

Psychological and Social Impacts of Alcoholic Beverage Consumption Among Students: A Qualitative Study

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Abstract: Students are individuals in the early adulthood phase who face various academic, social, and personal demands that can encourage risky behavior, including alcoholic beverage consumption. This research aims to describe the psychological and social impacts of alcoholic beverage consumption among students at one of the universities in Kediri, using a descriptive qualitative approach with a purposive sampling technique. The informants consisted of two students, initialed RN and DA, who had experience consuming alcoholic beverages. Data were collected through semi-structured interviews and analyzed through data reduction, data presentation, and conclusion drawing. The findings indicate that alcoholic beverage consumption produces positive psychological impacts, such as feeling more relaxed, at ease, confident, and courageous in social interaction. However, it also produces negative psychological impacts, including emotional instability, irritability, and decreased self-control. From a social perspective, this behavior is influenced by the peer environment and is considered capable of strengthening friendships, yet it also generates conflict and reduces family harmony. This research concludes that alcoholic beverage consumption among students is a phenomenon shaped by both individual and social-environmental factors, with significant psychological and social consequences.

Keywords: alcoholic beverages; psychological impacts; social impacts; students.

INTRODUCTION

Students are individuals who are in the early adulthood phase, which is a transitional period from adolescence to adulthood characterized by the process of identity searching, increasing independence, and the ability to make decisions autonomously. According to Jeffrey Jensen Arnett (2015), early adulthood is a period of identity exploration characterized by increasing independence and individual responsibility in determining life choices. In this phase, students are faced with various academic, social, and personal demands that can influence their behavior in daily life. One behavior that is quite commonly found among students is the consumption of alcoholic beverages. This behavior becomes an interesting phenomenon to study because it can have an impact on students' psychological conditions as well as their social lives.

In facing these various demands, students are required to have the ability of self-control, emotional maturity, and good problem-solving skills. However, not all students are able to face the pressures they experience in an adaptive manner. Some students choose ways that are considered capable of providing momentary calm or pleasure, one of which is through the behavior of consuming alcoholic beverages. This behavior often arises due to the influence of the social environment, curiosity, the need to be accepted within social groups, as well as a form of escape from various problems being faced. This condition indicates that students are a group that is vulnerable to various risky behaviors if they do not possess good self-management abilities.

The phenomenon of alcoholic beverage consumption among adolescents and young adults remains a social problem that requires serious attention. Various studies indicate that the adolescent age group is one of the considerably high consumers of alcoholic beverages in Indonesia. Research by Syahara, Nurhadi, and Rahman (2020) reveals that the use of alcoholic beverages among adolescents has increased from 4.9% in 2007 to approximately 23% in 2014. These data indicate that millions of adolescents in Indonesia have consumed alcoholic beverages. Furthermore, alcohol consumption at a young age is known to cause various negative impacts, such as decreased ability of self-control,

increased aggressive behavior, emotional disturbances, and the potential to disrupt the psychological and social development of individuals.

The consumption of alcoholic beverages among adolescents and young adults remains a problem that needs to receive serious attention. Early adulthood is a period that is vulnerable to various risky behaviors because individuals are in the stage of identity searching, self-exploration, and adjustment to social and academic demands. Various studies indicate that alcoholic beverage consumption in the young age group is often influenced by factors of the social environment, social pressure, curiosity, and the desire to obtain acceptance from peer groups. This condition makes students one of the groups that are potentially involved in alcoholic beverage consumption behavior, especially when the ability of self-control and stress management strategies have not yet developed optimally.

Furthermore, the phenomenon of consuming alcoholic beverages among students also occurs at one of the universities in Kediri. Based on the results of initial observations and information gathered, it was found that a number of students were allegedly had consumed alcoholic beverages outside the campus environment, both with peers and in certain social situations. This behavior is generally influenced by curiosity, the need for acceptance within the group, and the desire to demonstrate courage in front of their friends. In several cases, such actions were carried out repeatedly, thus potentially developing into a habit that has a negative impact on development. This indicates that the consumption of alcoholic beverages is not only a phenomenon that occurs in society in general, but has also entered the student environment, including at one of the universities that should serve as a place for the formation of character and positive behavior.

