

The Intensity of Alcohol Consumption, Peer Pressure, and Popularity of Adolescent

Anunsiana Roswita Pidi Seme¹, R. Pasifikus Ch. Wijaya², Juliana M. Benu³

^{1,2,3}Psychology Department, University of Nusa Cendana

e-mail: * [1ritapidi28@gmail.com](mailto:ritapidi28@gmail.com), [2pcwijaya@staf.undana.ac.id](mailto:pcwijaya@staf.undana.ac.id),

[3juliana.benu@staf.undana.ac.id](mailto:juliana.benu@staf.undana.ac.id)

Abstract. Adolescence is a time of transition from child to adult. At this point, peer pressure can have a positive or negative impact. Peer pressure and popularity can influence individuals' behavior. Alcohol consumption behavior is an act or activity of adolescents consuming alcoholic beverages. This study aimed to determine the association between the intensity of alcohol consumption in relation to peer pressure and popularity among adolescents in NTT. This type of research is quantitative correlation and is tested using Spearman's correlation hypothesis test. The sample in this study included 361 adolescents aged 15-20 years. The sampling technique was carried out according to the convenience sampling method. Data collection uses a scale and questionnaire. Then the data collection results from the scale were analyzed using the JASP program version 0.13.1.0 in 2020. This study's results indicate a relationship between peer pressure and the intensity of consumption of liquor ($r = 0.165$ $p = 0.002$), and there is also a relationship between popularity and consumption intensity of liquor ($r = 0.155$ $p = 0.003$). The conclusion is there is a relationship between peer pressure and popularity with the intensity of alcohol consumption.

Keywords: *Adolescents, alcohol consumption intensity, peer pressure, popularity*

Abstrak. Masa remaja merupakan masa peralihan dari anak-anak menjadi dewasa. Pada masa ini, tekanan teman sebaya mampu memberikan pengaruh yang positif maupun negatif. Tekanan teman sebaya dan popularitas dapat mempengaruhi individu dalam berperilaku. Perilaku mengkonsumsi minuman keras merupakan tindakan atau aktivitas dari remaja mengkonsumsi minuman yang mengandung alkohol. Tujuan penelitian ini adalah mengetahui hubungan antara intensitas konsumsi minuman keras ditinjau dari tekanan teman sebaya dan popularitas pada remaja di NTT. Penelitian ini adalah kuantitatif korelasi dan data diuji menggunakan korelasi Spearman. Sampel berjumlah 361 remaja yang berusia 15-20 tahun. Teknik penentuan sampel dilakukan dengan metode *convenience sampling*. Kemudian hasil pengumpulan data dari skala dianalisis menggunakan program JASP versi 0.13.1.0 tahun 2020. Hasil penelitian ini menunjukkan bahwa terdapat hubungan antara tekanan teman sebaya dengan intensitas konsumsi minuman keras ($r = 0,165$ $p = 0,002$), dan juga terdapat hubungan popularitas dengan intensitas konsumsi minuman keras ($r = 0,155$ $p = 0,003$). Kesimpulannya adalah terdapat hubungan antara tekanan teman sebaya dan popularitas dengan intensitas konsumsi minuman keras.

Kata kunci: *Remaja, Intensitas konsumsi minuman keras, tekanan teman sebaya, popularitas*

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Introduction

Adolescence is a transition or transition of self-development from childhood to adulthood. Adolescence involves various changes, such as biological and psychological changes, that affect the nature of relationships (Sarwono, 2010). However, many obstacles will be faced during adolescence, and this can cause anxiety and discomfort (Agustiani, 2006). Adolescence is also turbulent due to the desire to try new things. One of the turmoils carried out by teenagers is consuming liquor or alcohol (Desmyta, 2014). Liquor or alcohol is the main attraction for the association of young people in NTT.

The behavior of liquor is an action or activity of adolescents consuming drinks containing alcohol (Notoatmodjo, 2007). According to (Twiford, 1998), the behavior of consuming liquor is generally a behavior formed from the following behavioral aspects: Frequency of drinking, namely how often the behavior of consuming liquor occurs. Intensity, namely strong or weak, or how much a person consumes liquor. Duration, namely how long a person uses or consumes alcohol.

Hurlock (2010) explains that for a teenager to be accepted by a group, the teenager needs to participate in the activities carried out by the group. If a teenager wants to join his peer group, he must behave the same as his group, in accordance with the norms developed by the group (Saputro, 2014). Without realizing it, the teenager was pressured to comply with all the rules made by the group.

