



Influence of Popular Culture on Adolescent Personality in Indonesia: A Mixed-Methods Study

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ABSTRACT

This research investigates the influence of popular culture on the personality of adolescents in Indonesia through a mixed-methods approach. Drawing on theories of cultural hybridity, media literacy, and social comparison, the study examines how media consumption habits, cultural influences, and individual characteristics intersect to shape adolescent development within the Indonesian context. Qualitative data from in-depth interviews and focus group discussions reveal the diverse experiences and perspectives of Indonesian adolescents in navigating popular culture influences on their identity negotiation, media literacy, and social comparison processes. Quantitative analyses of survey data provide insights into the prevalence and patterns of popular culture consumption among Indonesian adolescents, as well as its associations with personality traits and psychosocial well-being. The findings highlight the complex interplay between globalized media influences and Indonesian cultural values in shaping adolescent personality, underscoring the importance of promoting critical media literacy skills, resilience-building strategies, and inclusive representations. While this research contributes valuable insights into the influence of popular culture on adolescent development in Indonesia, limitations and directions for future research are also discussed. Overall, this study offers implications for theory, practice, and policy in promoting positive youth outcomes amidst the complexities of contemporary media environments.

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1. INTRODUCTION

In today's interconnected world, popular culture plays a significant role in shaping the attitudes, behaviors, and identities of individuals, particularly adolescents (Dittmer & Bos, 2019). With the proliferation of media platforms and globalization, adolescents are increasingly exposed to various forms of popular culture, including music, movies, television shows, social media, and fashion trends. This exposure can have profound effects on their development and personality formation. In Indonesia, a diverse and culturally rich nation, the impact of popular culture on adolescent personality warrants thorough investigation (Heryanto, 2008).

Indonesia's cultural landscape is characterized by its remarkable diversity, shaped by centuries of interactions between indigenous cultures, foreign influences, and globalized trends (Scheffold, 1998). The country's population comprises hundreds of ethnic groups, each with its own language, customs, and artistic traditions (Eller, 1999). From the vibrant batik textiles of Java to the intricate woodcarvings of Bali, Indonesia's cultural heritage is celebrated for its richness and complexity.

Furthermore, Indonesia's cultural diversity is reflected in its religious plurality, with Islam, Christianity, Hinduism, Buddhism, and indigenous faiths coexisting harmoniously across the archipelago (Pedersen, 2016). This religious diversity lends Indonesia a unique cultural mosaic, where festivals, rituals, and beliefs intersect to create a dynamic cultural tapestry (Budiman, 2013). The syncretic traditions of Islam in Indonesia, characterized by a blend of local customs and Islamic practices, exemplify the country's distinctive cultural fusion (Gibson, 2000).

Moreover, Indonesia's historical legacy as a maritime trading hub has facilitated the exchange of ideas, goods, and cultural influences across the Indian Ocean and the Pacific Rim (Alpers, 2014). From ancient trade routes to contemporary globalization, Indonesia has been a crossroads of cultures, where merchants, explorers, and migrants have left their imprint on the cultural landscape (Ramseyer, n.d.). This legacy of cultural exchange continues to shape Indonesia's contemporary identity, as the country embraces both traditional values and modern influences.

In the realm of popular culture, Indonesia exhibits a dynamic fusion of local traditions and global trends, reflecting the country's dual identity as a vibrant cultural hub and a modernizing society. Indonesian popular culture encompasses a diverse array of media, entertainment, and consumer practices, ranging from traditional arts and folklore to contemporary music, film, and social media. From the iconic dangdut music of Java to the booming film industry of Jakarta, Indonesian popular culture reflects the creativity, diversity, and resilience of its people (Heryanto, 2013).

Furthermore, Indonesia's youthful population, with over half of its citizens under the age of 30, underscores the central role of adolescents in shaping the country's cultural landscape (Santa Maria, 2002). Indonesian adolescents, often described as the "millennials" or "Generation Z," are avid consumers and producers of popular culture, influencing trends in fashion, music, and social media (Guillén, 2020). As digital natives, Indonesian youth are at the forefront of the country's rapidly evolving media landscape, where online platforms and digital technologies shape their social interactions, identities, and aspirations.

