

Literacy Socialization in Social Media is Good for Students

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Abstract

The rapid advancement of technology and the internet has greatly facilitated human interaction and communication. However, along with its benefits, the rapid expansion of the internet has also brought about negative consequences such as cybersex, cyberbullying, and online radicalization. Therefore, it is imperative to promote the judicious use of social media to enhance awareness, particularly among school children, about the hazards of its misuse. The community service program at SMP Negeri 2 Mandalle is designed to enhance students' comprehension of utilizing social media appropriately and responsibly. Through this initiative, students receive comprehensive explanations and engage in discussions about both the advantages and risks associated with social media usage. The students at SMP Negeri 2 Mandalle demonstrate a deep understanding of the perils associated with social media usage. This is evident from the smooth execution of the community service activity, which aligns seamlessly with its intended objectives. The activities encompass a diverse range, including understanding the nature of social media, recognizing its adverse effects, determining appropriate usage times, and establishing age-appropriate boundaries for social media engagement.

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Introduction

Social media seems to have become an addiction for Indonesian people, especially teenagers. The social media most often used by teenagers are Facebook, Twitter, Path, YouTube, Instagram, Line, and BBM (Zalfie Ardian, Silvia Amanda Sundani, 2019). Facebook still wins the position of the most popular social media in the world today. Then, YouTube is in second place with 2.52 billion active users. The position is followed by WhatsApp and Instagram with both around 2 billion active users. Social media is one of the important platforms used by users to share content and interact with other people (Annur, 2023). As the use of social media increases, it is necessary to use social media wisely (Aisa & Ratnawati, 2022). This is important so as not to cause unwanted problems, such as spreading wrong information, violating other people's privacy, and so on (Siagian et al., 2023). Social media users must realize that they must be responsible for their use of social media (Bail, 2022). Users should use social media wisely, respect the privacy of others, and avoid spreading false or harmful information (Wati, 2023). Apart from that, users must also use social media wisely to maintain security and privacy. Users should ensure that they do not disclose sensitive personal information (Al-Turjman & Salama, 2021).

Even though using social media has many benefits, there are several things you need to pay attention to. Some of these problems include abuse or fraud, spreading false information, and privacy issues. Therefore, it is important to be wise and safe when using social media. Additionally, it is important to check the veracity of information before sharing it on social media platforms (Jain et al., 2021). Some people spread false and malicious information, which can cause serious problems (Ramadhan, Rivaldi Agustiansyah, Nela Sirait, Muhamad Ilham, Muhammad Ikhsan Maulana, Cecep Lukman, Anisa Aprilia Pasyah, 2022).

As internet and mobile phone technology becomes more advanced, social media also grows rapidly. Now you can access TikTok or WhatsApp anywhere. Because of the speed of social media, it is also starting to appear to be replacing the role of conventional mass media in disseminating news. The rapid development of social media is now because everyone can have their own media (Widiastuti et al., 2023).

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The emergence of social media helps teenagers in their social lives. For teenagers, the social environment is one of the factors that shape their identity. Therefore, the influence of social media in teenagers' lives is very important. Social media has a good impact on teenagers' lives. However, it cannot be denied that the negative impact of social media on teenagers is also very large. Lately, we have heard a lot about talented and innovating teenagers who are advancing their schools and the nation through social media. However, we hear a lot of things nowadays about deaths and other bad impacts that happen to teenagers due to social media (Zalfie Ardian, Silvia Amanda Sundani, 2019).

The rapid use of social media has influenced the way we think about friends, acquaintances, and strangers (Parewe et al., 2021). So far, we have a social network consisting of family and friends in social circles. The presence of social media in the technological sphere makes social networks bigger and different than before. Social media makes people "enter" the network in a very easy way and with wider coverage. One of the biggest differences between traditional social networks and social media is that the boundaries between private and public spaces, between school and home, become blurred (Wiranto et al., 2022).

The negative impact of technological progress cannot be denied, but it can be prevented. Therefore, knowledge about social media literacy is very important (Kubey, 1997). Previous studies have discussed digital literacy, social media literacy, and new media literacy skills (NML). (Herman et al., 2022) conducted community service activities in the form of socialization regarding the importance of digital literacy in the current era. It is considered important to provide socialization and guidance to teachers in order to help them improve and develop their digital literacy skills, ensuring that the transformation of educational development runs smoothly and in accordance with the dynamics of the times.

The study conducted by (Festl, 2021) discusses the increasing unification of adolescents' online and social practices and provides a broad and evolving conceptualization, operationalization and empirical investigation of social media literacy as a key resource in their daily lives. Using a newly developed standardized instrument, the study investigated how different components of adolescents' social media literacy (knowledge, ability and motivation) as well as aspects of their immediate social context (family and peers) influence their level of socially competent online behavior.

The study conducted by (Celik et al., 2021) highlights the importance of new media literacy (NML) skills as crucial in the 21st century. The model includes epistemological beliefs and the purpose of using social media. Individual goals in using social media were found to have an influence on beliefs about information. Furthermore, using social media for interaction and communication makes epistemological beliefs more sophisticated. However, it is more likely to have naive beliefs by using social media to make new friends. Social literacy in social media can be seen as part of a larger effort to understand and improve students' digital literacy, social media literacy and new media literacy skills in today's digital age.

This is what underlies this activity. The expected aim of this research is to filter social media content that contains global ideology that is not in accordance with Indonesian values and culture which has the potential to cause national disintegration. In accordance with the scientific background of the research team, this research was carried out using a linguistic approach. With this filter, teenagers, especially middle school (SMP) age, can be more alert in sorting news, including identifying hoax news. Thus, content that can divide the nation cannot influence the attitude of Indonesia's young generation towards the integrity of the nation (Citraesmana et al., 2020).

