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THE NEGATIVE AND POSITIVE IMPACT OF SOCIAL MEDIA ONSOCIALIZATION PROCESS OF SCHOOL-AGE CHILDREN

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A B S T R A C T

Social media is a new communication and collaboration tool that enables various types of interaction that were previously unavailable to society. Social media is widely used by children, adults and teenagers and social media has both good and bad impacts on its users, especially school-aged children. Therefore, this research aims to briefly describe the meaning of social media, the development of social media, as well as the positive and negative impacts of using social media on the socialization growth of school-aged children. This research uses a library research approach as a research method and the materials used in this research are books, journal articles, websites and writings related to this research topic.

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INTRODUCTION

There has been a lot of research that discusses the social media phenomenon which has now become trending in all levels of society so that it has spread to the socialization process of school-aged children, both at elementary school (SD), junior high school (SMP) and senior high school (SMA) levels.).

The use of Social Media certainly has both good and bad impacts on the education of school-aged children today, especially on the child's socialization process. Almost all Indonesian people always use social media, even social media has become a necessity for society. And social media always presents various forms of technological work.(Fitri, 2017, p. 1)

The way information works, such as communication technology and social media, has made children "strangers", and with globalization they are now free to be in the midst of the family, can teach their users anything at any time, and can change their behavior. Changing lifestyles requires technology as a type of sophisticated hypnosis which is also said to be able to change the way a person behaves and communicates with other people.

Currently, the development of social media is increasingly advanced. In 1997, social media was initially born on the basis of trust, but in the 2000s and following years, social media began to attract everyone's attention and reached its peak. With the development of social media, performance becomes faster, more accurate and precise, so productivity increases. Currently, social media is commonly used in social media such as Facebook, Twitter, Instagram, Path, Tumblr, and other social media.

Currently, one of the social media users is students. Because social media allows students to easily communicate locally or remotely without having to meet in person. Social media is not only important for students to get interesting information, but has also become a lifestyle. Many school-aged children don't want to be considered behind the times because they don't have social media accounts. For students, social media is usually used to express themselves and share everything about themselves with many people, especially their friends. In fact, social media can also be used as a source of livelihood for school-aged children.

Therefore, this research aims to briefly describe the impact of the use of social media on the socialization growth of school-aged children. There is previous research that is in line with this research

METHOD

This research uses a library research approach as a research method. The library approach or library study is a data collection technique used in research by collecting data and research sources through the materials used in this research, namely books, journal articles, websites and writings related to the research topic. This approach is used with the aim of providing an overview or describing the existing reality

or what is happening or the actual reality of the object being studied.Kartono in 1995, page 170.

RESULTS AND DISCUSSION

Results

Understanding And Development Of Social Media

Social media is a new set of communication and collaboration tools that enable various types of interactions that were previously unavailable to people. Publisher is very accessible and scalable and the most important thing about this technology is that it changes the way people know, read and share information and content. Meanwhile, Carr and Hayes also explained that social media has three important things. First, digital technology that emphasizes content or user interaction. Second, media characteristics and third, social networks such as Facebook, Twitter, Instagram as interaction models.(Gea, p. 4)

Social Media is an online media, where users can easily participate, share and create content including blogs, social networks, wikis, forums and virtual worlds. Internet according to Budi Sutedjo: "The Internet comes from the word "International Network" which is a very large computer network consisting of small interconnected networks that reach the entire world. Internet is short for inter-network. Literally it means a computer network that connects several circuits."(Sutedjo, 2005, p. 50).

Andhika also defines the same thing as: "A computer network capable of connecting computers throughout the world so that various types and forms of information can be communicated between parts of the world instantly and globally." According to Ramhot S, defines: "The Internet is a combination of wide area networks (WAN). By definition, the internet is a computer that runs the TCP/I protocol stack, has an IP (internet protocol) address, and has the ability to send IP addresses to all other computers on the internet.(Ramhot S, 2003, p. 90)

According to Mulawarman, social media comes from two words, namely media and social. Media is a communication tool that people use to communicate with each other. Social is interaction with other individuals or the community around them. So, social media is a communication tool for a person or group to interact and to seek information for the benefit of the individual or society that uses it.(Purwa, 2022, p. 51)

Currently, the development of social media is increasingly advanced. In 1997, social media was initially born based on trust, but in the 2000s and the following years, social media began to attract everyone's attention and reached its peak every year. In

fact, many e-learning activities appear in the show, enabling the implementation of various activities quickly, accurately and precisely thereby increasing productivity in social media development. This includes the distribution of learning materials via the internet, for example via email.(Khairani, 2015, p. 1)

In 1995 the GeoCities site was born, GeoCities provides web hosting (a rental service for storing website data so that websites can be accessed anywhere). GeoCities is the initial milestone for the establishment of websites. From 1997 to 1999, the first social media appeared, namely sixdegree.com and classmates.com. Not only that, in that year a site also appeared to create a personal blog, namely Blogger. This site offers its users the ability to create their own site pages. So that blogger users can post anything about anything.

