

## URBAN LIFESTYLE PATTERNS: THE IMPACT OF SOCIAL MEDIA ON QUALITY OF LIFE

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### ABSTRACT

*Urban lifestyle relates to the way of life in densely populated settlements and living conditions in the city. Despite differences in size, spatial structure, and social, cultural, and economic characteristics, urban communities consciously form a unity influenced by pressure and the surrounding environment. This study aims to elaborate on the pattern of urban life created using social media and its impact on quality of life (QoL), as well as the factors that influence the use of social media. This study employs a mixed methods approach, combining qualitative and quantitative methodologies. The research data is processed using the NVivo 12+ software tool to examine the lifestyle patterns of urban communities in Padang City, specifically emphasizing their utilization of social media platforms. The findings show that social media has a significant impact on shaping consumption patterns and lifestyle trends. People are exposed to social media content that influences their shopping habits, fashion, and leisure activities. However, norms, identity, and social interaction dominate in shaping lifestyle patterns and people's quality of life. The effect of social media on social interaction is not statistically significant. Thus, while social media significantly impacts urban lifestyles, other factors still play a dominant role in shaping lifestyle patterns and quality of life. In the face of social media influence, individuals in Padang City can maintain a balance and maintain their values and needs.*

**Keywords:** *Urban Studies; Lifestyles; Social Media; Quality of Life.*

### INTRODUCTION

Social transformation occurs quickly due to industrialization and information technology so that modern life can be carried out quickly with fast mobility (Wall, 2017). The ability of mobility to shorten distances despite globalization has changed the way of life of metropolitan communities and the multicultural diversity that characterizes urbanity. Complex urban lifestyles and various interactions lead to new lifestyles and consumption habits (Oliveira et al., 2020). However, the significant progress that has taken place often ignores the impact on the environment, society, culture, and human life, especially those affected by urban lifestyles, so that changes in behavior patterns and lifestyles dominate in a negative direction (Lichter & Brown, 2011; Miller & Nicholls, 2013).

Urban communities are synonymous with marginalization, social and economic inequality, poverty, city governance, and complex government systems (Mohanty, 2020). For developing countries, the social problems of urban communities are spatial phenomena that occur continuously and are still in the form of processes toward change or development

(Cassiers & Kesteloot, 2012). The structure of urban society is formed due to social solid competition, and pluralism puts pressure on individuals and groups to continue to develop (Roy, 2005). Therefore, the participation of urban communities in the urban planning process is significant. There is an urgent need to adopt an integrated approach to planning and managing urbanization. The government's role as the prime mover must take a positive approach to urbanization and have planning tools to deal with rapid urbanization (Oliveira et al., 2020; Shelton et al., 2015).

Activating a multidisciplinary approach to urban development, especially in social interaction, will provide an integrated approach to planning a more humane social structure for a predominantly plural urban climate (Soulsbury & White, 2015). Therefore, mapping in the implementation of urban community communication to be more harmonious by involving all actors of interest. Government intervention and cooperation with local leaders, organizations, the private sector, and the community are needed to improve social interactions increasingly eroded by the urban social individual environment. One of the sustainable development points (SDGs 11) pays attention to social challenges that include environmental pollution, disaster mitigation, biodiversity, improving quality of life, and sustainable use of natural resources (Purnomo et al., 2022; Sundari et al., 2022).

The focal point of social inclusion is developing the "welfare" point often conveyed in formal and informal forums and building willingness and awareness in getting community response so that it is successful in implementation (input) and produces benefits in quality of life (output). Previous researchers assessed that improving quality of life is inseparable from income, environment, social stability, education, and employment. The objective primaries of these indicators are directly related to human activities. However, the subjective quality of life is closely related to social interactions, social support, cultural factors, and the quality of the social environment, which slowly affects the psychological condition and nature of the community (Azmi et al., 2021).

The massive use of technology and comprehensive and accessible access to social media provide opportunities for people to grow faster. On the other hand, many people need to catch up to the development of communication technology and social media, thus affecting the psyche of life and quality of life. In contrast to this, positive impacts are also part of urban communities. Some people also pursue employment opportunities and the promise of better living conditions related to health services, education, business, and other offers (Priyono et al., 2020). Therefore, social transformation, lifestyle, quality of life, and human mobility

from rural to urban areas significantly increase due to the influence of information technology and social media.

