

“SCREEN TIME POLICE” APPLICATION DESIGN TO LIMIT AND CONTROL SOCIAL MEDIA USAGE FOR YOUNG ADULTS IN BANDUNG

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Abstrak: Penggunaan media sosial yang berlebihan berpotensi menyebabkan kecanduan yang berdampak negatif pada kesejahteraan seseorang. Dewasa muda Indonesia sangat rentan terhadap kecanduan media sosial karena dewasa muda Indonesia paling banyak menggunakan media sosial dibandingkan dengan kelompok usia lainnya dan rata-rata durasi penggunaan media sosial mereka melebihi batas penggunaan yang direkomendasikan. Apple, Android, dan pengembang pihak ketiga telah menyediakan aplikasi yang dipasarkan untuk membantu pengguna membatasi dan mengontrol penggunaan media sosial untuk mengatasi kecanduan media sosial. Namun, aplikasi tersebut terbukti tidak efektif dalam membatasi dan mengontrol penggunaan media sosial karena kurangnya batasan atau karena bagaimana aplikasi itu sendiri bekerja. Penelitian ini bertujuan untuk merancang media alternatif yang mampu melacak, membatasi, dan mengontrol penggunaan media sosial secara efektif dengan menggabungkan kekuatan dan memperbaiki kelemahan aplikasi bawaan dan pihak ketiga untuk mengatasi kecanduan media sosial. Untuk melakukan penelitian ini, penulis menggunakan metode kualitatif untuk mengumpulkan data yaitu dengan observasi, wawancara, studi literatur, dan kuesioner. Untuk menganalisis data, penulis menggunakan analisis matriks.

Kata Kunci: kecanduan media sosial, waktu layar, dewasa muda

Abstract: Excessive use of social media may potentially lead to an addiction that has negative effects on a person's wellbeing. Indonesian young adults are particularly vulnerable to be addicted to social media because Indonesian young adults use the most social media compared to other age groups and they have an average social media usage duration that exceeds the recommended usage. Apple, Android, and third-party developers have provided applications that is marketed to help users to limit and control their social media usage to overcome social media addiction. However, those applications are proven to be ineffective to limit and control social media usage due to the lack of restriction or due to the nature of the application itself. This research aims to design an alternative media that is able to effectively track, limit, and control social media usage by

combining the strengths and improving the weaknesses of the built-in and third-party applications in order to overcome social media addiction. To conduct this research, the author uses qualitative method to collect data, namely with observation, interview, literature study, and questionnaire. To analyze the data, the author uses matrix analysis. The final media that is created for this research is an application design. Benefits of this media is to be able to give an effective alternative to limit and control social media usage in young adults..

Keywords: social media addiction, screen time, young adults

BACKGROUND

Social media is a set of internet communication channels that allows humans to interact with each other without being limited by time and space. Currently, social media (e.g., Facebook, Instagram, TikTok) is a fundamental part of a young adult's life. We Are Social (2023) reported that in 2023, 153.7 out of 276,4 million Indonesians are social media users with most users being in the 18-24 age group. While social media have a lot of benefits, excessive use of social media may potentially lead to an addiction which has negative effects to a person's mental and physical wellbeing.

Excessive social media usage is usually defined by the hours spent on using social media. According to Hunt (2018), the recommended time to use social media for a healthy wellbeing is 30 minutes per day. In 2023, the average use of social media in Indonesia is 3 hours and 18 minutes per day. Research revealed that individuals who spend a significant amount of time on social media are highly likely to show symptoms of depression and anxiety (White-Gosselin & Poulin, 2022), as well as physical health problems such as headaches, chest pains, and cardiovascular diseases (Gambini, 2022). Based on this data, Indonesian young adults are particularly vulnerable to social media addiction.

Regarding to the ever-growing concern of social media addiction, in 2018 multinational technology companies Apple and Android launched a built-in application on their respective operating systems that could help users overcome social media addiction. While these applications are proven to be effective at

giving its users digital awareness, it does poorly on actually limiting and controlling social media usage because the time limits set within these applications can easily be ignored (Bogost, 2019).

