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## Optimizing Digital Wellness to Prevent Gadget Addiction and Brainrot in Youth of Lumbok Seminung, West Lampung

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### Abstract

*The increasing use of gadgets among adolescents, particularly youth in Lumbok Seminung Sub-district, has led to negative impacts on mental health, with gadget addiction and brainrot as prominent examples. In Lumbok Seminung Sub-district, West Lampung, this phenomenon is becoming more widespread, threatening the quality of learning and psychological development of adolescents. This community service aims to optimize digital wellness to prevent gadget addiction and brainrot among youth. The activities were conducted by providing materials on mental health, digital wellness, and screen time management. Prior to the counseling sessions, pre-tests and post-tests were administered through written questions to the youth in Lumbok Seminung Sub-district, West Lampung. The results showed that, quantitatively, the youth's knowledge of digital health was already at a fairly good baseline, with 70.8% of pre-test answers correctly addressing the importance of healthy gadget use. After the delivery of materials by the community service team, the youth's understanding increased to 81.1%. This improvement was based on the pre-test and post-test results. Therefore, it can be concluded that this community service activity successfully had a positive impact, enhancing the youth's understanding and awareness of the importance of using digital technology in a healthy and balanced manner. Through educational and participatory approaches, participants were equipped with knowledge about the concept of digital wellness, the potential dangers of gadget addiction, and concrete strategies for managing gadget use wisely.*

**Keywords:** Digital Wellness, Gadget Addiction, Brainrot

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## INTRODUCTION

According to the 2023 report by the Indonesian Internet Service Providers Association (APJII), approximately 99% of school-aged adolescents in Indonesia are connected to the internet, with an average gadget usage duration of 7–10 hours per day. This indicates the increasingly widespread access to gadgets, with many adolescents becoming dependent on these devices.

Gadgets are electronic devices designed to simplify human life, particularly for communication purposes (Wulandari et al., 2021). Gadget manufacturers continuously innovate to enhance device features, improving functionality while making prices more affordable (Farida et al., 2021). Consequently, gadgets are highly sought after across all social strata and age groups due to their functionality and affordability (Marpaung, 2018).

Dependence on gadgets can lead to social isolation, reduced face-to-face social interactions, and impaired interpersonal relationships (Orben et al., 2019). This significantly impacts how adolescents interact with the outside world. However, uncontrolled and excessive use can result in serious issues.

With the rising use of digital devices among adolescents, the phenomenon known as "brainrot" has garnered increasing attention. This phenomenon, primarily caused by excessive exposure to digital technology, directly affects cognitive quality and mental health. The term

"brainrot" is often used to describe the decline in an individual's cognitive abilities due to digital addiction.

Przybylski and Weinstein (2017) found that excessive digital media use is associated with an increased risk of anxiety and depression in adolescents. Similarly, Keles et al. (2020) reported that high-intensity social media use correlates with reduced psychological well-being. Most adolescents remain unaware of the long-term consequences of excessive gadget use, including diminished academic performance, sleep disturbances, and mental health issues (George & Odgers, 2015).

Excessive gadget use among adolescents can lead to gadget addiction, resulting in various physical issues, such as dry eyes, back pain due to improper posture, and disrupted sleep patterns. Additionally, this addiction can cause psychological and social problems, including memory impairment, feelings of euphoria when online, excessive internet use, social withdrawal, and increased anxiety and depression when disconnected from the internet (Setyaningsih & Setyowatie, 2023).

Various approaches have been developed in the literature to address this issue. One such approach is the concept of "digital detox," which involves gradually reducing gadget use and replacing it with more productive activities (Oberst et al., 2020).

This community service program aims to optimize digital wellness among youth in Lumbok Seminung Sub-district, West Lampung, to prevent gadget addiction and brainrot. This is achieved through digital health literacy education focused on managing gadget usage time, raising awareness of its negative impacts, and introducing techniques to maintain a balanced digital lifestyle

## RESEARCH METHODS

This community service activity was conducted offline in Lumbok Seminung Sub-district, West Lampung District. The activity involved members of the Community Service Program (PKM) team as speakers, delivering content through lectures and interactive training sessions. The event took place in a designated room prepared by the village, with 30 youth participants from the target community in attendance. The session commenced at 19:00 and concluded at 21:00 WIB.