In 2002 Friendster became a very booming social media and its presence was phenomenal. After that, in 2003 until now various social media emerged with various characters and advantages, such as LinkedIn, MySpace, Facebook, Twitter, Wiser, Google, WhatsApp, Instagram, Youtube, Tiktok, and so on. The development of social media and the more modern people's lives are, so that social media is widely used by all levels of society, even minors have been introduced to social media.(Makhmudah, 2019, pp. 20-21)

The very rapid progress of today has given rise to various kinds of technological development phenomena aimed at making it easier to use. For example, in the past we could only listen to music via radio, where the songs played were not always the ones we wanted, but now there are MP3 players with various collections of songs and they can be played at any time. Then there are also cellphone devices which are almost always found in various daily activities and almost all levels of society use these devices to play their social media.(Anggriani, Overcoming Gadget Addiction in Children, 2019, p. 1)

Thanks to the internet, social media is growing rapidly. There is no consensus regarding the birth of the internet itself. Was it born when TCP/IP or World Wide Web (www) was introduced? However, a monumental moment in the global network occurred on October 29, 1969. Currently, the development of social media is increasingly rapid, more diverse, more unique, reaches various segments and has unique characteristics.(Khairani, 2015, p. 4)

Social media is usually classified into several characteristics, namely the existence of open dialogue between users. Social media can be modified and

reorganized over time by authors, or by the community on a particular site. Apart from that, social media also provides and shapes new ways of communication. Before the emergence and widespread use of social media, most people communicated via cell phone text messages and phone calls. However, since the advent of social media, people tend to communicate via chat services and send messages via services on social media.

There are several indicators available from social media, including:

1. Social media participation encourages contributions and feedback from everyone who is interested.
2. Openness, almost all social media services are open to user feedback and participation.
3. Conversation. The communication that occurs occurs in two directions and can be distributed to the public, of course, via social media.
4. Community. Social media provides opportunities for communities to form quickly and communicate more effectively.
5. Connected to each other. Almost all social media successfully connect each other by creating links to sites, sources and people.

Discussion

Use of Social Media for School Age Children

The use of social media by school-aged children, some students use social media as a means of communication, searching for information and entertainment. Some students have social media accounts but cannot open them because they do not bring their cellphones to school. Various types of social media that are freely available to use and download give us as users the opportunity to adapt to our wishes and communicate well through the features provided.

For example, they use social media such as Facebook, Instagram, YouTube, Tiktok and even online games to communicate with each other and write comments on content. Social media, which is very popular among school-age children, is media that gets more attention when used, as evidenced by several school-age children using live online voice chat, there are also those who prefer to view content and posts and then provide responses in the form of comments.(Muhammad Fajar, 2020, p. 43)

Children usually use social media to fulfill their desires in seeking entertainment. Several types of entertainment that they can find on social media include music in the form of audio or video on YouTube according to tastes or trends; watching a favorite

movie; play online games via the Facebook or LINE platforms; to looking for memes that they think are interesting on Facebook, Twitter and Instagram

In general, the purpose of using social media is very broad, and can be developed according to the user's imagination. This is related to the purpose of using social media for school-age children, it can make it easier for students to communicate, but there are different paths and goals. Some people use social media to provide new opportunities for self-visualization, others want to improve their marketing skills, and even have a new medium to communicate their learning.

Social media such as YouTube, Instagram, Facebook and WhatsApp have moved the minimum user age limit to 13 years. Based on one study quoted from mediaindonesia.com, more than 87% of Indonesian children have been introduced to social media before turning 13 years old. And around 92% of children from lower income families are exposed to social media at an earlier age. Social media should be used by children aged 13 years, but in reality children under the age of 13 have already been introduced to social media. And the use of social media must also be under parental supervision, so that it does not pose bad or negative risks to school-aged children.

One of the uses of social media that is often used by school-age children is online games or games that use the internet network which have become an inseparable part of modern life, not only children use them but almost all levels of society are addicted to using them. online game. This is in accordance with research conducted that the biggest attraction of social media for children under the age of 13 is the online game feature on social media.