With the problems mentioned above, it is apparent that there is a need for an alternative media that is effective to track, limit and control social media usage. To realize this, the author intends to create an application that combines the strengths and improve the weaknesses of the built-in and third-party applications. The author hopes that this application design will be effective to help young adults limit overcome social media addiction.

RESEARCH METHOD

The research method that is used is to collect data for this research is qualitative method, namely with observation, interview, literature study, and questionnaire. Observations are done by observing the behaviour of young adult social media users. Interviews are conducted with a psychologist, a UI/UX designer, and the the target audience. A questionnaire is distributed to young adult social media users in Bandung. Literature studies are taken from several sources such as journals, books and articles related to this topic, which will be used as a reference for this design. As for the analysis method for this research, matrix and SWOT analysis are used to analyze the opportunities for this design in order to get the possibilities and strengths and also reduce the deficiencies and threats.

RATIONALE

Visual Communication Design

Visual communication design is the design of visual media by a designer that aims to convey information or ideas to the public. A design consists of visual elements such as color, typography, layout, and shapes that can be used to

communicate messages and influence the behavior of message recipients in accordance with the design goals to be realized (Anggraini & Nathalia, 2018)

Mobile Application

According to Fauza & Hidayat (2015), mobile applications are software that operates on mobile devices and performs certain tasks for mobile users. Valdellon (2022) stated that there are three types of mobile applications, which are native, web and hybrid apps.

User Interface (UI)

A UI designer designs the appearance of the system and the interaction between the user and the system. Swasty and Adriyanto (2017) proved that color has an impact on the user's first impression of a website design that can determine a user's interest in continuing to access the website or not. The most important thing in UI design is the ease of users navigating the system to meet their needs.

User Experience (UX)

User experience is the entire process experienced by the user or users when interacting with the product system so that the user interface is not included in the graphical display part of the interface (Shirvanadi et al., 2021). User experience has a goal to make the user feel interested in the system and feel comfortable using it. It is based on perceptions after users interact with the system, such as effectiveness, efficiency, and emotional satisfaction (Wolf et al., 2020).

Gamification

Gamification is the use of game-like elements (such as objectives, points, badges, etc) to non-game scenarios in an effort to increase motivation, interest and participation of its users (Deterding et al., 2011).

Social Media Addiction

Hilliard and Parisi (2019) states that social media addiction is a behavioral addiction that is driven by an uncontrollable urge to log on to social media, being overly concerned about social media, and using so much time and effort on social media that it interferes with other important areas of their lives.

Cognitive Development in Young Adulthood

Crosnoe & Johnson (2011) reveals that young adults have an overactive motivational/emotional system in their brain that can contribute to suboptimal decision making. As a result, many young adults tend to be sensitive to their peers and their immediate surroundings, they have limited self-control, and are less likely to focus on long-term outcomes. All of which lead to a compromise in their decision-making ability (Galvan et al., 2006).

DESIGN AND RESULT

Message Concept

The message concept for this design is to provide an interactive media in the form of an application that effectively track, limit, and control social media usage. The concept is done by using the strengths and fixing the weakness of the existing applications, as well as adding the author's own creative idea which are to use virtual characters to aid the user's journey on limiting and controlling social media usage. The keywords that will be used for this design are interact, limit, and control.

Creative Concept

The creative concept for this design is to design a productivity application that uses gamification. The gamification elements of this design are point system, achievements, progress/feedback system, and unlockables. This application will be named "Screen Time Police". Screen Time means the time spent using a digital device and polices have the duty of maintaining law and order in or for an

area/event. So, the concept is creating “police officers” whose biggest concern is the users' screen time and digital wellbeing. This application design is equipped with features such as screen time data chart, app limits, sessions, and a unique block screen to encourage the users to limit and control their social media usage.

Communicative Concept

The method used for the communication strategy is the AISAS (Attention, Interest, Search, Action, and Share) method. The AISAS method will use supporting media that will act as a mean of promotion of the main media.

Visual Concept

The theme and color for the application design is based on the moodboard, color palette, and typography in figure 1. The feeling the design wants to convey is playfulness, comfort, and vibrant.

