



USE OF SOCIAL MEDIA AS PERCEIVED BY HOSPITALITY MANAGEMENT STUDENTS OF STI COLLEGE BALAYAN INC.: INPUT TO PROPOSED GUIDELINES

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ABSTRACT

This study examines the impact of social media use on the academic performance, study habits, and productivity of Hospitality Management students at STI College Balayan, Inc. Utilizing a quantitative research design, specifically a survey administered to 201 students, this research employed statistical methods to analyze the relationship between social media usage and academic outcomes. The findings revealed a significant negative correlation between social media use and academic success. Students reported that social media distractions impaired their concentration, leading to difficulties in comprehending course material and lower grades. Social media also disrupted study schedules, resulting in interruptions and wasted time. While age appeared to influence academic performance, no significant differences were found based on gender or year level, indicating a widespread issue across various student demographics. The study recommends promoting responsible social media use and providing students with effective time management strategies, boundary-setting techniques, and methods for prioritizing academic responsibilities. Integrating discussions of digital well-being into the curriculum is also suggested to better equip students with the skills needed to navigate the digital world successfully.

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