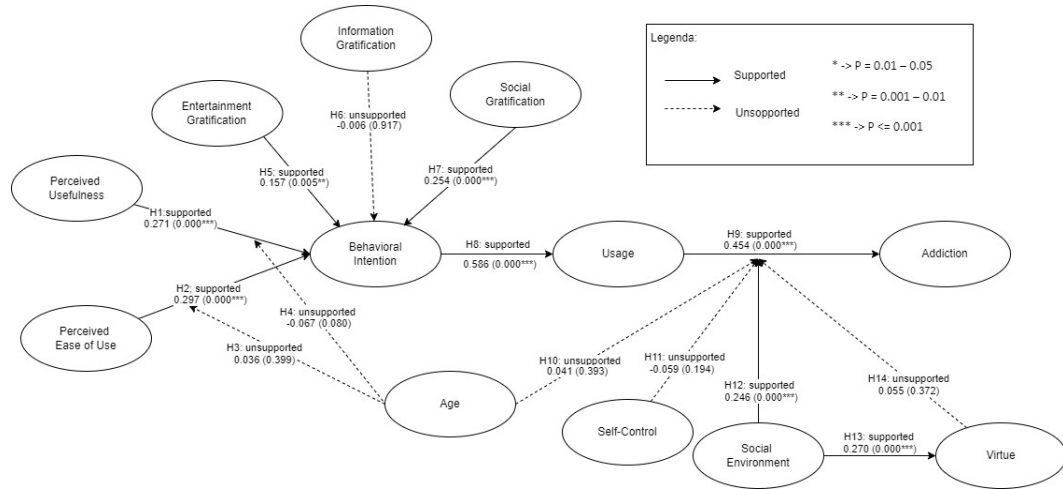

Figure 2 Structural Model

TABLE 3 : HYPOTHESIS RESULTS

Hypothesis	Path	P Values	T-Statistic	Effect Size	Result
H1	PU -> BI	0.297	6.234	0.114	Significant
H2	PEOU -> BI	0.271	5.548	0.091	Significant
H3	Moderating Age on PEOU -> BI	0.036	0.843	0.002	Not Significant
H4	Moderating Age on PU -> BI	-0.067	1.748	0.007	Not Significant
H5	EG -> BI	0.157	2.785	0.029	Significant
H6	IG -> BI	-0.006	0.104	0.000	Not Significant
H7	SG -> BI	0.254	6.669	0.112	Significant
H8	BI -> U	0.586	19.340	0.522	Significant
H9	U -> A	0.454	9.595	0.215	Significant
H10	Moderating Age on U -> A	0.041	0.855	0.002	Not Significant
H11	Moderating Sc on U -> A	-0.059	1.299	0.004	Not Significant
H12	Moderating SE on U -> A	0.246	7.326	0.119	Significant
H13	SE -> V	0.270	6.692	0.079	Significant
H14	Moderating V on U -> A	0.055	0.893	0.003	Not Significant

5. DISCUSSION AND IMPLICATION

5.1 Theoretical Implication

Several differences can be found in the research results, especially when compared to previous research on the same topic.

Variable *Perceived Usefulness* has a significant influence on *Behavioral Intention*. The results obtained follow Mailizar's research [32]. Compared with the research conducted by Mailizar, the *perceived usefulness* of this study has a more significant influence than the previous research. This means that usefulness has a more significant impact on using social media due to its practicality that allows every one of many ages to use it.

Variable *Perceived Ease of Use* has a significant influence on *Behavioral Intention*. This is following research conducted by Barhoumi [33]. However, Barhoumi said that the impact on this particular variable isn't significant. While that's the case for previous research, this study proves that *perceived ease of use* significantly impacts social media usage. This means that social media that is easy to use can bring a lot of users due to its simplicity.

In this study, *Information Gratification* has no significant effect on *Behavioral Intention*. This result of this study is different compared to Pelletier's research [11], where this variable has a significant influence compared to this study. This shows that not many people use social media to enhance their knowledge or try to add newer or relevant knowledge to their daily lives.

Entertainment Gratification has a significant influence on *Behavioral Intention*. This result follows previous research from Ifinedo [7]. The result obtained in this study compared to the previous study are low. Hence it can be concluded that while relaxation is an influence in motivating the user to use social, it's not the most significant factor.

Social Gratification has a strong and significant influence on *Behavioral Intention*. These results follow previous research from Ifinedo and Pelletier [7], [11]. The result of this study is higher compared to other studies. It can be concluded that *social gratification* gives the highest motivation for the user to use social media.

Self-control does not affect moderating the relationship between *Usage* and *Addition*. This result is similar to the study conducted in Osatuyi, where *self-control* did not significantly affect addiction [19]. This means that individual *self-control* in using social media has no significant effect on reducing addiction. Even with high *self-control*, without the help of other factors such as friends, family, or co-workers, the individual won't be able to reduce their addiction due to social pressure.

Social Environment has a significant effect on moderating the relationship between *Usage* and *Addiction*. The result of this study matches the study conducted in Hossain, where *Subjective Norm* has an impact on mitigating usage intention [9]. This means that the social environment surrounding individuals has a significant impact on reducing addiction to social media usage. Social Environment also plays a big part in helping individuals reduce their addiction.