Research conducted by Rohmahwati, Ningsih, Ophelia, and Muzzamil (2024) reveals that the consumption of alcoholic beverages not only has an impact on physical health, but also provides psychological impacts in the form of decreased self-control, increased aggressive behavior, and the emergence of emotional disturbances. Individuals who consume alcoholic beverages tend to experience difficulties in controlling their emotions and are more easily involved in social conflicts. This condition indicates that the consumption of alcoholic beverages can affect a person's psychological well-being and has the potential to disrupt their social relationships with the surrounding environment.

In addition to having an impact on psychological aspects, alcoholic beverage consumption behavior also has a considerably significant social impact. The social environment becomes one of the factors that plays a role in the formation of alcoholic beverage consumption behavior among students. In several friendship groups, the consumption of alcoholic beverages is considered as part of social activities that can strengthen relationships among group members. However, on the other hand, such behavior can give rise to conflicts in family relationships, decrease the quality of social interactions, and bring about negative stigma from the surrounding environment. These social impacts indicate that the consumption of alcoholic beverages does not only affect the individuals who consume them, but also influences the social relationships they possess.

Based on the results of research conducted on students at one of the universities in Kediri, it was found that the consumption of alcoholic beverages provides various psychological and social impacts. Students admitted to feeling emotional changes, increased courage and self-confidence after consuming alcoholic beverages, but also experienced difficulties in controlling their emotions and behavior. Furthermore, such behavior also influenced relationships with family and the social environment. These findings indicate that the consumption of alcoholic beverages is a complex phenomenon that needs to be studied in depth to understand its impact on the lives of students.

Research regarding the consumption of alcoholic beverages among students has been widely conducted, however the majority of research places greater emphasis on the causative factors and physical health impacts that are generated. Meanwhile, studies that specifically reveal the experiences of students related to the psychological and social impacts resulting from the consumption of alcoholic beverages are still relatively limited, particularly in the context of student life within the higher education environment. Whereas, understanding regarding psychological and social impacts is very important to determine how such behavior influences emotional conditions, interpersonal relationships, as well as the social functioning of students in daily life. Therefore, this research was conducted to provide a more in-depth description regarding the psychological and social impacts of alcoholic beverage consumption behavior among students at one of the universities in Kediri.

Therefore, this research aims to describe the psychological and social impacts of alcoholic beverage consumption behavior among students at one of the universities in Kediri. The results of the research are expected to be able to provide a contribution to the development of the science of guidance and counseling, as well as to serve as a material for consideration for universities in formulating prevention and assistance programs for students who are at risk of being involved in alcoholic beverage consumption behavior.

METHODS

This research uses descriptive qualitative research according to Moleong (2017:6) qualitative research is research that intends to understand phenomena about what is experienced by research subjects such as behavior, perception, motivation, actions and others holistically and by means of description in the form of words and language, in a particular natural context by utilizing various natural methods. Qualitative research according to Hendryadi, et. al, (2019:218) is a naturalistic investigative process that seeks deep understanding of social phenomena naturally.

Based on the objectives of this research, namely to understand and describe the behavior as well as the psychological impacts of students in consuming alcoholic beverages, this research uses a qualitative approach with a descriptive type of research. Descriptive qualitative research was chosen because it is capable of depicting in depth the phenomena that occur in the field, particularly related to the behavior of adolescents in consuming alcoholic beverages, the causative factors, as well as the impacts generated on their psychological and physical conditions.

The research was conducted at one of the universities in Kediri. The research subjects were determined using a purposive sampling technique, namely the selection of informants based on certain criteria that are in accordance with the objectives of the research. The criteria for informants in this research are students who have or are currently consuming alcoholic beverages and are willing to provide information related to the experiences they have undergone. Based on these criteria, two students were obtained as the main informants, namely RN and DA.