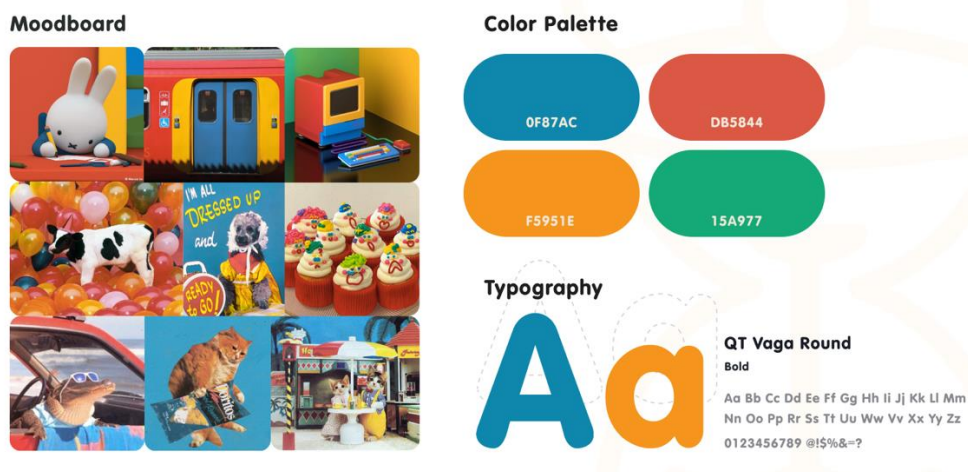


Figure 1 Screen Time Police Visual Concept
Source: personal documentation

Main Media Concept

The selected media for this design is a gamified productivity application which features are taken from existing popular existing applications. The strengths are utilized, and the weaknesses of the previous applications are tweaked so that it could effectively limit and control social media usage. Gamification elements

such as currencies, tiers, achievements, etc are added to increase the motivation of the users to keep using the app.

Business Concept

Screen Time Police plans to collaborate with brands/series that have popular characters/mascots that users can unlock using the in-app currency. The more popular the collaboration partner is, the more popular Screen Time Police will become.

Design Results

The logo design for Screen Time Police can be seen in Figure 2. The logo is a combination of an hourglass and a police officer cap. The hourglass was inspired by iOS Screen Time logo design, while the cap is from the application's design. A tiny detail can be seen on the sand inside of the hourglass, the top sand looks like a snout and the bottom sand looks like a smile. This detail refers to the Screen Time Police characters that are based on animals.

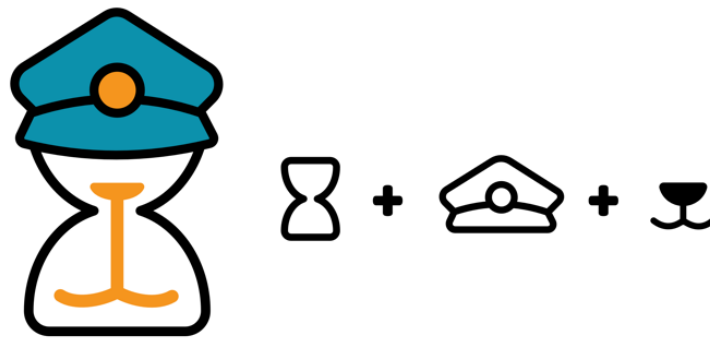


Figure 2 Screen Time Police Logo
Source: personal documentation

Figure 3 shows the onboarding page of Screen Time Police. App onboarding is the first interaction between a user and the app. It has a critical function as it serves as an introduction to the app. In the onboarding, the user is greeted by the

characters of Screen Time Police. The user will also be taught about the features of Screen Time Police through the characters.



Figure 3 Screen Time Police Onboarding Page
Source: personal documentation

Figure 4 shows the homepage of Screen Time Police. In the homepage, there are two main elements which are the apps usage overview and the character sitting below. The six apps that the user has chosen in the onboarding step are shown in the homepage. The user is able to see how much time they have spent on the apps compared to the previous day and what usage tier the app is on. The character below the list of apps will actively comment based on the user's usage. If the user is using too much of an app, the character will scold the user. If the user is doing a great job, the character will praise the user.