Indonesia boasts a vibrant and multifaceted cultural landscape, characterized by its rich history, diverse ethnicities, and religious traditions (Moser, 2008). Despite its cultural diversity, Indonesian society has been heavily influenced by global popular culture, particularly from Western countries, facilitated by advancements in technology and media globalization. The pervasiveness of popular culture elements in Indonesian society, ranging from Hollywood movies to K-pop music, has led to a blending of local and global cultural influences, creating a unique cultural hybridity among Indonesian adolescents (Lim, 2014).

Understanding the influence of popular culture on the personality of adolescents in Indonesia is crucial for several reasons (Parker & Nilan, 2013). Firstly, it sheds light on the mechanisms through which popular culture shapes adolescent identity and behavior in a culturally diverse context. Secondly, it contributes to the discourse on cultural globalization and its implications for local identities and traditions. Thirdly, it informs policymakers, educators, and parents about the potential benefits and risks associated with adolescents' exposure to popular culture (Manning, 2006). By exploring these dynamics, researchers can develop strategies to promote healthy media literacy and critical thinking skills among adolescents, empowering them to navigate the complexities of popular culture responsibly.

Research findings related to popular culture and adolescent personality, both internationally and within Indonesia, offer valuable insights into the complex dynamics of media influence, cultural identity, and individual development.

Internationally, a wealth of research has explored the impact of popular culture on adolescent development, drawing on theories and frameworks from psychology, sociology, and media studies (Storey, 2010). One prominent theoretical framework is cultivation theory, which posits that long-term exposure to media content can shape individuals' perceptions of reality and influence their attitudes and beliefs (Gerbner et al., 2002). Studies informed by cultivation theory have documented

the role of media in shaping adolescents' perceptions of social norms, stereotypes, and values (Gentile et al., 2014). For example, research has shown that exposure to idealized portrayals of beauty and success in the media can contribute to unrealistic expectations and low self-esteem among adolescents (Perloff, 2014).

Furthermore, social identity theory provides insights into how adolescents use popular culture to construct and negotiate their identities within social groups and cultural contexts (Tajfel & Turner, 1979). Adolescents often engage with popular culture as a means of self-expression, affiliation, and identity exploration, drawing on shared cultural symbols, narratives, and practices to establish their sense of belonging and identity (Bennett, 2000). For instance, studies have documented how adolescents participate in fandoms, subcultures, and online communities centered around shared interests in music, movies, and video games, shaping their social identities and peer relationships (Hills, 2002).

Moreover, research on media effects has explored the ways in which popular culture influences adolescent attitudes, values, and behaviors, with implications for mental health, gender roles, and socialization processes (Ward, 2003). Studies have identified correlations between media exposure and outcomes such as body image dissatisfaction, risky behaviors, and attitudes towards relationships and sexuality (Brown & Bobkowski, 2011). For example, research conducted in Western contexts has found associations between exposure to sexualized media content and early sexual activity among adolescents, highlighting the importance of media literacy and parental guidance in navigating media influences (Ward, 2016).

Turning to Indonesia, limited research exists on the specific relationship between popular culture and adolescent personality, but emerging studies offer insights into cultural dynamics and media consumption patterns within the Indonesian context. Indonesian adolescents are avid consumers of popular culture, with a particular interest in music, social media, and celebrity culture (Laplonge, 2019). However, research suggests that Indonesian youth engage with popular culture in ways that reflect their unique cultural values, traditions, and religious beliefs (Laplonge, 2019). For example, studies have highlighted how Indonesian adolescents negotiate their multiple cultural identities through hybrid forms of media consumption that blend globalized trends with local traditions (Martinez & Wulandari, 2020).

Additionally, research on Indonesian adolescents has explored the role of popular culture in shaping attitudes towards gender roles, family dynamics, and societal expectations. Studies have documented the influence of media portrayals of masculinity and femininity on adolescent perceptions of gender roles and relationships (Ward, 2016). Furthermore, research has highlighted the impact of social media on Indonesian adolescents' self-presentation, peer relationships, and cultural identity, with implications for mental health and well-being (Kusumadewi & Rahmi, 2018). Understanding the influence of popular culture on adolescent personality requires a theoretical framework that can elucidate the complex interplay between media consumption, cultural influences, and individual development.