Another reason why social media is something that is interesting for children is because social media can be used as a means of accumulating identity strengthening related to their relationships with their friends. If children are absent or do not use social media in the same way as their friends, including not doing what their friends do on social media, they will face the possibility of missing out on news or lacking updates. This possibility is considered to cause their exclusion from the social circle or (peer group).

Behind the pleasure of using social media such as online games for children, this will have a striking impact, namely that it can result in a decrease in children's brain function. Children who are addicted to online games tend to lose concentration on their

social development so they place more importance on playing social media such as online games.(Anggriani, 2024, p. 1)

Positive and Negative Impacts on the Socialization Process of School Age Children Socialization Process

The socialization process in school-aged children is a critical phase in their identity formation and social integration. This is the time where they begin to learn the norms, values, and behaviors accepted in society. In this digital era, technology has become an integral part of everyday life, and its impact on the socialization process of school-aged children is becoming increasingly significant. On the one hand, technology expands their access to information and educational resources, enabling them to learn independently and enriching their understanding of the world. It also facilitates communication and connections with peers and family, even in distant places, which broadens their social sphere and strengthens interpersonal relationships.(Rahmayuni, 2023, p. 4)

However, on the other hand, excessive use of technology can disrupt children's learning focus and reduce direct social interactions, which are important in the development of social skills and empathy. Additionally, the risk of exposure to inappropriate or harmful content online, such as violence or pornography, can harm their emotional and moral development.

Therefore, it is important for parents and educators to monitor and direct children's technology use wisely, ensuring that its benefits are maximized while reducing the risk of negative impacts. With the right approach, technology can be a useful tool in facilitating the socialization process of school-aged children, preparing them to become open-minded, responsible members of society and adapt quickly to changing times.

Positive and Negative Impact

Social media has a significant impact on the socialization process of children at school age, both positively and negatively. Viewed from a positive perspective, social media provides benefits to the child's own socialization process, social media helps them adapt to an environment influenced by the times, makes it easier for them to socialize with the public who have a wide network and are able to manage friendships. Because social media can be a tool which can make it easier to discuss activities with friends of the same age, both in doing assignments, etc.

The progress of information media and technology is felt in almost all levels of society, both from the positive and negative sides of its use. This is because access to information media and technology is considered very easy and affordable for different groups, both young and old, the well-off and the lower middle class.

Basically, social media has positive and negative impacts, including for adults and small children, those at school and those not at school. It's just that social media will have positive and negative impacts depending on how social media users use it. If users use social media for good things, it will have a positive impact, but if it is used for bad or evil things, it will have a negative impact.

The negative impacts of using social media on the Socialization Process of School Age Children include:

1. misuse of social media such as Facebook, Instagram, Twitter, etc.(Nabila, 2020, p. 119)The negative impact of excessive interest in technology can influence a child to use social media, causing him to socialize less with friends and in his play environment.
2. As a result of being addicted to playing social media, it can result in children having less time to play so that they don't want to hang out with their friends, so that children's socialization conditions are reduced.
3. Misuse of social media for school-age children will have negative impacts such as reducing the child's level of concentration when studying and socializing with the surrounding community.
4. Children are more interested in an interactive world compared to doing the things they do, such as playing with their friends.

Social media can be a very useful tool for children and students if used wisely. When using it, students need to pay attention to time limits, not trust unverified information, use social media for learning, and always pay attention to privacy and security. In this way, the use of social media will be more beneficial and avoid unwanted risks.(Romance, 2023)

The positive impact of using social media is that it provides many conveniences for users, such as socializing and communicating with friends, family or teachers, discussing school assignments with friends and getting information related to health online. While all types of social media can always be connected via the embedded conversation feature. For example, they use social media Facebook, Instagram, YouTube, even online games where they can communicate with each other and

provide comments on content.(Sefhiana Andara, 2022, p. 50)This is where social media is useful in helping children communicate long distances quickly and easily.