Virtue does not have a significant effect on moderating the relationship between *Usage* and *Addiction*. The results obtained are different from the research conducted by Lian, where *Virtue* has a significant effect on *Addiction* [20]. This means that even with individual high *virtue*, it's still not enough to help mitigate the addiction to social media usage. Individual virtue can be easily changed depending on their surroundings and mental condition. The change itself can worsen the effect of the addiction if there aren't other factors that can help reduce the addiction to social media, whether it is by *self-control* or *Social Environment*.

5.2 Practical Implication

We can see how social media usage is formed based on habit-loop theory and the hook model. Starting from the desire to use said social media to the usage itself. From these two models, we can describe the purpose of using social media and how they can overuse it. First, we start with the *triggers* of using social media. *Triggers* occur because there is a desire from individuals. For example, they feel bored with their current conditions, so they want to use social media. After *trigger* runs, they will start to open social media and then look for content, socialize, or any activities to satisfy their desires. For example, if users feel bored, they will look for content that can entertain them. After doing these activities, the user will feel satisfied. From this satisfaction, users will feel that using social media is practical to satisfy their desires so that they will do it again soon. We can precisely know how individuals form social

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media usage habits from this pattern. After knowing how patterns in using social media are formed, we can reduce the amount of social media usage or help reduce the amount of addiction formed by diverting them to another activity when a trigger occurs. For example, if users feel bored, we can invite them to go for a walk or do some sport instead of using social media. We can prevent users from being addicted to using social media continuously. However, it needs to be said that there must be a suitable surrounding for those affected by the addition of social media, especially their friends or family. By having a positive environment, the individual affected can recover faster thanks to the support around the individual.

Research has shown that the *social environment* is an affecting factor in helping reduce the amount of addiction to using social media. That means there's a need for involvement surrounding affected individuals to help reduce the addiction to social media usage. As stated previously, the positive surrounding can reinforce one attitude to change due to the support received. This can be done in many ways, from family gatherings to social activities. The surrounding individual needs to make him involved in many ways to make sure his time on social media is reduced.

This study concludes that *Age* cannot significantly influence the factor of someone using social media or reduce the level of use so that individuals do not become addicted. In this case, age cannot be used as a reference in determining individual factors to use social media or helping in reducing addiction. All individuals can use social media even though they are of different ages in terms of usage. This means that social media can be used by various groups of people of various ages. From a prevention standpoint, getting older as an individual doesn't necessarily mean they can adequately regulate their use of social media.

From the study's result regarding motivation for using social media, social gratification is the main factor of gratification in social media usage, followed by entertainment gratification. In contrast, *information gratification* is not the main factor in using social media. This means that the desire to give like, dislike, comment, or share content is more potent than relaxation or enhancing knowledge. Followed to theory provided, the desire for someone to have full attention is the reasoning behind the social gratification. Giving *like* or comment alike are the

primary source of attention. By giving it, individuals feel that they have some people's attention. It gives them satisfaction knowing that someone agrees with what they said or has the same interest as them. *Entertainment Gratification* is also a factor in using social media, albeit not the most decisive factor compared to *Social Gratification.* This means there is a desire to relax over stressful days from work or activities by using social media, either by watching videos or giving comments. While *Social Gratification* and *Entertainment Gratification* are the leading factors behind the desire to use social media, Information Gratification is not the main factor behind social media usage. This means that people are not likely to use social media to search for newer knowledge or enhance their knowledge.

6. CONCLUSION

The research aims to find the main factors in why someone uses YouTube and find factors that can help reduce addiction in individuals. The research was conducted using the TAM method and using theories related to YouTube and the addiction that exists when using YouTube. The study was assessed using the PLS-SEM method using SmartPLS. The data was collected by conducting a survey with *Microsoft* and getting as many as 428 respondents. This study indicates that *Social Gratification* has the most decisive influence on social media usage by the individual. At the same time, Information Gratification is not the factor in using social media. Social Environment is the main factor that can help to reduce addiction to social media usage. In contrast, factors of *Age, Self-control,* and *Virtue* are not significant enough to help reduce the addiction to using social media. Behavioral *Intention* has the highest factor influencing *Usage* of social media.

There are several limitations provided within the study; (1) the study didn't explain the effect of the addiction and how to identify someone if they are addicted to social media usage. (2) the answer given was limited due to using quantitative research as the methodology for gathering data, (3) the respondent age are mostly dominant on one age; hence there is age bias in this study, and (4) the study only uses variable *perceived ease of use, perceived usefulness, age, behavioral intention, entertainment gratification, information gratification, social gratification, usage, self-control, social environment, virtue* and *addiction*

and does not include many other variables within the proposed model.

The study can be improved for future research by; (1) making sure that most age respondents are evenly spread so that there is no dominance on one specific age or focus on a specific group to analyze, and (2) adding more variables to the study, either by more gratification, more factor that prevents addiction on social media usage or other variable related to social media addiction, (3) doing qualitative research based on the addiction level on individual users on social media.

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