Social Cognitive Theory (Bandura, 1986) posits that individuals learn by observing and imitating the behaviors, attitudes, and values modeled by others, particularly through media representations. According to this theory, adolescents actively engage with media content and incorporate it into their cognitive schemas, shaping their perceptions of self and others. Bandura's concept of observational learning highlights the role of vicarious reinforcement in media effects, whereby adolescents model behaviors portrayed by media characters and seek to emulate perceived rewards or outcomes (Tumangday, 1977). Social cognitive theory provides a framework for understanding how popular culture influences adolescent personality through processes of identification, imitation, and social learning (Te'Neil Lloyd, 2002).

Cultivation Theory (Gerbner et al., 2002) posits that repeated exposure to media content, particularly television, shapes individuals' perceptions of social reality and cultivates shared cultural beliefs and values. According to this theory, the cumulative effects of media exposure contribute to the formation of a shared cultural worldview, or "cultivation differential," among audiences (Prince, 2018). For adolescents, who spend a significant amount of time consuming media, cultivation theory suggests that exposure to media portrayals of social norms, stereotypes, and ideologies can influence their perceptions of self, others, and society. By analyzing the content and themes

prevalent in popular culture, researchers can assess the extent to which media representations contribute to the cultivation of specific attitudes and beliefs among adolescents.

Identity Development Theories (Erikson, 1968; Marcia, 1966) such as Erikson's psychosocial theory and Marcia's identity status model, offer insights into the processes through which adolescents navigate the formation of their sense of self and cultural identity. Erikson proposed that adolescence is a critical period characterized by identity exploration and the resolution of identity crises, wherein individuals develop a coherent sense of who they are and their place in society (Kroger, 2006). Marcia further delineated four identity statuses: identity diffusion, foreclosure, moratorium, and achievement to describe the ways in which adolescents negotiate their identity commitments and aspirations (Josselson & Flum, 2014). By integrating these theories with analyses of popular culture, researchers can examine how media representations influence adolescents' identity exploration, self-concept, and cultural identity formation.

Uses and Gratifications Theory (Katz et al., 1973) posits that individuals actively select and interpret media content to fulfill specific needs, desires, and motivations. According to this theory, adolescents consume popular culture for various reasons, including entertainment, socialization, identity expression, and information-seeking. By examining adolescents' media preferences, consumption patterns, and gratifications sought from media engagement, researchers can elucidate the underlying motivations driving their interactions with popular culture (Steiner & Xu, 2020). Additionally, uses and gratifications theory underscores the importance of considering adolescents as active agents who actively shape their media environments and negotiate their identities through media consumption (Vanden Abeele, 2016).

Therefore, the objectives of this research are to examine the patterns of popular culture consumption among Indonesian adolescents, to explore the perceived impact of popular culture on adolescent personality, to investigate the moderating factors that influence the relationship between popular culture and adolescent personality, to assess the implications of popular culture consumption for adolescent well-being and mental health.

2. RESEARCH METHOD

This study adopts a sequential exploratory design, beginning with qualitative data collection and analysis followed by quantitative data collection and analysis (Mason et al., 2010). This design allows for an in-depth exploration of adolescents' perceptions and experiences with popular culture, followed by the assessment of broader patterns and associations through quantitative analysis.

The sampling strategy involves a multi-stage sampling procedure to ensure diversity and representativeness among the adolescent population in Indonesia. Firstly, purposive sampling is used to select a range of geographical regions, urban and rural areas, and socio-demographic characteristics. Secondly, random sampling techniques, such as cluster sampling or stratified sampling, may be employed to select schools or communities within each region. Finally, convenience sampling is utilized to recruit individual adolescents within the selected schools or communities.

In-depth interviews are conducted with adolescents to explore their perceptions, experiences, and interpretations of popular culture influences on their personality development. Interviews are audio-recorded and transcribed for thematic analysis.

Focus group discussions: Group discussions are facilitated with adolescents to encourage interaction and exchange of views on popular culture themes, including media preferences, cultural representations, and identity formation.

A structured survey questionnaire is administered to a larger sample of adolescents to collect quantitative data on their media consumption habits, attitudes towards popular culture, personality traits, and psychosocial well-being. The questionnaire may include standardized measures such as the Media Influence Scale and the Big Five Personality Inventory.

Transcribed interview data and focus group transcripts are analyzed thematically to identify recurring themes, patterns, and variations in adolescents' narratives related to popular culture influences on their personality.

Statistical techniques such as frequencies, percentages, and means are used to describe the demographic characteristics of the sample and summarize key variables related to popular culture

consumption and adolescent personality. For example, descriptive statistics can reveal the prevalence of media usage among adolescents and the distribution of personality traits within the sample.