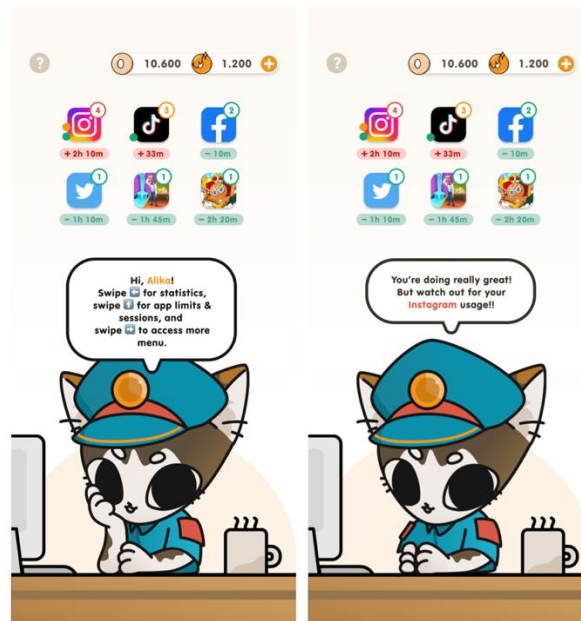


Figure 4 Screen Time Police Homepage
Source: personal documentation

The screen time data page is shown in Figure 5. In this page, the user is able to toggle between their daily and weekly screen time data. The data that are shown are Average Usage, Most Used Apps, and Pickups.

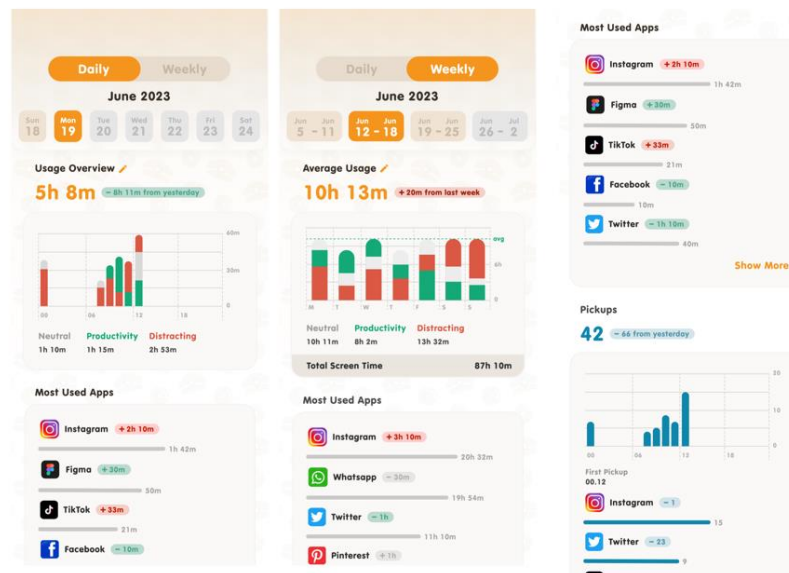


Figure 5 Screen Time Police Screen Time Data Page
Source: personal documentation

The app limit and session page is shown in Figure 6. In this page there are lists of the active app limit and session. For each button pressed, an overlay will show and the background will be darkened.

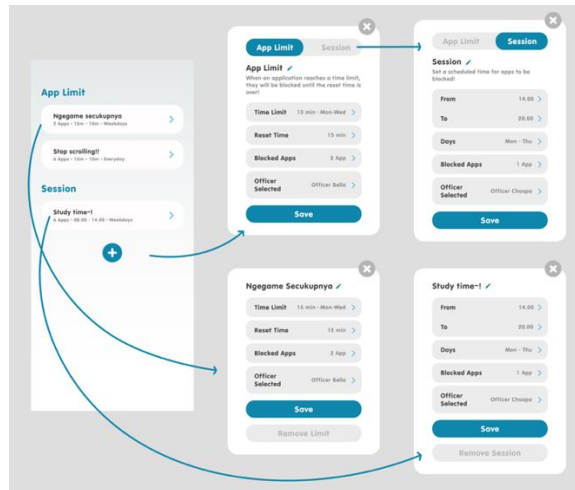


Figure 6 Screen Time Police App Limit and Session Page
Source: personal documentation

Figure 7 shows the squad list page. The Squad in Screen Time Police is divided into three categories: Basic, Legendary, and Collaboration. To choose between the categories, the user simply toggles the buttons on the right side of the screen. A vertical carousel style is used for this list.

