Self-control and multitasking digital media: Study of K-Pop fans in Makassar

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ARTICLE INFO	ABSTRACT
Keywords: self-control media multitasking K-pop fans digital media Makassar	This study investigates the relationship between self-control and media multitasking among K-pop fans in Makassar. The research involved 467 participants aged 18–25 years, employing the Media Use Questionnaire (MUQ) to assess multitasking behaviors and a self-control scale based on Tangney's theoretical framework. Data analysis using Pearson Product Moment correlation revealed a weak yet significant positive relationship ($r = 0.124$, $p < 0.05$), indicating that higher self-control correlates with increased multitasking. This phenomenon reflects the integration of digital media into daily routines, where media multitasking becomes a habitual activity influenced by technological advancements and social contexts. Findings highlight that self-control plays a role in managing digital consumption, aligning with prior studies linking low self-control to problematic media usage. The study underscores the implications of multitasking behaviors on cognitive and emotional well-being, emphasizing the need for strategies to foster balanced digital media engagement. These results contribute to understanding digital media habits within the context of K-pop fandom, offering insights for psychological and cultural studies on media behavior.

Introduction

In the past, it took much work for K-pop fans to get information about their idols. Fans would go to internet cafes to watch their idols' latest MVs. The spread of K-pop content still needs to grow. In the past, K-pop fans only capitalized on newspapers, magazines/tabloids, and radio to find out the latest news updates about their idols. Remember, fans will buy as many posters as possible to display in the room and continue to buy until they feel satisfied. Compared to today's 4.0 and 5.0 era, K-pop fans now use the internet, various social media platforms and other media to support activities such as celebrity worship. K-pop fans actively seek news or information through online media related to the whereabouts of their idols, fashion, love life and celebrity activity schedules. Changes in technology have resulted in changes and the emergence of individual behavior that allows activities to use media simultaneously (Circella et al., 2012).

Research conducted by Akhmad, Unde, and Cangara (2018) in Makassar shows the results that K-Pop fans in Makassar utilize social networks to find information, videos and dramas of their idols, which shows the relationship between the use of social media and the fanaticism of K-Pop fans which shows social media is a bridge for fans to fulfil their fanatic needs. They also hunt for articles, movies, and television shows starring their favorite idols. They spend more time using smartphones and computers to get K-pop content during these idolization activities. K-pop fans in Makassar also utilize social media to support their idols by voting whenever they are nominated for award shows. This is done out of loyalty to their idols. When the idols they support win at award shows, these fans are happy and proud.

Hootsuite data results published by Kemp (2019) show that digital users in Indonesia are at the highest level. There are 355.5 million active mobile phone card users, or 133% of the total population of Indonesia. About 150 million use the internet, about 130 million are mobile social media users, and 150 million actively use social media. The frequency of their use in a certain period can be seen from the number of media users.

Previous data also found that internet use through any device spent an average of 8 hours 36 minutes, and the intensity of their use of social media was around 3 hours 26 minutes. They also watch TV, streaming video and video on demand, for approximately 2 hours and 52 minutes. Music listening behavior is about 1 hour 22 minutes. When added up, media users in Indonesia spend about 16 hours a day. They may use the media simultaneously when juxtaposed with various activities carried out.

Clapp and Gazzaley (2012) said that multitasking is behavior that tries to achieve goals when there are other goals simultaneously. Specifically, the term multitasking focuses on technology use, commonly called media multitasking. Lang and Chrzan (2015) stated that media multitasking can be defined as a situation when a person performs two tasks simultaneously, one of which involves media use. Heavy media multitaskers (HMM) have heavy media multitasking behavior. Light media multitaskers (LMM) are individuals in the light category of media multitasking behavior. Meanwhile, AMMs are individuals with media multitasking behavior but belong to the normal category. This is because both have quite contrasting differences in describing the influence of media multitasking.

Among young adults, media multitasking behavior is now a challenging activity

to find in daily life. Caused by the rapid development of digital technology makes this kind of behavior expected behavior. Junco and Cotton's (2011) research of nearly 3000 students in four institutions showed that 97% of them used computers while replying to messages, and 93% made calls, watched TV and did other activities while replying to messages on the computer. The effect of media multitasking on students' ability to focus has been studied by Levine, Waite, and Bowman (2007). Their results revealed that multitasking activities can affect their ability to concentrate intensely on the task. Multitasking can make students' brains work too hard, making it difficult to focus on their goals even when they want to. Not only in the academic environment, but excessive media use has also become a daily routine for students outside the classroom (Aras, 2016). Some people will open their cell phones a few minutes after waking up. Some even stay up late to be active on social media (Ganda, 2016). This kind of activity affects their sleeping hours. Several studies have suggested that media multitasking with electronic screens can cause sleep problems and adverse outcomes (Cain & Gradisar, 2009; Van der Schurr et al., 2018). Media multitasking can also lead to a variety of mental health problems, social stress, depression and anxiety (Pea et al., 2012; Becker et al., 2013; Rosen et al., 2013).