The benefit of holding this activity is that it can provide understanding for students of SMP Negeri 2 Mandalle. Utilize social media as a source of information in carrying out assignments and so on. In carrying out this activity, it is hoped that it will provide knowledge and understanding for students, especially SMP Negeri 2 Mandalle and the school, about how to make good use of social media in everyday life so that students of SMP Negeri 2 Mandalle do not abuse the use of social media.

Method

In light of the rapidly increasing influence of technology, its usage transcends age boundaries, encompassing both children and adults. Nevertheless, the ubiquitous presence of technology, particularly smartphones, entails the potential for both positive and negative impacts on users. Recognizing this, the Community Service Team has embarked on a campaign to promote responsible social media usage, with a special focus on students at SMP Negeri 2

Mandalle in Magalung Village, Pangkep Regency. This initiative unfolds in two distinct stages. Firstly, students are provided with comprehensive insights into social media usage through presentations and lectures utilizing PowerPoint. Subsequently, a question-and-answer session fosters interactive dialogue between students and resource persons, facilitating a deeper understanding of the subject matter.

Results and Discussion

The socialization provided to students offers invaluable information, as many contemporary social media users lack a comprehensive understanding of its dynamics. Moreover, numerous incidents underscore a moral crisis stemming from social media use across various age groups, including children, teenagers, adults, and the elderly. Consequently, there is an urgent need to instill skills for responsible social media usage, starting with cultivating a proper understanding of its principles and advocating for its conscientious use.

The initial step in this endeavor is to elucidate the essence of social media and advocate for its judicious utilization. The presentation of materials and subsequent question-and-answer sessions were conducted in a safe and serene manner. This initiative aims to empower students, particularly those in educational settings, with deeper insights into the dynamics of social media usage. The findings from this endeavor serve as a testament to the significance of community service implementation.

Beyond merely facilitating social interactions, social media has evolved into a powerful promotional platform and a means of generating income. Its pervasive influence is evident in the capacity of individuals to leverage popular social media platforms for lucrative promotional endeavors, thereby underscoring its transformative potential beyond interpersonal communication. The community service initiative targeted students at SMP Negeri 2 Mandalle, employing PowerPoint presentations as a primary instructional tool. Efforts were made to create engaging presentations to sustain student interest and ensure comprehension, recognizing the primary objective of fostering an understanding of the perils associated with social media use among students. Additionally, interactive question-and-answer sessions were conducted to gauge the depth of their comprehension regarding the risks posed by social media.

Figure 1 depicts the socialization process unfolding within the laboratory room of SMP Negeri 2 Mandalle. The session commenced with a collective prayer led by one of the students to foster a conducive atmosphere for learning. Subsequently, students engaged in interactive activities aimed at enhancing their focus, thus facilitating attentive participation during the instructional sessions.



Figure 1. Providing Material to Students

Students at SMP Negeri 2 Mandalle revealed a high level of familiarity with social media platforms. Some disclosed that their parents had purchased separate mobile phones for them, allowing them to maintain personal accounts on

platforms like YouTube, Instagram, Facebook, and WhatsApp. Interestingly, ten students admitted to dedicating their entire Saturdays and Sundays to either continuous YouTube watching or online gaming from dawn to dusk. Such anecdotes mirror the concerning trend of cellphone addiction reported extensively in the media, with cases documenting excessive usage of nine hours or more per day.



Figure 2. Group photo after the socialization activity was completed

In Figure 2, a group photo captures the culmination of the socialization activity, demonstrating the students' profound understanding of the hazards associated with social media usage. The seamless execution of this service initiative attests to its alignment with the predetermined objectives. Educational efforts concerning the perils of social media engagement were tailored specifically for students at SMP Negeri 2 Mandalle. The range of activities undertaken encompassed diverse topics, including familiarization with social media content, awareness of its adverse effects, discerning appropriate usage timings, and understanding age-appropriate boundaries for social media engagement. Furthermore, the service team rewarded students who correctly answered questions, reflecting the students' commendable grasp of the subject matter. Drawing from the outcomes achieved and the challenges encountered during the service activities, the subsequent plans entail re-examining data to uncover potential new insights, providing ongoing motivation for students to exercise restraint in their social media usage, and enhancing the delivery of educational materials to ensure attentive engagement from SMP Negeri 2 Mandalle students.

Conclusion

The community service initiative undertaken by the service team focuses on promoting digital literacy, particularly regarding social media usage. Initial observations revealed that students at SMP Negeri 2 Mandalle were spending an excessive amount of time on social media, ranging between nine to ten hours daily, significantly surpassing WHO recommendations. Educational interventions, such as those facilitated by the service team, aim to equip students with the knowledge and skills necessary to navigate cyberspace safely, thereby mitigating the influence of misinformation prevalent on social media platforms.

It can thus be inferred that community service activities, through effective literacy outreach on social media, yield positive outcomes for students. By enhancing their understanding of the perils associated with social media and fostering prudent usage habits, participants are empowered to harness social media as a tool for personal growth while also learning to discern and disseminate credible information, thereby curbing the proliferation of fake news. The enthusiastic participation observed among participants underscores the impact of these initiatives, with SMP Negeri 2 Mandalle warmly embracing the community service activity and expressing a desire for its continuation in the future.

Moving forward, it is recommended to conduct further socialization activities aimed at nurturing students' critical thinking skills, fostering openness with parents and guardians, and promoting responsible social media use. Given the constraints posed by busy parental schedules, fostering open communication channels between children and their caregivers becomes imperative. Additionally, encouraging students to transition from passive consumption to active participation by creating original content can further enrich their digital experience and cultivate a more constructive online environment.

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