Peer pressure does not only lead to negative things but also positive things. Positive peer pressure can help teens make the right, bold, decisive choices. On the other hand, negative peer pressure will make it difficult for teenagers to make the

right choices and become individuals who are not independent or dependent on others.

Other adolescents are also influenced to consume liquor if peers consume liquor (Winata, 2009). Santor (2000) said the use of liquor or alcohol is often considered something common in the association of teenagers. Teenagers often think that drinking alcohol can boost a person's popularity. Hawari (2006) says that popularity is related to feeling pressured or pressured to do something to be seen as a popular person among his friends. One way teenagers maintain their status is to consume alcohol continuously.

Based on the results of interviews with teenagers in the city of Kupang on July 6-9, 2020, it was found that three teenagers indicated that; the first participant said that at first, he was a child who did not like to drink alcohol, but because of an invitation from a friend he ended up drinking alcohol. At first, it was only occasionally, but he became used to it because he was often invited. If he refused, his friends would ridicule him. The second participant said that at first, he drank liquor because he wanted to try it, and finally, he was interested in liquor, but he only consumed certain types of liquor. The third participant said that at first, he drank alcohol because his friends knew him and could make friends with many people.

Based on the description above, the authors are interested in exploring how peer pressure and popularity affect the intensity of alcohol consumption among adolescents in NTT.

Method

The approach used in this research is quantitative. The type of research used in the quantitative approach is correlational research. The type of correlation analysis used is Spearman's correlation analysis because the data obtained is not normally distributed. This is due to the popularity value p (0.046) and the peer pressure value p (0.005). It is concluded that the two variables are not normally

distributed because the value $p < 0.05$. This study involved 361 adolescent participants aged 15-24 years, domiciled in NTT, male and female, and consumed and did not consume alcohol.

The independent variables in this study are peer pressure and popularity. The Measure of Peer Pressure, Conformity, and Popularity is the peer pressure scale. This scale consists of 11 statement items consisting of 1 variable, namely peer pressure, with a score ranging from 11-55 and internal reliability of 0.84, indicating good reliability. Next is the Popularity Scale used to Measure Of Peer Pressure, Conformity, and Popularity.

This scale was compiled by Santo Messervey and Kusumakar (2000) and has been translated into Indonesian by two experts, namely an English teacher and a psychology graduate student who has participated in student exchanges abroad. This scale consists of 12-item statements of 1 aspect, namely peer pressure, with scores ranging from 12-60 and internal reliability of 0.91, indicating good reliability.

The dependent variable in this study is alcohol consumption. The questionnaire used contains question sentences compiled based on Riskesdas (2018) regarding data related to alcohol consumption behavior based on consumption of ART in the last month, which includes an overview of the current consumption of alcoholic beverages and excessive consumption of alcoholic beverages, as well as the average standard unit of alcoholic beverages and the type of alcoholic beverage drink. Six questions for the questionnaire will be used in this study. One example of the question is how many glasses of beer/small bottles/cans (285-330 ml) were consumed in the past month. To clarify, the questionnaire will be accompanied by pictures.

Result

Data from statistical calculations that explain the description of participants when viewed from gender and age are seen in table 1 below.

Table 1.

Description of Participants' Characteristics by Gender

Characteristics	Category	Frequency	Percentage
Gender	Male	239	66.3%
	Female	122	33.7%
Total		361	100%

The Table above shows that in this study, there were 122 female subjects (33.7%) and 239 male subjects (66.2%).

Table 2.

Description of Participant's Characteristics by Age

Characteristics	Age Range	Type Age Group	Frequency	Percentage
Age	10-13	Early Adolescence	0	0%
	14-17	Middle Adolescents	13	3.6%
	18-24	Late Adolescence	348	96.4%
Total			361	100%

The Table above shows that the subjects in this study were mainly in the late teens' category in the age range of 18-24 years (96.4%) or as many as 348 people, while the least subjects were in the middle teens category in the age range of 14-17 years old, by (3.6%) or as many as 13 people.

Table 3.

Description of Participant Characteristics Based on Education

Characteristics	Category	Frequency	Percentage
Education	High school	102	28.2%
	Diploma	93	25.7%
	S1 or More	166	45.9%
Total		361	100%

The Table above shows that in this study, 102 subjects (28.2%) had high school education, 93 (25.7%) had Diploma education, and 166 (45.9%).