Social media refers to digital technologies that emphasize user-generated content or interactions that either identify the direction of messages or use social media platforms to apply interaction patterns (Carr & Hayes, 2015). Extant definitions of social media vary widely in complexity, focus, and application. Many define social media as a facility for communication and even simply as a label for digital technology products that allow people to connect, interact, produce, and share content (Russo et al., 2008). According to Widi, a significant increase continues to occur until the end of 2022, namely 2018 with 132 million users; 2019 with 151 million users; 2020 with 160 million users; 2021 with 170 million users; and 2022 with 191 million users (Stephanie & Nistanto, 2022; Widi, 2023). With Indonesia's high number of active social media users, it is unsurprising that the public response is involved in various activities and general issues. Affects behavior patterns and attitudes that are constantly accompanied by news consumption. The result is that the lifestyle and quality of life will slowly change (Jun et al., 2017).

The use of social media as the primary tool of communication has the ability and change communication; this evolution is intended as an effective instrument for strategic communication at a particular time (Sutan et al., 2021) and has a significant influence in reconstructing social reality (Azmi et al., 2023), resulting in increased community involvement in information sharing, communication, and interaction across actors. The result of social media is considered an indicator of a person's ability to provide, receive, and disseminate information for knowledge and can influence people's lives so that existing behaviors and attitudes in society can slowly change (Chung et al., 2017; Soriano et al., 2016).

This phenomenon is equally applicable to urban populations in Padang, wherein the literacy level and the capacity to access, evaluate, and distribute knowledge may significantly impact their lives and the surrounding environment. Hence, this study aims to elucidate the lifestyle patterns shown by urban communities resulting from their engagement with social media platforms and to examine the subsequent impact on the overall quality of life experienced by these communities. Additionally, this research seeks to identify the elements that contribute to the use of social media among these communities. Researchers mapped QoL from two perspectives: positive and negative quality of life changes, to provide clear and measurable results from each positive and negative attitude. Researchers have compiled a

systematic research framework under the theories used in the research proposal so that researchers assess the ability to map the lifestyle patterns of urban communities, especially in Padang City. (Table 1)

**Table 1.** Research Framework

	Urban Lifestyle	Quality of Life
<i>A scale of 0,00-1,00. Grouping based on Low (0,00-0,25), Low-Medium (0,26-0,50 ), Medium-High (0,51-0,75), high (0,76-1,00)</i>		
<b>Social Media Impact</b>	Identity	Social Preference
	Ethic	Planning
	Norms	Interaction
	Role Model	Attitude
	Knowledge	Social Support
	Social Interaction	Social Environment

## RESEARCH METHODS

The lifestyle of urban communities influenced by social media consumption and its impact on people's quality of life was thoroughly investigated using a combined research approach (qualitative and quantitative). Creswell (2009) defines mixed research as combining qualitative and quantitative approaches for measuring and obtaining more reliable, qualified, and comprehensive research results. The quantitative use to quantify the impact of social media on people's lifestyles and quality of life. Then, qualitative is intended to provide an in-depth examination of social media use's impact on society. Primary data are obtained directly from the first party, without intermediaries or other connecting media, to measure and account for the data's accuracy. While secondary data support data obtained through third parties, intermediaries, or other connecting media, secondary data also support data obtained directly. During the six-month study period (March-August 2023), researchers interviewed 50 respondents at random and disseminated 150 questionnaires to residents of Padang with an average age of 20-30.

To evaluate mixed methods research, researchers correlated with sustainable social development and social interaction theories, which are closely connected to environmental, social, and cultural factors. Researchers assessed the data's validity and reliability after conducting observations, interviews, and questionnaires. In addition, the researchers

categorized the data according to the indicators they had determined based on their research requirements, namely lifestyle patterns of urban communities: the impact of social media on the quality of life of individuals.