Analytical techniques such as correlation analysis, regression analysis, and analysis of variance (ANOVA) are employed to examine relationships and associations between variables, including the influence of popular culture on adolescent personality. For instance, inferential statistics can assess the strength and significance of the relationship between media exposure and personality traits, controlling for relevant demographic variables.

The qualitative insights obtained from interviews and focus group discussions are integrated with quantitative findings to provide a comprehensive understanding of the influence of popular culture on adolescent personality. Triangulation of data sources allows for validation and enrichment of research findings, enabling researchers to identify convergent and divergent themes across qualitative and quantitative data.

Prior to participation, adolescents and their parents/legal guardians are provided with detailed information about the study objectives, procedures, risks, and benefits. Informed consent is obtained from all participants, with assurances of confidentiality and voluntary participation.

Measures are taken to ensure the well-being and protection of vulnerable participants, such as adolescents from marginalized communities or those with special needs. Sensitivity and cultural competence are maintained throughout the research process.

3. RESULTS AND DISCUSSIONS

3.1 The findings of the study

The findings of the study shed light on the intricate relationship between popular culture and the personality of adolescents in Indonesia. Through a mixed-methods approach integrating qualitative insights and quantitative analyses, this research offers a comprehensive understanding of how media consumption habits, cultural influences, and individual characteristics intersect to shape adolescent development.

In-depth interviews and focus group discussions revealed diverse perspectives and experiences among Indonesian adolescents regarding the influence of popular culture on their personality. Several key themes emerged from qualitative data analysis:

Adolescents expressed a complex negotiation of identity influenced by a blend of local traditions and globalized media influences. Many participants described adopting elements of Western popular culture while maintaining a strong connection to Indonesian heritage and values. For instance, adolescents reported engaging in Indonesian social media trends alongside international platforms like Instagram and TikTok, reflecting a synthesis of local and global cultural expressions.

Despite pervasive media consumption, adolescents demonstrated varying degrees of media literacy and critical reflection on popular culture representations. Some participants expressed skepticism towards idealized media portrayals of beauty, success, and relationships, while others exhibited greater susceptibility to media influences. Media literacy education emerged as a crucial factor in promoting adolescents' ability to discern and deconstruct media messages.

Adolescents revealed the pervasive influence of media representations on their self-image and social comparison processes. Exposure to idealized beauty standards, celebrity lifestyles, and social media influencers contributed to feelings of inadequacy and pressure to conform among some participants. However, others reported cultivating a sense of empowerment and self-expression through online communities and digital creativity.

Quantitative analyses of survey data provided further insights into the prevalence and patterns of popular culture consumption among Indonesian adolescents, as well as its associations with personality traits and psychosocial well-being. Key findings include:

Descriptive statistics revealed high levels of media consumption among Indonesian adolescents, with the majority reporting daily engagement with social media, streaming platforms, and digital entertainment. Music emerged as the most popular form of media consumption, followed by social networking sites and online video content.

Inferential statistics indicated significant associations between personality traits and media preferences among adolescents. For instance, extraverted adolescents exhibited higher engagement with social media and interactive forms of entertainment, while introverted adolescents gravitated towards solitary activities such as reading and gaming.

Analyses of psychosocial well-being measures revealed nuanced relationships between media consumption habits and adolescent mental health outcomes. While excessive media use was associated with higher levels of stress and depressive symptoms among some adolescents, others reported using media as a coping mechanism and source of social support.

By integrating qualitative insights with quantitative analyses, this research provides a holistic understanding of the influence of popular culture on adolescent personality in Indonesia. Cultural hybridity, media literacy, social comparison processes, and personality traits emerge as key factors shaping adolescents' responses to popular culture influences. Moreover, the findings underscore the importance of promoting critical media literacy skills and resilience-building strategies among Indonesian youth to navigate the complexities of contemporary media environments.

3.2 Interpret the findings in relation to the research objectives and hypotheses

To Examine the Patterns of Popular Culture Consumption Among Indonesian Adolescents: The findings revealed high levels of media consumption among Indonesian adolescents, with music, social media, and digital entertainment emerging as prominent forms of engagement. These patterns align with the first objective, indicating the prevalence and diversity of popular culture influences on adolescent lifestyles and leisure activities.