Based on the results of preliminary data in Makassar, 18 respondents in early adulthood between the ages of 20 and 23 still idolize celebrities, especially K-pop fans. Some of the respondents like K-pope's attractive visuals of idols, strong idol vocals, encouragement, personality, or distinctive characteristics of idols, and also because idols are included in the criteria for respondents' ideal partners. Furthermore, related to the time spent by respondents doing multitasking activities, namely during the last six months a week where seven respondents spent 1-2 hours per week, six respondents spent 6 hours, and three other respondents spent 17-58 hours per week. Some respondents also explained that they would immediately turn on the TV to watch their idols perform while playing social media to discuss with other fans or watch videos or live streaming related to their idols using laptop media. They are even willing to stay up late to watch their idols. Individuals who do many activities simultaneously and have uncontrollable feelings are indicated to have low self-control.

Self-control is managing and changing one's reactions, including suppressing and resisting inappropriate behavioral impulses (Tangney et al., 2004). Self-control is the capa to regulate, guide, and coordinate how individuals behave towards positive outcomes. In the context of digital media use, low self-control manifests itself in impulsive behavior and frequent risk-taking, which are associated with addiction risks such as internet addiction (Kim et al., 2018).

Lower levels of self-control have been associated with higher levels of problematic cell phone use and smartphone addiction." It turns out that people with low self-control respond to cell phone notifications very quickly after getting a signal. "self-control appears to be one of the most important predictors of problematic cell phone use" (Berger et al., 2018). Calderwood, Ackerman, and Conklin (2014) also stated that individuals realize that using multiple media during out-of-class tasks results in low self-control. They also said that individuals with low self-control levels will engage in higher levels of media multitasking.

For this reason, based on the previously described phenomenon regarding media multitasking and its relationship with self-control, researchers are interested in the description of celebrity worship K-poppers in Indonesia and its relationship with self-control. Therefore, the researcher proposed

a study entitled "The Relationship of Self-control to Media Multitasking for K-pop Fans.

Method

Respondents in this study are K-pop fans aged 18-25 years and domiciled in Makassar. To ensure that respondents are K-pop fans, the characteristics of respondents involved in this study are included in one or more fandoms. In sampling using a non-probability sampling approach, the researcher needs to know how many exact numbers are in this research population. The number of research samples produced is a minimum of 349 respondents, calculated based on the Isaac and Michael table with an error rate of 5%.

The research data collection used two scale instruments, namely the media questionnaire, a scale to measure media multitasking that was first coined by Ophir, Nass, and Wagner (2009), which consists of two main parts. In the first part, participants using this tool will estimate the hours they usually spend on the 12 media provided. The media included in the MUQ consists of email, blogging, selling goods online, online books and others. In the second part, participants will indicate how often they use the media together (Shih, 2013). The MUQ scale used in the study is a scale that has been modified by Thalib (2019), totaling nine media, including reading print media, watching television, watching videos on computers/laptops, listening to music, talking on the phone, playing video games, sending short messages, using social media and browsing/internet activities.

The self-control scale adopted by Khairunnisa (2019) in her research, which obtained 25 valid items, is compiled based on the theory of Tangney et al., (2004), which consists of 3 aspects: breaking habits, resisting temptation and self-discipline. Researchers tested the scale by conducting instrument validity using Confirmatory factor analysis (CFA) techniques with the help of the Lisler 8.80 application. It was found that there were 24 valid items and one invalid item on the self-control scale with a Cronbach's alpha reliability value of 0.840.

Data analysis in this study includes the normality and linearity tests, which are prerequisite tests. A normality test is used to see whether the distribution of data obtained comes from an average population. After the normality test, the linearity test determines whether a variable has a linear relationship between the dependent variable and each independent variable to be tested. After all prerequisite tests are carried out, hypothesis testing is carried out, which is a temporary answer to the formulation of research problems (Sugiyono, 2016).

This hypothesis test uses the Pearson Product Moment (r) correlation test, which aims to determine the level of relationship between variables expressed by the correlation coefficient (r). The basis for decision-making is as follows: 1) if the Significance value <0.05, then correlated; 2) if the Significance value> 0.05, then not correlated.

Results and Discussion

After conducting the prerequisite test in the study, the results meet the requirements for using parametric data analysis techniques with the Pearson product-moment correlation type.

Based on Table 1, which is the result of the correlation test, the significance value is 0.007 (<0.05), so hypothesis H0 is rejected, and H1 is accepted, which means there is a relationship between self-control and media multitasking. In this table, we can also find out that the Pearson Correlation between self-control and multitasking media is 0.124 with the degree of relationship between these two variables, which is very

Table 1. Hypothesis test results

Variables	r	Sig.	Description
Self-control over *Media Multitasking*	0.124	0.007	Have a Relationship

weakly correlated, and the form of the relationship between these two variables is positive, which means that the higher the self-control, the higher the multitasking media and vice versa. Multitasking is no longer a new phenomenon among adults and teenagers. This multitasking activity has become one of the activities that help increase human productivity efficiently and effectively. Multitasking media behavior is undoubtedly inseparable from media use. In the use of media, it has become a lifestyle and primary need in various circles. Its use is sometimes uncontrollable. Several studies have examined the negative impact of media use. Some people will open their cell phones a few minutes after waking up from sleep. Likewise, before bed, they will open their cell phones to find information and be active on social media (Ganda, 2016).