Researchers use the Nvivo 12+ software to maximize research data processing to improve their findings' precision and scope. The study results provide descriptive and statistical information regarding the lifestyle patterns of urban communities, the impact of social media on the quality of life of urban communities, and the positive and negative behaviors associated with the use of social media by urban communities, particularly in Padang. It will also provide relevant solutions, regulations, and policies for law enforcement and other interested parties to implement. The objective is to bring order to social life, reduce digital crime, and ensure user data security, among other actions (Azmi et al., 2021; Chung et al., 2017). These stages are based on theoretical concepts, data, and extant factual evidence to investigate, comprehend, and know the ongoing communications and actions taken by the government to provide comprehension and enhance the digital literacy skills of social media consumers. Changes in urban behavior patterns and the impact of social media use on the quality of life in urban communities are described explicitly using descriptive and statistical language. In addition, it will provide solutions pertinent to the lifestyle changes brought on by social media use.

## DISCUSSION

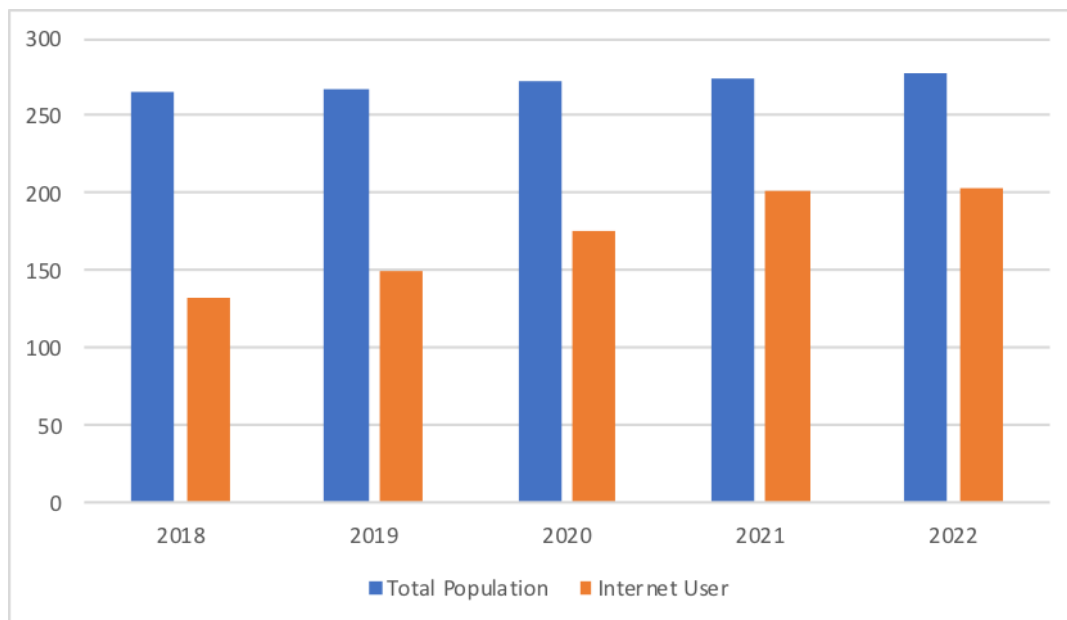
### *The Changes in Social Interaction and Communication*

Social media use significantly impacts how urban communities communicate and interact with others, including family, friends, and communities (Marciano et al., 2022). Through technological developments, social media has become a platform that enables instant and real-time communication. Urbanites can quickly communicate via social media platforms with family, friends, and community members (Islam et al., 2020). Text messages, group chats, and video calls can be carried out in seconds, allowing for a faster and more efficient exchange of information than traditional methods of communication such as letters or phone calls. Thus, the use of social media impacts changes in communication and community interaction to become faster and more efficient.

Changes in communication in the era of digital communication through social media provide wider accessibility and reach. Apart from providing fast and efficient

communication, social media has erased geographical boundaries in communicating. City dwellers can connect with people in different parts of the world, no matter how far they are (Tkáčová et al., 2021; Visvizi et al., 2019). This allows them to communicate with family living outside the city, friends from other countries, or community members with similar interests. This broad accessibility expands social circles and enables interaction with people who were previously difficult to reach. Changes in communication and social interaction patterns are due to the high number of internet users in Indonesia.