The activity proceeded smoothly, with participants demonstrating high enthusiasm and active engagement during discussions. The program included presentations on the importance of healthy gadget use and the negative impacts of excessive technology use on mental health. Additionally, participants received training on creating positive and educational digital content. The session concluded with a question-and-answer segment, fostering interactive dialogue and reinforcing the material presented.



**Figure 1. Socialization on the Importance of Healthy Gadget Use Among Youth**

## RESULTS AND DISCUSSION

Based on the following observation results, the problem solving framework is as shown in table 4.1.

**Table 1. Problem Solving Framework**

No	The Condition Before	Treatment	The Condition After
1	Participants were not yet aware that excessive gadget use among youth can lead to a decline in productivity.	Providing an explanation of the concept of Digital Wellness and the negative impacts of excessive gadget use.	Participants understand that excessive gadget use among youth can lead to a decline in productivity, enabling them to reduce gadget use through digital detox and time management techniques.
2	Participants have not yet recognized or addressed the symptoms of gadget addiction (including the "Brainrot" phenomenon).	The team provided material explanations and interactive discussions on how to recognize Brainrot symptoms and strategies for recovering from gadget addiction.	Participants can apply strategies for recovering from gadget addiction in their daily lives.
3	The ability to create positive and educational digital content	The team provided material explanations and training on creating educational and local culture-based content using simple tools (smartphones and free applications) as well as strategies for its distribution on social media.	Participants have the knowledge and ability to create positive and educational digital content.

The evaluation was conducted twice during this activity: a pre-test at the beginning of the counseling session and a post-test at the end. Both tests consisted of identical questions to assess participants' knowledge. The results of the pre-test and post-test were compared to determine the difference, which served as the final parameter for evaluating the success of the training.

A total of 30 participants completed the questionnaire for the pre-test during this Community Service Program (PKM). The post-test was attended by the same number of participants, also 30. The PKM team prepared 10 closed-ended questions, with each correct answer awarded 10 points, resulting in a maximum score of 100 for participants who answered all questions correctly. The questionnaires were distributed in printed form by the organizing committee and completed directly by the participants.

Based on the results of the pre-test conducted before the activities began, the average score of the participants was **70.8%**. After the activities were completed, a post-test was administered to measure the level of understanding or skills gained by the participants, with the average score reaching **81.1%**. From this data, it is evident that there was an average improvement of **10.3%** points per participant.

Although some participants experienced significant improvement, a few saw relatively small increases or no change at all. This indicates that the results were not uniform across all participants. However, overall, the majority of participants showed significant improvement after taking part in this activity.

The greatest improvements were seen in a few participants who scored much higher in the post-test, while others showed moderate improvement. These results suggest success in the learning and training process, but individual factors such as baseline abilities, motivation, and engagement in the activities may have influenced the extent of improvement.

Overall, the results of this activity show that the majority of youth in Lumbok Seminung Village experienced significant improvement after participating in the community service program. The average increase of 10.33 points reflects the success of the learning and training process. While some participants did not show significant improvement, this provides an opportunity for further evaluation of factors affecting these results, such as the teaching approach, the content delivered, or individual participant aspects.

This also indicates that, in terms of knowledge, the youth in the village have gained an understanding of the fundamentals of digital technology use, the importance of healthy gadget usage, and the potential negative impacts of excessive technology use on mental and physical health. It is hoped that with this increased knowledge, there will be greater understanding and awareness among the youth of Lumbok Seminung, West Lampung, about the importance of using digital technology in a healthy and balanced way.

## CONCLUSION

The youth's knowledge of digital health was already at a fairly good baseline, as evidenced by the pre-test results, with 70.8% of responses correctly addressing the use of digital technology, the importance of healthy gadget practices, and the negative impacts of excessive technology use on mental and physical health. Following the delivery of materials by the Community Service Program (PKM) team, the participants' understanding increased to 81.1%, as determined by the pre-test and post-test results.

Based on these findings, it can be concluded that this community service activity successfully had a positive impact, enhancing the youth's understanding and awareness of the importance of using digital technology in a healthy and balanced manner. Through educational and participatory approaches, participants were equipped with knowledge about the concept of digital wellness, the potential dangers of gadget addiction, and concrete strategies for managing gadget use wisely.

Thus, this activity not only contributed to improving the digital quality of life for youth in Lumbok Seminung Sub-district, West Lampung, but also served as part of efforts to foster healthy and sustainable digital literacy. The success of this program underscores the importance of collaboration between academics, the community, and local stakeholders in shaping a digitally aware, healthy, and productive younger generation.

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