It is known that students in various schools in Indonesia tend to be more comfortable interacting socially with their friends using social media. In general, students need to be directed to engage in direct communication to increase the intensity of their friendships or social interactions. Advances in communication technology have succeeded in providing comfort through complete features on social media which has reduced student interaction in the real world(Ayub & Sulaeman, 2011, p. 29)

The positive impacts of using social media on school-aged children are:

1. to make it easier for a child to hone creativity and intelligence, seeing interesting animations, bright colors and cheerful songs.
2. Providing increasingly sharpened imagination skills because the games they use are varied and have various storylines.(Mirna, 2018, p. 10)
3. Improve communication skills. Social media can help children improve their communication skills. Children can use social media and learn how to express themselves by watching educational videos which can help improve communication skills.
4. Children can access various sources of knowledge that can enrich their knowledge, through study groups and online discussion forums which provide a forum for exchanging knowledge and learning together.
5. Social media can build social networks with school friends or the community in their environment.
6. Social media can help children find communities where they can share their interests and provide emotional support, and this is useful for school-age children who feel isolated or need someone to talk to or confide in.
7. Through interactions with people from different backgrounds, using social media, children can learn about different cultures, traditions and points of view. And this is useful for helping the socialization process of school-aged children and making children more tolerant of differences and empathetic.

In general, children aged 5-13 years are currently the largest users of information media and technological advances. It is not surprising that social media can have a positive impact on the development of information media and technology in children aged 5 to 13 years, which is said to be due to the multitasking generation.

According to Oetomo, social media is able to facilitate children and teenagers to learn how to do business and earn money through e-commerce. Apart from that, social media can be used as a storage medium or channel for information by accessing social media for only a short time.(Norita Lumatihunisa, 2020, p. 20)So, according to the view above, it can be concluded that the positive impact of using social media on children is: it can make it easier for children to communicate, give or get new information to other people, make it easier to do school assignments.

Behind the convenience of social media, it will trigger a negative impact from social media, where with the easier it is to access the internet via cellphone, social media will increasingly become a part of everyday life, wherever and whenever, someone can access it.(Gunawan & Ratmono, 2021, p. 32)So, social media cannot be separated from life. This is what makes social media users neglect their obligations to work and worship.

Even though using social media has a positive impact on using social media, it turns out there is also a negative impact on the child's socialization process. However, this negative impact arises from a lack of parental supervision of children, which results in damage to children's morals and ethics. It is a fact that it is easy for bad content to be spread accidentally by children who are always curious about what they get from their social media accounts.

Perhaps the biggest problem with social media can be summed up by the use of an acronym known to children and teens as "TMI," Too Much Information or "too much information." Children and teenagers who fill their free time by accessing social media unconsciously reveal too much information about their personal lives. This TMI encourages another potential behavior, which is called FOMO, Fear of Missing Out or "fear of missing out on the latest news". This FOMO encourages children and teenagers to continue searching for and sharing information on the internet via social media. It is at this stage that children and adolescents are very vulnerable to the risks of online predators, pornography, violence, cyberbullying, invasion of privacy and identity theft.(Triastuti, 2017, p. 72)

Social media that is not used properly will have a negative impact, such as making children less disciplined during their development years and being lazy, especially because they are too busy socializing with new friends who they think are interesting, it also tends to make children easily to copy other people's works, be impolite in dressing or speaking because they imitate conversations on social media

that are not properly filtered, often fight due to dangerous scenes such as scenes of pornography, violence, war, abuse of one's friends and so on , as well as making children miss school because they feel more comfortable accessing the virtual world even through a place called an internet cafe rather than studying at school, not only that, sometimes social media also makes children wasteful and take their parents' money secretly to access the internet at cafe. This can certainly damage children socially.(Fitri, 2017, p. 122)

CONCLUSION

Social media is a new communication and collaboration tool that enables various types of interactions. The development of social media is increasingly rapid, reaching its peak every year. The use of social media by school-aged children includes communication, information seeking and entertainment. Types of social media that are often used by school-aged children such as YouTube, Facebook, Instagram, WhatsApp, Tiktok, online games and so on.

Students can adapt and communicate through the features provided, such as Facebook, Instagram, YouTube and online games. The goals of using social media for school-aged children are very broad, including facilitating communication, self-visualization, improving marketing skills, and communicating learning.

Social media has both positive and negative impacts on the socialization process of school-aged children. Positively, social media helps children adapt to their environment, facilitates social interactions, and aids in academic discussions. It can increase children's creativity and communication if there is supervision from parents, teachers or those closest to them regarding the use of social media.

However, negative effects include abuse leading to exposure to inappropriate content, lack of parental supervision resulting in moral decline, and distractions leading to academic laziness and unethical behavior. And it can cause a lack of level of socialization in children so that children prefer to play alone rather than playing with their friends, it can reduce the child's concentration of thinking in terms of learning and socializing with the surrounding community.

Proper use of social media increases communication and learning opportunities, while misuse can lead to discipline problems, plagiarism, and exposure to harmful content, ultimately affecting children's behavior and academic performance.

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