Figure 1 shows that Indonesia's internet users have increased significantly from 2018 to 2022. The high number of internet users impacts changing social interaction and community communication patterns. The development of the use of social media also occurs in every region and city in Indonesia. Based on a survey by the Indonesian Central Bureau of Statistics (BPS), the percentage of the population of West Sumatra aged five years and over who has internet access (including Facebook, Twitter, and Whatsapp applications) reaches 63.13 percent. If broken down by gender, the percentage of men in W Sumatra who access the internet is 65.32 percent.

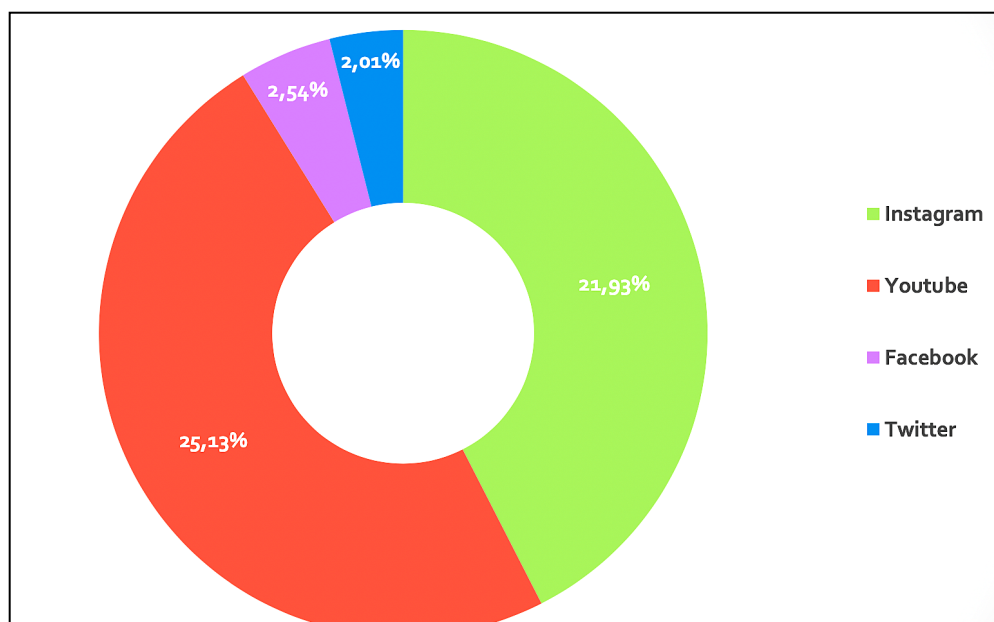


**Figure 1.** Social Media Users in Indonesia in 2018-2022

Source: Information Communication Service-Padang, 2023

While the percentage of women is lower than that, namely 60.93 percent, the use of social media in Padang City has also increased significantly, with 72.45 percent of the population using internet access daily. Social media provides an attractive platform for communication and entertainment, using social media to share information, photos, and

videos and engage in online conversations and entertainment through video content, music, and games (Fang et al., 2020; Sadayi et al., 2022). Available features These features make social media increasingly popular among the people of Padang, especially the younger generation. The younger generation in Padang City also plays an essential role in the growth of social media usage. They grew up with technology and better understood social media usage. Young people in Padang City actively use social media to communicate, share information, and conduct online activities (Putra et al., 2023). The author surveyed social media users in the city of Padang.



**Figure 2.** Percentage of Popular Social Media Users in Padang  
Source: Information Communication Service-Padang, 2023

Figure 2 shows the prevalence of Popular Social Media usage by Padang City residents, with dominance on social media platforms Youtube and Instagram. The role of social media in opening the door to globalization has become increasingly important, enabling more comprehensive information exchange and strengthening intercultural connectivity (Mardianto et al., 2019). Social media provides a platform for urban people in Padang City to digitally build and express their identity. They can share their interests, thoughts, and activities through posts, stories, or videos (Marciano et al., 2022); while this digital identity can affect how others perceive them and influence their interactions online. Based on the research results, it was found that most social media users in Padang City access Youtube, reaching a proportion of 25.13%, followed by Instagram with 21.93%. The high level of social media usage indicates the significant impact of globalization on cultural and lifestyle changes in

Padang City. They are now exposed to various global trends and get access to information from social media users, it encourages them to actively use social media to stay connected to the latest trends and interact with the broader community.