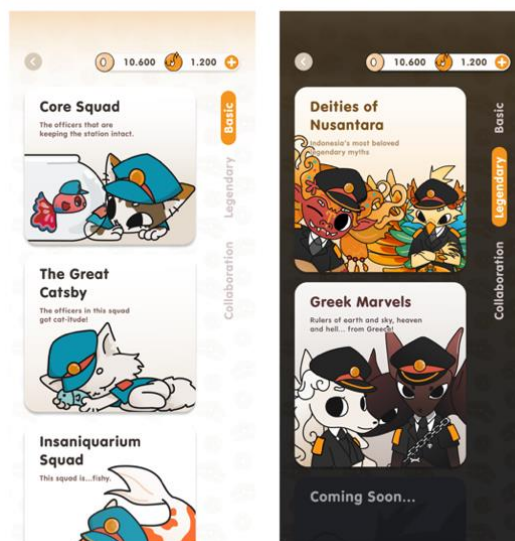


Figure 7 Screen Time Police Squad List Page
Source: personal documentation

Figure 8 shows the squad list page. The squad page is similar to the squad list, except that the carousel is horizontal and that there is a description for each squad.

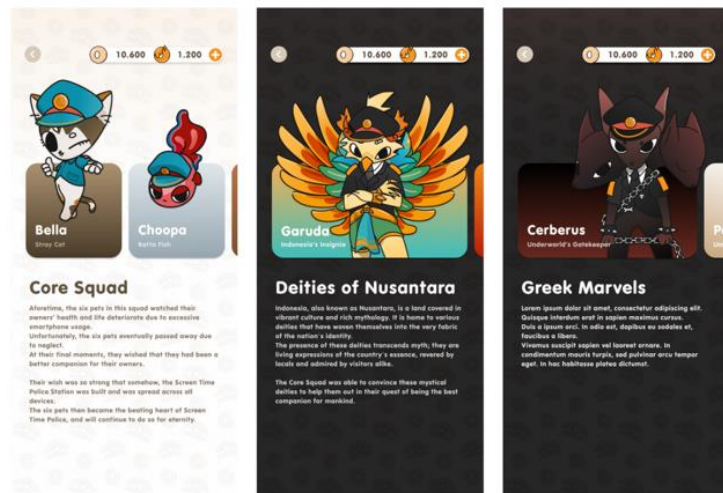


Figure 8 Screen Time Police Squad Page
Source: personal documentation

Figure 9 shows the officer page. The user can see the description and the preview of the block screen from the officer page. Furthermore, the user can set any characters to be the homescreen character