The data source in this research is conducting semi-structured interviews. In semi-structured interviews the researcher can obtain data in the form of stories from participants regarding a certain aspect related to their life experiences through questions that are posed (Willig, 2013). The purpose of semi-structured interviews is to listen to the stories of participants' life experiences, so that it will be appropriate if the questions posed are open-ended questions. However, in semi-structured interviews, the researcher must also control the direction in which the interview goes. Therefore, the questions in semi-structured interviews must be able to provoke participants to tell many stories about their life experiences, such as open-ended questions, and must also be able to steer the direction in which the interview will proceed (Willig, 2013)

According to Willig (2013) the success or failure of this semi-structured interview is very dependent on the rapport that is established at the beginning. Rapport should include discussion in an ethical and sensitive manner so that it will make participants more comfortable to tell their stories. Whether or not participants are comfortable telling their stories is also influenced by the social identity possessed by both the participants and the researcher Willig (2013). Such social identity includes gender, age, race, and so forth, so that it will influence how the researcher's style is in conducting interviews (formal or informal).

Sugiyono (2018) states that data analysis is the activity of organizing data obtained from the results of interviews, notes during research as well as documentation. The data is processed systematically, namely by being arranged according to categories, elaborated into elements, drawing results, arranged in accordance with references, selecting which ones are important and producing results that are easy to understand by oneself and others. Sugiyono (2018) mention that data analysis in qualitative research is carried out continuously until the data is saturated. Data analysis in this research includes three stages, namely data reduction, data presentation, and drawing conclusions. Data reduction is carried out by selecting and simplifying data that is relevant to the focus of the research. Furthermore, the data is presented in the form of descriptive elaboration to facilitate the process of interpretation. The final stage is carried out by drawing conclusions based on the patterns and findings obtained during the research.

To ensure the validity of the data, this research uses a source triangulation technique. Triangulation is carried out by comparing data obtained through interviews, observations, and documentation so that the information obtained can be tested for its truth and consistency. Through such technique, the results of the research are expected to have a high level of credibility and can be scientifically accounted for.

RESULTS AND DISCUSSION

Based on the results of interviews conducted with two students with the initials RN and DA at one of the universities in Kediri, data was obtained regarding the psychological and social impacts of alcoholic beverage consumption behavior. Both informants revealed that they began consuming alcoholic beverages since their school years and such habits continued into their college years. The consumption of alcoholic beverages is generally carried out when gathering together with friends, hanging out at night, or at certain events that involve their social environment.

Table 1. The impact of consuming alcoholic beverages on psychology

No	Category	Status
1	Positive Psychological Impact	Students feel more relaxed, at ease, more confident, and more courageous in interacting after consuming alcoholic beverages.
2	Negative Psychological Impact	Students experience emotional changes, easily angered, easily offended, unstable mood, and decreased self-control.
3	Social Impact on Family	Relationships with parents and family become less harmonious when the behavior of consuming alcoholic beverages becomes known by the family.

Based on the results of interviews from the psychological aspect, the research findings indicate that the consumption of alcoholic beverages brings about changes in the emotional conditions of students. Both informants stated that after consuming alcoholic beverages they felt more relaxed, more at ease, more courageous, and more confident when interacting with others. Alcoholic beverages are also frequently used as a means to reduce stress, academic pressure, as well as various personal problems being faced. However, such positive effects are only temporary in nature. After the influence of alcohol diminishes, the informants admitted to experiencing emotional changes in the form of being easily angered, easily offended, difficulty in controlling themselves, and a mood that becomes unstable. This condition indicates that the consumption of alcoholic beverages can affect the psychological balance of students as well as decrease the ability in controlling emotions and behavior.

Based on these findings, it can be understood that the consumption of alcoholic beverages not only provides temporary effects in the form of a sense of comfort and relaxation, but also has the potential to give rise to various detrimental psychological consequences. The emotional instability experienced by the informants indicates that alcohol influences the ability of individuals in controlling their feelings and behavior. This condition can have an impact on daily activities, including in the learning process, decision making, as well as interpersonal relationships. If the behavior of consuming alcoholic beverages is carried out repeatedly, then the risk of the emergence of dependency and other psychological disturbances will become increasingly greater. Therefore, more adaptive stress management abilities are needed so that students do not make alcoholic beverages the only way to face the pressures of life.