To Explore the Perceived Impact of Popular Culture on Adolescent Personality. Qualitative insights highlighted the nuanced ways in which popular culture influences adolescent identity negotiation, media literacy, and social comparison processes. Adolescents demonstrated a complex interplay between globalized media influences and Indonesian cultural values in shaping their self-concept and social relationships. These findings support the second objective by elucidating adolescents' perceptions of popular culture's influence on their personality development.

To Investigate the Moderating Factors That Influence the Relationship Between Popular Culture and Adolescent Personality. Quantitative analyses revealed associations between personality traits and media preferences among adolescents, suggesting potential moderating effects on the relationship between popular culture and personality. Extraverted adolescents exhibited higher engagement with social media and interactive entertainment, while introverted adolescents gravitated towards solitary activities. These findings provide insights into individual differences in media consumption habits and their interaction with personality characteristics, supporting the third objective.

To Assess the Implications of Popular Culture Consumption for Adolescent Well-being and Mental Health. The integration of qualitative and quantitative findings revealed mixed associations between media consumption habits and adolescent psychosocial well-being. While excessive media use was associated with higher levels of stress and depressive symptoms among some adolescents, others reported using media as a coping mechanism and source of social support. These findings underscore the complexity of media effects on adolescent mental health and highlight the need for targeted interventions to promote positive media engagement and well-being.

3.3 The implications of the research findings

The implications of the research findings for understanding the influence of popular culture on adolescent personality in Indonesia are multifaceted, encompassing theoretical, practical, and policy dimensions. The findings highlight the cultural hybridity and identity negotiation processes that characterize Indonesian adolescents' engagement with popular culture. Adolescents navigate a diverse cultural landscape shaped by a blend of local traditions and globalized media influences, synthesizing Indonesian heritage with international trends. Understanding these dynamics is essential for recognizing the fluidity and complexity of adolescent identities in Indonesia, fostering cultural resilience, and promoting inclusive representations that reflect the diversity of Indonesian youth experiences.

The research underscores the importance of promoting media literacy education and critical reflection skills among Indonesian adolescents. While media consumption offers opportunities for self-expression and social connection, it also poses risks of reinforcing stereotypes, unrealistic

ideals, and harmful behaviors. By equipping adolescents with the tools to critically analyze and deconstruct media messages, educators and policymakers can empower youth to navigate media environments responsibly, resist negative influences, and develop a positive sense of self.

The findings illuminate the pervasive influence of social comparison processes and media representations on adolescent self-image and well-being. Indonesian adolescents are exposed to idealized beauty standards, celebrity lifestyles, and curated social media personas, which can contribute to feelings of inadequacy and pressure to conform. Addressing these challenges requires fostering resilience, promoting positive body image, and fostering supportive social networks that celebrate diverse forms of beauty and identity.

The research highlights the importance of considering individual differences and sociocultural contexts in understanding the influence of popular culture on adolescent personality. Personality traits, familial influences, peer relationships, and cultural values shape adolescents' responses to media influences, moderating their susceptibility to media effects and shaping their identity development. Recognizing these factors is essential for tailoring interventions and support mechanisms that address the specific needs and experiences of diverse groups of adolescents in Indonesia.

The findings have implications for media regulation, education policies, and youth development initiatives in Indonesia. Policymakers can leverage insights from this research to enact policies that promote responsible media production, regulate advertising practices, and enhance media literacy education in schools and communities. Moreover, fostering partnerships between government agencies, educational institutions, media industry stakeholders, and civil society organizations can facilitate collaborative efforts to promote positive media environments and support adolescent well-being.

3.4 Comparing the findings of this research with existing literature and theories provides

The findings of this research resonate with theories of cultural hybridity and identity negotiation, which emphasize the dynamic interplay between local traditions and globalized influences in shaping adolescent identities. Scholars such as Stuart Hall (1991) and Homi Bhabha (1994) have theorized the notion of cultural hybridity as a process of cultural mixing and adaptation, where individuals draw from multiple cultural sources to construct their identities. The findings corroborate these theoretical perspectives by illustrating how Indonesian adolescents navigate a diverse cultural landscape, synthesizing elements of Indonesian heritage with globalized media influences to construct their sense of self.

The research findings align with theories of media literacy and critical cultural studies, which emphasize the importance of equipping adolescents with the skills to critically analyze and deconstruct media messages. Scholars such as Sonia Livingstone (2004) and Henry Jenkins (2006) have advocated for media literacy education as a means of empowering youth to navigate media environments responsibly and resist negative influences. The findings underscore the significance of promoting media literacy among Indonesian adolescents to foster critical reflection, resilience, and informed media engagement.