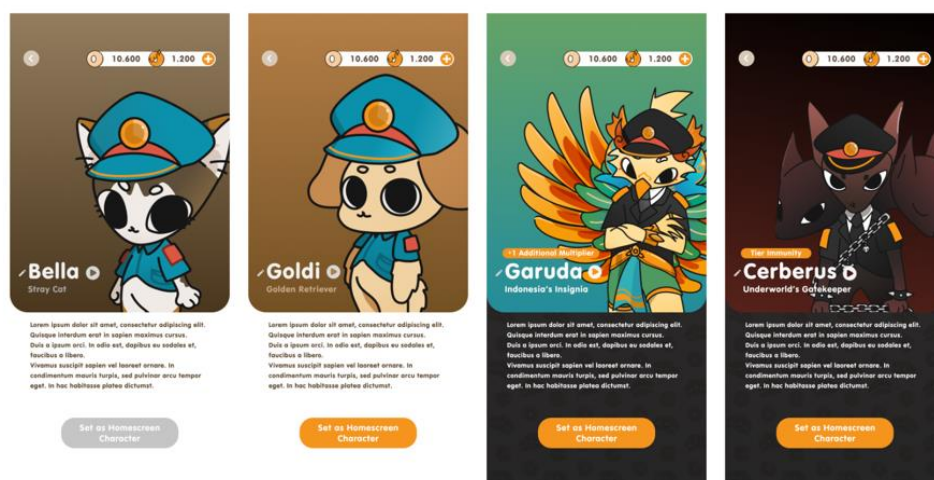


Figure 9 Screen Time Police Officer Page

Source: personal documentation

The block screen previews are shown in Figure 10. When an app is blocked, the designated character will stay in the user's screen until the reset time is up. All of the characters have a dark outline so they are easily differentiated from the background. Basic characters does not have accessories in their block screen, Legendary and Collaboration characters have accessories according to the theme of their characters.



Figure 10 Screen Time Police Block Screen Preview

Source: personal documentation

If a user wishes to unblock an app, the user will need to go to the Screen Time Police app where there is a new button on the bottom part of the page as seen in Figure 11. The user will be asked to spend Shiny Donuts if they want to unlock an app.

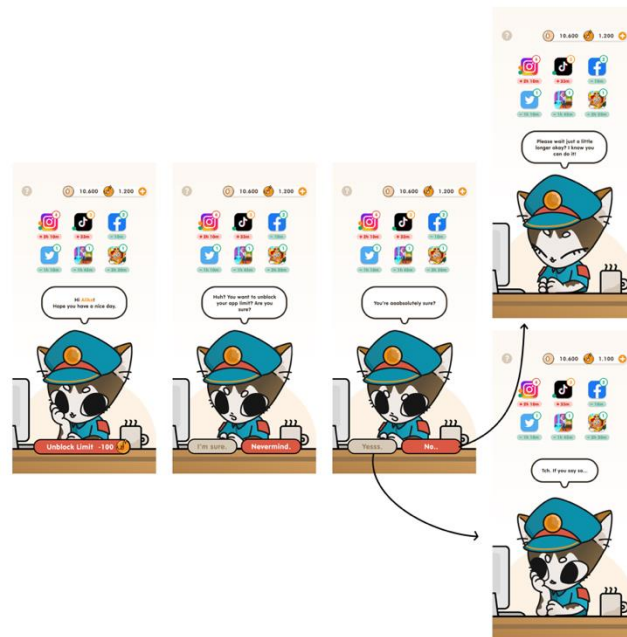


Figure 11 Screen Time Police Homepage When Block Screen is Active
Source: personal documentation

The focus mode is shown in Figure 12. It is a mode where the user set a timer for when they want to be productive. The user then chooses a character that they own, then an animation of the character doing something productive will be played until the timer runs out. When focus mode is active, the user is able to choose which apps that they want to be blocked. If the user wants to cancel the focus mode, they will have to spend Shiny Donuts.

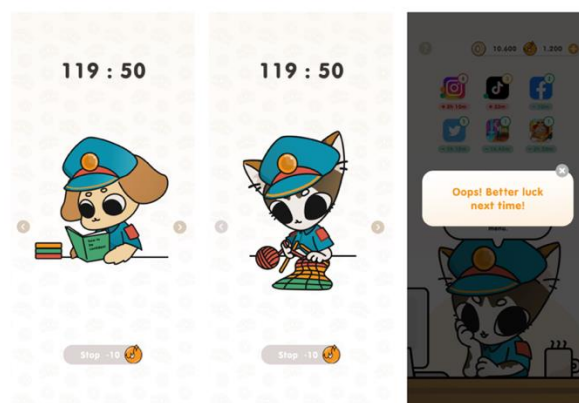


Figure 12 Screen Time Police Focus Mode Page
Source: personal documentation

Miscellaneous menu and store page menu is shown in Figure 13.