Social media use has also significantly impacted how urban people in Padang City communicate and interact with others, including family, friends, and communities. Indeed, this has changed the community's quality of life. Through social media, urban people in Padang City are exposed to global trends and information generated by social media users worldwide. This influences their lifestyle, fashion, entertainment, and interests. Padang people become more connected to the latest developments and join a more comprehensive community with similar interests. However, the impact of social media use also needs to be considered regarding the quality of life of urban communities in Padang City. Excessive or unbalanced use of social media can disrupt communication and direct interaction between individuals, families, and communities. Therefore, it is crucial to create a healthy balance in society.

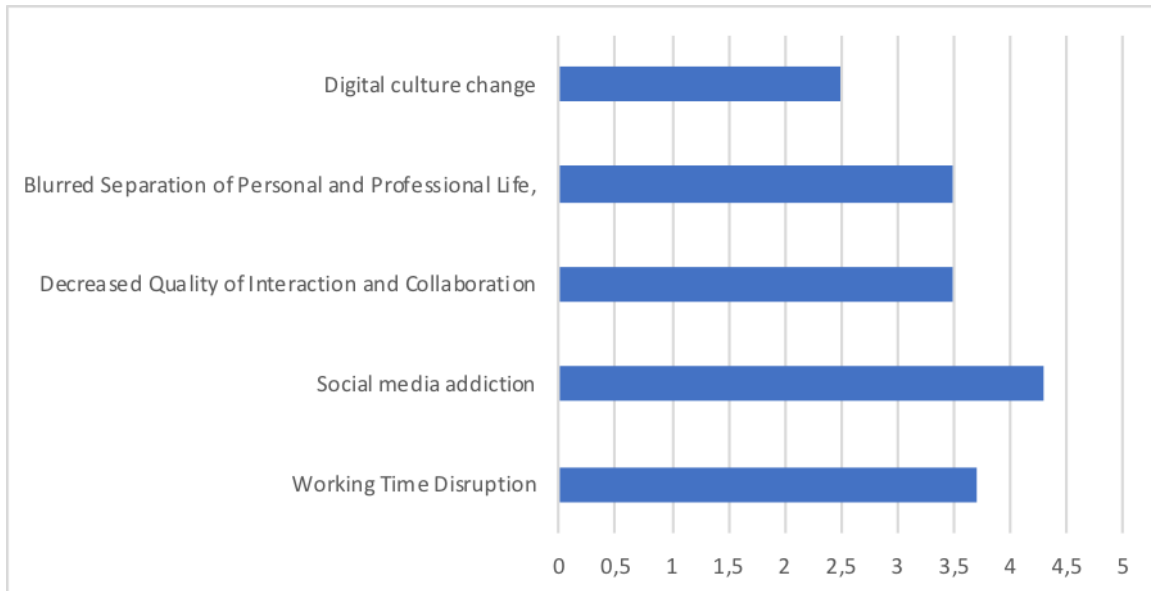
Research conducted by Mardianto et al (2019) and Putra et al (2023) states that among students in Padang City, the use of social media has been tested using the uses and gratifications theory. The survey results show that 97% of students claim to be active social media users. Another survey also showed that social media platforms such as Facebook, Twitter, Instagram, and Youtube are widely used by Padang people to interact. Social media use also affects how urban people communicate and interact with others, including family, friends, and communities in Padang City—the average Indonesian interacts through social media for 3 hours and 14 minutes daily. Therefore, social media can be used to promote tourism in Padang City. However, it is essential to remember that the use of social media also impacts people's behavior in choosing leaders, such as in the Padang City regional head election. For this reason, it is essential to regulate and supervise the use of social media so that it does not harm society.

### ***Effects on Employment and Productivity***

Social media significantly impacts work and productivity in urban communities. While social media offers many benefits, excessive and uncontrolled use can lead to several issues that affect work productivity and efficiency. The following are some of the social media's main impacts on the work and productivity of urban communities, including work time disruption, addiction to social media, decreased quality of interaction and collaboration,



blurred separation of personal and professional life, and digital culture change (Ngesan et al., 2018; Rouli & Dyah Kusumastuti, 2020). The results of the research conducted by the author on the influence of social media on work and community productivity in Padang City are as follows:



**Figure 3.** Crosstab Analysis Influence on Work and Productivity

Figure 3 shows the results of the significant impact of social media on the world of work and people's productivity in the city of Padang. One of the most visible negative impacts is the disruption of working time. Many employees are tempted to repeatedly check their social media accounts during working hours. Workers often get caught up in reading news feeds, replying to messages, or watching videos that are not relevant to work. These activities take up valuable time that would otherwise be used to complete work tasks, reducing overall productivity. In addition, social media can also cause addiction. Many social media users feel reliant on online social interaction, notification alerts, and validation from the reactions and comments of others. They get stuck in patterns of behavior that require them to constantly check and engage in social media, even at work. Addiction to social media can distract employees from essential work tasks, reduce productivity, and increase the risk of decreased mental well-being (Graham & Avery, 2013; Wijayati et al., 2023).

In addition to work time distractions and addictions, social media can affect the quality of interaction and collaboration at work. Social media users who are too focused on the platform are less likely to participate in team discussions and activities actively. This can hinder effective communication, sound decision-making, and productive employee

collaboration. Social media can also blur the separation between personal and professional life. Inappropriate personal posts or work-related stories can lead to conflicts and problems at work (Baboukardos et al., 2021; Kawuriyan et al., 2022). In addition, using social media at work can also reveal personal information that should not be shared, which can harm a person's reputation and privacy. Changes in digital culture can also affect people's productivity. People familiar with technology tend to be more productive in using technology for work.

### ***Social Preferences***

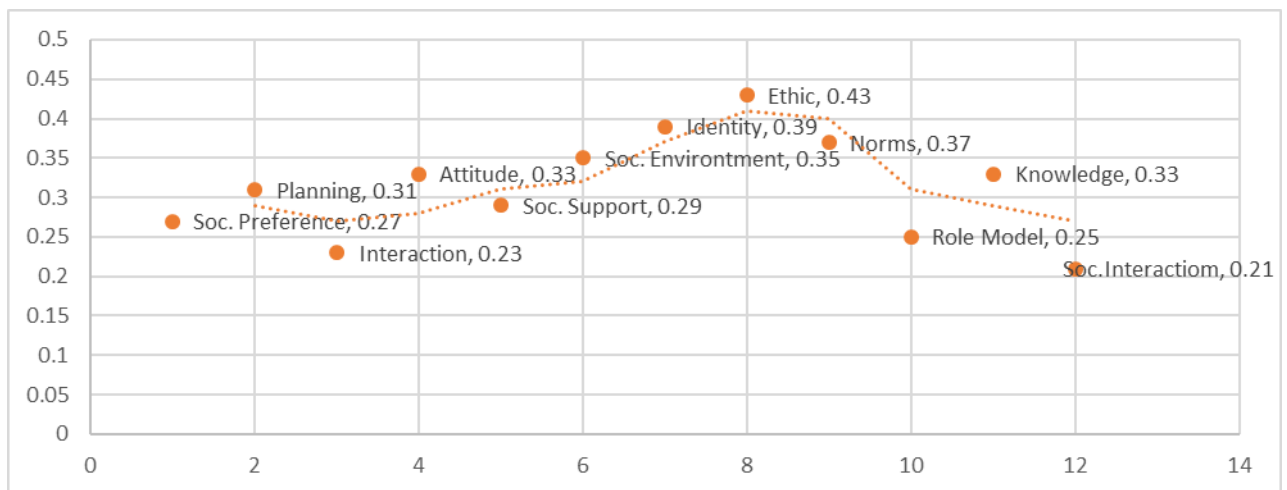
Social media significantly impacts people's consumption patterns in Padang City, including shopping habits, lifestyle trends, and self-image. In a digital era dominated by social media, individuals in Padang City are exposed to various content related to products, brands, and lifestyles. Individuals can easily find product reviews, recommendations, and promotions through social media platforms. With social media users sharing their shopping experiences, they become inspired to search for and purchase certain items. For example, when a local influencer recommends a restaurant or clothing store, it can encourage people or other one to visit it and purchase its products or services (Appel et al., 2020). Social media influences lifestyle trends in Padang City. They can view lifestyle-related content through these platforms, ranging from food, fashion, and vacation destinations. Also, exposed to such content can be inspired and interested in adopting specific lifestyle trends. For example, seeing attractive food photos on social media can encourage people in Padang City to try new restaurants or types of food that are trending.