Some studies support the negative impact of multitasking media, namely the impact of the media; for example, on the internet, a person can experience internet addiction, which is excessive internet use, which is assessed based on the duration of frequency of use, in research conducted by Devi, et., al (2022) where there is a significant positive relationship between internet addiction and depression and anxiety. Then, Aziz's research (2020) states that there is a significant positive relationship between the level of depression and the intensity of social media use; namely, the more intensive the use of social media in individuals, the higher the level of depression in individuals, for this reason in addressing the results of this study the need for self-control in individuals.

Research on self-control in multitasking media has never been encountered before. However, research has found that multitasking media is a mediator. Blachino et al. (2023) relate self-control to digital media use mediated by media multitasking; the results of their research show that self-control is negatively related to all types of problematic digital media use, namely problematic Internet use, problematic smartphone use, and problematic Facebook use. Media multitasking significantly mediates the relationship between self-control and problematic digital media use. Our results confirm the prediction that low self-control will translate into higher media multitasking and higher digital media addiction.

The results of this study state that self-control and media multitasking show a significant positive relationship; this can occur because of the awareness in early adult individuals of the use of media simultaneously because individuals in adulthood will be faced with various problems and decision-making that can affect their lives. Tri Dayakisni and Hudaniah (2003) state that age is one of the things that affects individual self-control. As age increases, it will be followed by increasing maturity in thinking and acting, where individuals will later be better able to control themselves.

In addition, individuals will be better able to think of specific appropriate and effective strategies to use in diverting attention from the desired object when resisting temptation (Berk, 2006) in a sense, being able to control thoughts about actions and objects of interest for a long time. Respondents in this study are early adults, where early adult individuals will usually focus more on work and relationships with the opposite sex and much more to prepare for the next

developmental task. With these increased responsibilities, early adults' primary focus and mindset must change; they must not just look for pleasure and start to reduce other activities (Santrock, 2006).

In line with Raviv, Bartal, and Benhorin (1995), which states that along with the increasing age of early adults, individuals will be wiser in addressing their lives, they use music in a more mature way, namely by listening without showing symbols of obsession behavior related to their idols. Human activities cannot be separated from multitasking because multitasking can help speed up task work or a means of refreshing from tasks or just entertainment (Salvucci & Taatgen, 2011).

Generally, people who engage in entertainment-driven activities want to have fun and relax, so the goals of such activities are generally less urgent and do not require intense and potentially exhausting concentration. Therefore, competition for cognitive resources may be less intense during entertainment-driven activities, which should free up resources for other activities in a seemingly effortless manner. As a result, these activities allow for simultaneous multitasking behaviors without interfering with the performance of the primary task or inducing feelings of stress as long as the situation is entertainment-based (Nielsen, 2013; Shim et al., 2015).

Some supporting factors also cause the research to produce a positive relationship between multitasking media activities, namely, coming from the individual, the situation, and the media (Jeong, 2007). In individuals, it usually includes the effect of the habit of multitasking media activities, how the individual views the media, and if he/she views multitasking media as a positive or good thing, then the person may do it. Usually, feelings can also determine a person's desire to do something, such as whether the person feels comfortable

when doing media multitasking or not. In addition, situational factors also affect media multitasking behavior.

Situational factors usually include time and how the use of media at a particular time can affect individuals in doing media multitasking. Besides, individuals given more than one task will usually multitask media because of their limited time, so they must complete the task as soon as possible. However, some individuals who have free time at home will multitask media because they feel free to do various things simultaneously (Jeong, 2007).

Media factors include practicality, where the ease of using a medium makes individuals do media multitasking. In addition, the specifications and role of a medium that makes its use use use several media simultaneously. Do users feel that the media is essential to them so that media multitasking activities become a habit (Jeong, 2007).

Conclusion

This study demonstrates a significant positive relationship between self-control and media multitasking among K-pop fans in Makassar, albeit with a weak correlation. The findings suggest that individuals with higher self-control tend to engage more in media multitasking. This behavior is influenced by the integration of digital media into daily routines, reflecting how advancements in technology and social contexts shape user habits.

Despite the weak correlation, the study underscores the importance of self-control in managing multitasking behaviors and navigating digital media use effectively. Lower self-control has been linked to problematic digital media use, such as excessive smartphone or internet usage, which can lead to adverse cognitive and mental health outcomes. Conversely,

individuals with higher self-control may engage in multitasking more intentionally, leveraging it to manage various activities simultaneously without compromising their focus and emotional well-being.

These findings contribute to the broader understanding of media multitasking behaviors, particularly within the cultural context of K-pop fandoms. Future research could explore the long-term implications of these behaviors and investigate interventions to balance media multitasking and self-regulation in diverse demographic groups.

Declaration of Ownership

This article is our original work.

Conflict of Interest

There is no conflict of interest to declare in this article.

Ethical Clearance

This study was approved by the institution.

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