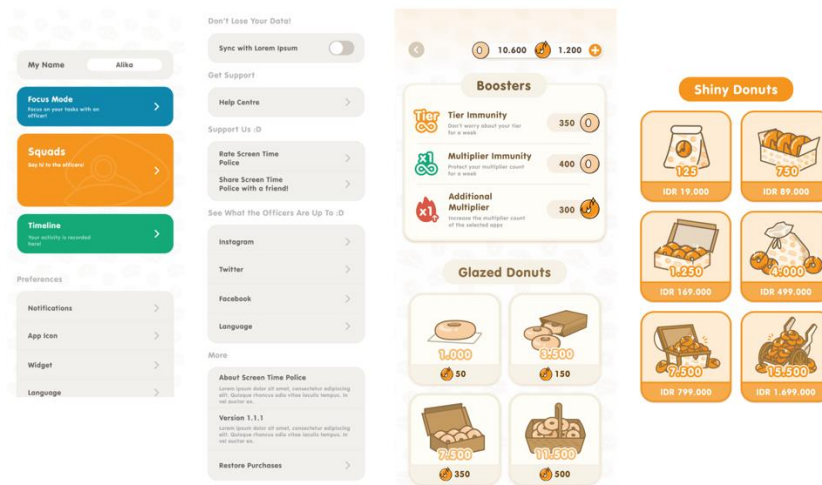


Figure 13 Screen Time Police Miscellaneous Menu and Store Page
Source: personal documentation

To support the main media, supporting media is needed. The supporting media of Screen Time Police include print media, social media and merchandise. The print media that is used is shown in Figure 14. Print media such as poster and flyers are often used to promote brands in events. They can be quickly distributed and if the design of the print media is creative, the target audience will be highly likely to remember the brand.



Figure 14 Screen Time Police Supporting Print Media
Source: personal documentation

Social Media (as shown in Figure 15) is used to establish and enhance the presence of brands digitally. It is also an effective way to advertise because it can reach a wide audience. Especially in the context of Screen Time Police who are promoting an application to help control social media usage.

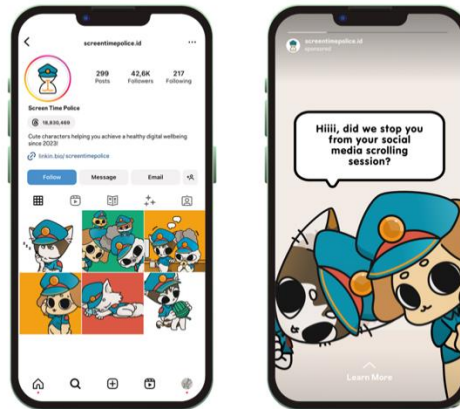


Figure 15 Screen Time Police Supporting Digital Media
Source: personal documentation

Merchandise is used as a mobile advertisement. When the target audience is wearing a Screen Time Police merchandise, they unconsciously is promoting Screen Time Police to a wider audience such as their friends, family, etc. Since Screen Time Police is an application intended to manage social media usage, the merchandises of Screen Time Police include phone accessories such as phone charms, pop sockets, and other merchandises such as keychains, phone holder, and landyard. The merchandise of Screen Time Police is shown in Figure 16.



CONCLUSION

Young adults in Indonesia are at a high risk at developing social media addiction. To overcome social media addiction, it is needed to track, limit and control social media usage. It is recommended to use productivity apps to help users regulate their social media usage. Popular productivity applications such as Screen Time, Digital Wellbeing, and Forest are marketed to help users overcome social media addiction. Each of these apps has their own strengths, but unfortunately their weaknesses result in them not being able to help users overcome social media addiction effectively. Thus, an effective alternative is needed. Analysis of the existing applications' strengths and weaknesses, interview and questionnaires are conducted to create a design that is in accordance to what the user needs which is to effectively track, limit and control their social media usage. With "Screen Time Police", it is hoped that it will provide a solution for the user to effectively track, limit and control their social media usage in order to overcome social media addiction.

SUGGESTION

After completing the data review and the Final Project design, the author has summarized suggestions for further research regarding the design of an interactive media to help users overcome social media addiction, namely to expand the scope of the intended target audience in order to reach more young adults that are in need to overcome social media addiction, to retrieve a more comprehensive data about the user's needs and wants, and to increase the variety of the features and characters.

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