Besides, social media also impacts the self-image of individuals in Padang City in the context of consumption. They are often exposed to photos and posts that showcase a seemingly perfect lifestyle on social media. This can create social pressure to improve their self-image and follow specific consumption trends constantly. For example, seeing posts of friends or influencers using luxury brands can make individuals in Padang City feel interested in owning similar products to look successful or stylish. The influence of social media on consumption patterns can provide benefits and challenges. On the one hand, social media makes it easier for people in Padang City to discover new products, brands, and experiences that may have been previously unknown. However, on the other hand, this influence can also create social pressure and lead to unwise consumption or beyond an individual's financial means. Faced with these social media impacts, they must develop awareness and be critical in

consuming social media content. Knowing its influence on consumption patterns and making decisions based on personal needs and values can help balance desired lifestyles, personal finances, and well-being in Padang City.

**Impacts on Urban Lifestyles and QoL**

Social media has a significant impact on urban lifestyles, and social media is the principal means of connecting people in Padang City with lifestyle-related trends, inspiration, and information. Through social media platforms, individuals in Padang can find content that influences their consumption patterns, from food to fashion to leisure activities. They are exposed to posts, reviews, and product recommendations from other social media users, including local influencers. This can influence their shopping habits and encourage them to try certain trending products or brands. In addition, social media also plays an important role in shaping lifestyle trends in Padang. Social media users often share interesting and inspiring lifestyles like fashion styles, travel destinations, or popular sports activities. This can encourage people in Padang to adopt specific trends and lifestyles. However, individuals in Padang still maintain a balance in dealing with these social media influences, maintaining their values and needs in making lifestyle decisions.



**Figure 4.** Urban Lifestyles and QoL Comparison

Based on Figure 4, which shows the results of the research on Quality of Life and Urban Lifestyle in Padang, it is found that the influence of social media on lifestyle patterns and quality of life is insignificant. This research reveals that the norms, identities, and ethics of the people in Padang tend to be positive. This shows that the influence of social media on changes in norms, identity, and ethics of the people in Padang is not so strong. Nevertheless, the value of social interaction in the influence of social media shows a low number, which is

0.23. Although it has a weaker impact, this does not mean that social interaction does not affect changes in lifestyle patterns and people's quality of life. However, this study shows that social media's influence on social interaction is not statistically significant to these changes.

Furthermore, the value of social preference and Role Models has a medium average of 0.27 and 0.25. This shows that social preferences and role models in the lifestyle of people in Padang City tend to influence social media moderately. Meanwhile, the Attitude value is classified as medium, which is 0.33. This shows that social media moderately influence people's attitudes towards lifestyle in Padang. Overall, the findings of this study indicate that social media do not significantly influence lifestyle patterns and quality of life in Padang. Factors such as norms, identity, ethics, social interaction, social preferences, role models, and attitudes still strongly influence lifestyle and quality of life in Padang. This shows that the people of Padang can still maintain control over their lifestyle and quality of life without being too dependent on the influence of social media.

## CONCLUSION

In this study, it was found that the influence of social media on lifestyle patterns and quality of life is not significant. The norms, identities, and ethics of people in Padang tend to be positive, indicating that the influence of social media on changes in people's norms, identities, and ethics is not so strong. Although social interaction has a weak influence, it is not statistically significant on lifestyle and quality of life changes. Other factors such as social preferences, role models, attitudes, and knowledge have a moderate influence. This research shows that urban communities in Padang can maintain control over their lifestyle and quality of life, not overly dependent on the influence of social media. Norms, identity, ethics, social interaction, social preferences, role models, and attitudes still strongly influence lifestyle and quality of life in Padang. This indicates that these factors play an important role in shaping the lifestyle of urban dwellers. At the same time, social media is not a significant factor in influencing people's quality of life. To comprehensively evaluate the recurring and continuous effects of social media usage on the conduct of urban populations in Padang City and other pertinent urban areas, it is imperative to conduct thorough and extended research studies in the future. In addition, it is essential to conduct comparison studies to evaluate the influence of social media on the behavior of those involved.

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## CONFLICT OF INTEREST

There's no conflict of interest and others

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