The research findings indicate that the social environment plays an important role in the formation of alcoholic beverage consumption behavior among students. Both informants revealed that they began to recognize and consume alcoholic beverages due to the influence of peers as well as habits that developed within their social groups. This finding is in line with the Social Learning Theory proposed by Bandura (1977), which explains that individuals learn a behavior through the process of observation, imitation, and interaction with the social environment. According to Bandura, a person tends to imitate behavior that is considered common or accepted within their group. In the context of this research, students learn and maintain alcoholic beverage consumption behavior because they see such behavior carried out by their friends and obtain social acceptance from the same social group. Therefore, the social

environment becomes one of the factors that plays a role in the formation of alcoholic beverage consumption behavior among students.

In addition to psychological impacts, the research findings also indicate the existence of social impacts felt by students. Both informants revealed that the habit of consuming alcoholic beverages is more frequently carried out together with peers in certain social environments. This condition makes the consumption of alcoholic beverages considered as a normal activity that can strengthen relationships among group members. However, on the other hand, such behavior gives rise to negative impacts on relationships with family. The informants stated that parents tend to not approve of such habits so that when the behavior of consuming alcoholic beverages becomes known, the relationship with the family becomes less harmonious and triggers the occurrence of conflict. This finding indicates that the consumption of alcoholic beverages not only affects the psychological conditions of individuals, but also influences the quality of social relationships possessed by students.

Based on these findings, it can be seen that the consumption of alcoholic beverages among students does not occur suddenly, but rather is influenced by the interaction between individual factors and the social environment. Initially, students consume alcoholic beverages due to the existence of a desire to try, invitations from friends, or the desire to obtain a sense of calm when facing certain pressures. As time goes by, such behavior develops into a habit that is carried out in various social situations, such as when gathering together with friends or participating in certain activities. This condition indicates that the social environment has a considerably large role in maintaining alcoholic beverage consumption behavior among students.

The research findings also indicate that the psychological and social impacts experienced by students are interconnected with one another. When students experience emotional changes, such as being easily angered, easily offended, and difficulty in controlling themselves after consuming alcoholic beverages, such conditions indirectly affect the social relationships they possess. The decreased ability to control emotions can trigger misunderstandings, conflicts, as well as the diminishing quality of communication with the people around them, particularly family members. Therefore, the psychological impacts that emerge are not only felt by the individual, but also have an influence on their social environment.

Furthermore, the research findings reveal that although the informants are aware of the negative impacts of consuming alcoholic beverages, they continue to carry out such behavior because they feel temporary benefits in the form of feelings of comfort, relaxation, and the reduction of burdens on the mind. This indicates the existence of a contradiction between awareness of the risks and the behavior that is carried out. In certain conditions, students prefer to obtain momentary comfort rather than considering the long-term consequences that may be caused. This phenomenon indicates that emotional factors are often more dominant in influencing students' decisions to consume alcoholic beverages.

Other findings indicate that family has an important role in preventing as well as reducing alcoholic beverage consumption behavior among students. Family relationships that are less harmonious as a result of the habit of consuming alcoholic beverages can worsen the psychological conditions of students and increase the risk of the emergence of ongoing conflicts. Conversely, positive family support can become a protective factor that helps students reduce and even stop such habits. Therefore, the involvement of family in providing attention, supervision, and emotional support is very much needed to help students face various pressures of life in a healthier manner.

Overall, this research indicates that the consumption of alcoholic beverages among students is a complex phenomenon because it involves various psychological and social aspects that mutually influence one another. The impacts generated are not only felt by the individuals who consume them, but also by the social environment surrounding them. This finding affirms the importance of prevention and handling efforts that involve various parties, such as family, peers, universities, as well as guidance and counseling services, in order to help students develop more adaptive stress management and problem-solving abilities without depending on alcoholic beverages.