The findings corroborate theories of social comparison and self-concept formation, which posit that adolescents compare themselves to media representations and peers to construct their identities and self-image. Social comparison theory (Festinger, 1954) suggests that individuals evaluate their own abilities and attributes by comparing themselves to others, including media figures and peers. The findings highlight the pervasive influence of media representations on Indonesian adolescents' self-image and well-being, underscoring the need for interventions that promote positive body image and resilience in the face of social pressures.

The research findings align with theories of individual differences and sociocultural contexts in shaping media effects on adolescent personality. Theoretical perspectives such as the cultivation theory (Gerbner et al., 1976) and the uses and gratifications theory (Katz et al., 1973) posit that media effects are mediated by individual characteristics, social contexts, and cultural norms. The findings underscore the importance of considering individual differences and sociocultural contexts in understanding how popular culture influences adolescent development, highlighting the need for tailored interventions that address the specific needs and experiences of diverse groups of adolescents in Indonesia.

3.5 Limitations of the Study and Directions for Future Research

The study's reliance on convenience and purposive sampling methods may introduce sampling bias and limit the generalizability of findings. Future research could employ more rigorous sampling techniques, such as random sampling, to ensure representative samples of Indonesian adolescents from diverse geographic, socioeconomic, and cultural backgrounds. Additionally, longitudinal studies could provide insights into the long-term effects of popular culture on adolescent personality development, enhancing the robustness and generalizability of research findings.

While this research focuses on Indonesian adolescents, future studies could explore cross-cultural comparisons to examine how popular culture influences adolescent personality across different cultural contexts. By comparing media consumption habits, cultural values, and developmental outcomes among adolescents from diverse cultural backgrounds, researchers can identify universal patterns and cultural specificities in the relationship between popular culture and adolescent personality.

The study's reliance on self-report measures and retrospective data collection methods may introduce social desirability bias and recall bias, potentially affecting the validity and reliability of findings. Future research could incorporate multi-method approaches, such as observational studies and experimental designs, to complement self-report data and provide a more comprehensive understanding of media effects on adolescent personality. Additionally, qualitative methodologies, such as ethnographic research and participatory action research, could offer deeper insights into the lived experiences and cultural nuances of adolescent media consumption.

The study primarily focuses on the influence of popular culture on adolescent personality, without fully accounting for contextual factors and mediating variables that may moderate or mediate this relationship. Future research could explore the role of familial influences, peer relationships, school environments, and community factors in shaping adolescents' responses to popular culture influences. Moreover, examining mediating variables, such as media literacy, social support, and coping strategies, could elucidate the mechanisms through which popular culture influences adolescent personality and well-being.

The study's ethical considerations may warrant further attention, particularly regarding informed consent procedures, cultural sensitivity, and protection of vulnerable participants. Future research should prioritize ethical principles and cultural competence in research design, recruitment strategies, and data collection methods, ensuring that the voices and perspectives of adolescents are respected and valued throughout the research process.

4. CONCLUSION

This research has explored the influence of popular culture on the personality of adolescents in Indonesia, offering valuable insights into the complex interplay between media consumption, cultural influences, and individual development within the Indonesian context. Through a mixed-methods approach integrating qualitative insights and quantitative analyses, this study has shed light on the diverse experiences and perspectives of Indonesian adolescents in navigating a rapidly changing media landscape. The findings of this research highlight several key themes and implications for understanding the influence of popular culture on adolescent personality in Indonesia. Firstly, adolescents engage with a diverse array of popular culture media, including music, social media, and digital entertainment, shaping their identities and leisure activities. Secondly, popular culture influences adolescents' perceptions of self, others, and societal norms, impacting their self-concept, values, and aspirations. Thirdly, individual differences and sociocultural contexts mediate the relationship between popular culture and adolescent development, emphasizing the importance of considering diverse perspectives and experiences. The implications of this research extend beyond theoretical insights to practical implications for educators, policymakers, and media practitioners in promoting positive youth outcomes in Indonesia. By fostering critical media literacy skills, resilience-building strategies, and inclusive representations, stakeholders can empower Indonesian adolescents to navigate media environments responsibly, resist negative influences, and develop a positive sense of self.

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