Table 4.

Distribution of Participants Based on Peer Pressure Levels

No.	Peer Pressure	Range Value	Total	Percentage (%)
1.	Very Low	11-22	101	28%
2.	Low	23-29	141	39,1%
3.	Moderate	30-37	86	23,8%
4.	Height	38-44	29	8%
5.	Very High	45-51	4	1,1%
Total			361	100%

Based on the above, it can be seen that in adolescents in NTT, the level of peer pressure in the medium category is 86 people (23.8%), in the high category is 29 people (8%), in the low category is 141 people (39.1%), in the very high category, namely four people (1.1%), and in the very low category as many as 101 people (28%). Based on the Table above, it can be concluded that adolescents' peer pressure level in NTT is mainly in the low category.

Table 5.

Distribution of Participants Based on Popularity

No.	Peer Pressure	Range Value	Total	Percentage (%)
1.	Very Low	13-24	78	21,6%
2.	Low	25- 32	109	30,2%
3.	Moderate	33-40	127	35,2%
4.	Height	41-48	38	10,5%
5.	Very High	49-56	9	2,5%
Total			361	100

Based on the above, it can be seen that the popularity level of teenagers in NTT is in the medium category, namely 127 people (35.2%). The high category is 38 people (10.5%), and the low category is 109 people (30.2%); the very high category, namely nine people (2.5%), and in the very low category, as many as 78 people (21.6%). Based on the Table above, it can be concluded that the popularity level of teenagers in NTT is mainly in the medium category.

Table 6.
Level of Liquor Consumption by Gender

No	Alcohol Consumption	Female		Male		Total	Percent
		Frequency	Percent	Frequency	Percent		
1.	Excessive Consumption	102	83.6%	207	86.6%	309	86%
2.	Consumption within reasonable limits	20	16.3%	32	13.3%	52	14%
Total		122	100%	239	100%	361	100%

The Table above shows the presentation of liquor consumption variables based on gender. For the female sex, 83.6% (102) excessive alcohol consumption and 16.3% (20) alcohol consumption were within normal limits. As for the male gender, 86.6% (207) excessive alcohol consumption and 13.3% (32) alcohol consumption were within the normal range.

Table 7.
Instrument Normality Test Results

No	Variable	Mean	Std.Deviation	Shapiro-wilk	P-value of Shapiro-wilk
1	Popularity	31.543	8.481	0.992	0.046
2	Peer Pressure	26.873	7.535	0.988	0.005

Based on the Table above, it is known that the popularity value is $p(0.046)$, and the peer pressure value is $p(0.005)$. It is concluded that the two variables are not normally distributed because the $p\text{-value} < 0.05$.

Table 8.
Correlation Test Results

Variable	Total TS	Total PP	Total KMK
1. Total TS	Spearman's rho	—	—
	p-value	—	—
2. Total PP	Spearman's rho	0.399 ***	—
	p-value	< .001	—
3. Total KMK	Spearman's rho	0.165 **	0.155 **
	p-value	0.002	0.003

* $p < .05$, ** $p < .01$, *** $p < .001$

Based on the Table above, it is known that there is a significant correlation between peer pressure and alcohol consumption, as indicated by obtaining a p-value of 0.002 and $\rho = 0.165$, so hypothesis 0 (H_0) is rejected. The ρ value of 0.155 has a positive effect size but weak strength. The ρ value of 0.165 has a positive effect size but weak strength. Vice versa with popularity, the results show that there is a significant correlation between popularity and consumption of liquor, as indicated by obtaining a p-value of 0.003 and $\rho = 0.155$. Hypothesis 0 (H_0) is rejected.

Discussion

Based on the results of calculations using JASP Software version 0.13.1.0, it was found that there was a significant correlation between peer pressure and alcohol consumption, as indicated by the p-value of 0.002 and ρ value = 0.165, so the hypothesis 0 (H_0) was rejected. The ρ value of 0.165 has a positive effect size but weak strength. However, with a weak effect size with a correlation value of 0.165 with a sample of 361 subjects, a power of 0.88 was obtained, and the test was carried out using G* Power 3197. With a power of 88% obtained and greater than

80%, the sample already met the requirements/criteria with a confidence level of 88% from a 12% error rate.

Based on the analysis above, it can be seen that, in general, the participants in the peer pressure variable are in a low category with 39% and very low 28%, adding up to 67%. From the results of this analysis, it can be interpreted that Peer Pressure is mainly in the low category because researchers deliberate that there are individual differences with group norms, such as differences in attitudes and feelings, which can be a factor causing low peer pressure.