CONCLUSION

Based on the results of research conducted on two students with the initials RN and DA at one of the universities in Kediri, it can be concluded that the behavior of consuming alcoholic beverages has become

a habit that began since their school years and continues into their college years. Such behavior is generally carried out in social situations together with peers, such as when gathering, hanging out at night, as well as in certain activities that involve their social environment. The decision to consume alcoholic beverages is influenced by various factors, among them curiosity, invitations from friends, the need to be accepted within the group, as well as the desire to reduce stress and pressure originating from personal problems as well as academic demands. This indicates that the behavior of consuming alcoholic beverages among students does not occur spontaneously, but rather is influenced by the interaction between individual factors and the social environment that supports such behavior.

From the psychological aspect, the research findings indicate that the consumption of alcoholic beverages provides impacts that are dual in nature, namely positive impacts that are felt temporarily and negative impacts that emerge after the influence of alcohol diminishes. Both informants revealed that after consuming alcoholic beverages they felt more relaxed, at ease, more courageous, and more confident when interacting with others. Such conditions made them feel more comfortable and able to forget the various pressures being faced. However, behind such feelings of comfort, the consumption of alcoholic beverages also gives rise to negative impacts in the form of unstable emotional changes, being easily angered, easily offended, difficulty in controlling oneself, as well as decreased ability in controlling behavior. This finding indicates that the use of alcoholic beverages as a means of escape from problems only provides a momentary effect and is not capable of resolving the actual source of the problems.

In addition to having an impact on psychological conditions, this research also found that the consumption of alcoholic beverages has an influence on the social lives of students. The social environment becomes one of the factors that encourages and maintains alcoholic beverage consumption behavior. Within certain groups, such activity is considered as something ordinary and even becomes a means to strengthen friendship relationships. However, on the other hand, such behavior gives rise to negative impacts on the relationships of students with their family. Both informants revealed that parents do not approve of such habits so that when the behavior of consuming alcoholic beverages becomes known by the family, the relationship becomes less harmonious and triggers the occurrence of conflict. This condition indicates that the social impacts of consuming alcoholic beverages are not only felt by the individuals who consume them, but also affect the quality of relationships with the closest people around them.

The research findings also indicate that the psychological and social impacts that emerge are interconnected with one another. When students experience emotional changes, such as being easily angered, easily offended, and losing self-control after consuming alcoholic beverages, such conditions indirectly affect the social interactions they carry out. The decreased ability to manage emotions can cause misunderstandings, conflicts, as well as the diminishing quality of communication with family as well as the surrounding environment. Thus, psychological disturbances that emerge as a result of consuming alcoholic beverages can develop into broader social problems if not handled appropriately.

The findings of this research also reveal that although students are aware of the negative impacts of consuming alcoholic beverages, they continue to carry out such behavior because they feel temporary benefits in the form of calm, comfort, and the reduction of burdens on the mind. This condition indicates the existence of a contradiction between awareness of the risks and the behavior that is carried out. Students tend to choose momentary comfort rather than considering the long-term consequences that can affect their psychological health as well as their social lives. Therefore, efforts are needed to increase students' awareness regarding the long-term impacts of consuming alcoholic beverages as well as to encourage the use of healthier coping strategies in facing various pressures of life.

Overall, this research affirms that the behavior of consuming alcoholic beverages among students is a complex phenomenon because it is influenced by various psychological and social factors that are interrelated with one another. The impacts generated not only affect the emotional conditions and behavior of individuals, but also have an impact on the quality of social relationships, particularly within the family environment. Therefore, cooperation is needed between students, family, universities, as well as guidance and counseling services in carrying out prevention, assistance, and education efforts related to the dangers of consuming alcoholic beverages. Through continuous support, students are expected to be able to develop stress management abilities, self-control, as well as more adaptive problem-solving skills so that they do not make alcoholic beverages a way to face various challenges of life.

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