Based on these data, the low category is obtained so that it can be said that the majority of respondents experience less peer pressure. Peer pressure is when an individual feels pressured, pressured, and challenged by others to do things the same as other friends (Santor, 2000).

According to Aprilani (2017), Adolescents who have group friends who have the behavior of consuming alcohol will more often see or observe when group mates drink liquor, which can influence adolescents to follow the behavior of their group mates. According to the researchers' assumption, the lack of peer pressure in this study was because most of the respondents were still seeing or observing their group mates, not until they were pushed or challenged by their group mates.

Peer pressure is social pressure in the community that makes individuals perform certain behaviors to be accepted by their group, and this pressure becomes strong in adolescence (Santrock, 2003). Teenagers who are still unstable will be easily influenced by their peers. The existence of friends is what makes individual behavior affected.

Suppose there is concern that peers will feel negatively about a particular behavioral decision. In that case, that person is likely to adjust their behavior in a way that is most likely to elicit a positive reaction. When peers are more involved in alcohol use, peer support for alcohol use tends to be higher. If these peer relationships are meaningful to individuals, they tend to drink more frequently, regardless of how much they enjoy it (Gallupe & Bouchard, 2015).

Based on the results of calculations using JASP software version 0.13.1.0, it was found that there was a significant correlation between popularity and consumption of liquor, as indicated by the p-value of 0.003 and rho value = 0.155, so the hypothesis 0 (Ho) was rejected. The rho value of 0.155 has a positive effect size but weak strength. However, with a weak effect size with a correlation value of 0.155 with a sample of 361 subjects, a power of 0.84 was obtained, and the test was carried out using G* Power 3197. With a power of 84% obtained and greater than 80%, the sample already met the requirements/criteria with a confidence level of 84% and an error rate of 16%.

Based on the analysis above, it can be seen that, in general, the participants in the Popularity variable are in the medium category with 32.5% and 30.2% low, so the sum is 62.7%. From the results of this analysis, it can be concluded that popularity is mostly in the medium category because the researcher assumes that many respondents feel like they want to be liked or admired by their peer group.

A teenager can be accepted by peers and quickly build friendships, showing popularity and success (Dewi, 2018). Popularity is the acceptance of peers and the ease of getting friends that can increase one's influence in a group of peers (Fuhrman, 1990).

Popularity is a measure to see whether someone is good in social relationships characterized by many or few friends to hang out with (Walgito, 1993). Popularity shows someone carrying out their social relationships, namely success in fostering relationships with friends which is marked by acceptance or rejection of individuals in the group (Roosianti, 1994). Based on the above understanding, it can be concluded that popularity is the acceptance and rejection of individuals in a group, whether they are liked or admired by peer groups, and can strengthen their position in the group.

According to Ulfah (2005), the behavior of consuming alcohol in adolescents is still lacking in experience, understanding, and reasoning, so

adolescents will be very easily influenced by the environment and new things they experience. Hence, the use of alcohol is also a lot among teenagers.

Conclusion

Based on the results of testing, processing, and data analysis that has been carried out, it can be concluded that there is a significant positive relationship between peer pressure and alcohol consumption in adolescents in NTT. The higher the peer pressure, the higher the level of alcohol consumption, and vice versa.

Based on the results of testing, processing, and data analysis, it was found that there was a significant positive relationship between the popularity and consumption of liquor among adolescents in NTT. The higher the popularity, the higher the level of alcohol consumption, and vice versa.

Suggestion

From the results of the research, discussion, and conclusions that have been described previously, the researchers make the following suggestions:

For teenagers in NTT, This research provides insight into the influence of peers and popularity that encourage or prevent the consumption of alcoholic beverages for adolescents so that this can be the basis for adolescents to choose peer groups that can have a positive influence in reducing or avoiding consumption of alcoholic beverages, besides that it is hoped that adolescents will concentrate more on education and other positive activities, choose good associations, not easily influenced by the persuasion of friends who are negative.

For further researchers who want to research the intensity of alcohol consumption, they can expand the scope of participants and balance the number of participants between women and men to obtain higher and more accurate power. It is also recommended to conduct research related to the intensity of drinking by using other factors that influence the intensity of consumption of liquor in

adolescents, for example, such as internal factors (personality, age, views/beliefs) and external (family, neighborhood, school, and education).

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