# THE ROLE OF SOCIAL MEDIA IN FORMING SOCIAL VALUES AND NORMS AMONG CHILDREN

**Hazri Sakinah Hutagalung, Siti Khodijah Hasibuan**

hazrisakinahhuatagalung05@gmail.com,khodijahhsb83@gmail.com

**¹² Universitas Islam Negeri Sumatera Utara, Medan,Indonesia**

|  A B S T R A C T | A R T I C L E   I N F O |
|---|---|
| Social media has become an inseparable part of children's lives today. Constant exposure to content and interactions on social media can have a significant influence on the formation of their social values and norms. In writing this article showsthat social media platforms play an important role inform values and social norms among children. Several factors that contribute to this process include exposure to content, peer influence, role models or influencers, normalization of behavior, formation of self-identity, and lack of guidance and supervision from parents or educators. Social media is a complex environment that can influence the formation of children's values and social norms. Controlled efforts by parents, educators and other stakeholders are needed to help children develop critical media literacy and build a healthy and positive media environment. This article aims to highlight the role of social media in realizing social values and norms among children. The phenomenon of children's use of social media is increasing and has become an important concern in efforts to shape their character | |

## INTRODUCTION

The use of social media is increasingly widespread among children today. Social media has a significant role in shaping values and norms among children. In this digital era, children are exposed to various content on social media that can influence their understanding of the values and norms that apply in society. Therefore, it is important to understand the role of social media in shaping values and norms among children in order to take appropriate steps in facing this challenge. With the times, social media will influence the behavior and lives of today's people. Therefore, with technological developments, humans must be able to handle and examine the good and bad developments of social media. According to John W. Santrock, said that the way to handle the development of social media well is to choose social media that suits your needs. Social media that does not suit your needs must be filtered and that which does not suit your personal needs must be left alone. Many children are able to access the internet nowadays. Even small children have social media accounts. Apart from that, it is encouraged by a number of distributors who provide various types of cellphones at various prices, which are affordable to the public at high prices. As a result, social media affects children's development. The period of child development is a very important and important phase in human life, which has a significant impact on a person's entire life. Childhood is divided into two parts: early childhood and the developmental period that includes the latter. infancy to 5 or 6 years of age, and middle or late childhood, namely 6 to 11 years of age.(John W. Santrock, 2011:22).

Human innovation to improve what exists so as not to be left behind by the times along with technological advances. For example, more and more applications are used as social media and are always updated every year, especially applications that are frequently used. This is done to ensure that the application continues to exist even after many years and so that users do not get bored of using it. Applications like facebook, twitter, whatsapp, line, skype, telegram, instagram, path, tiktok and many more. The more social media develops, the more people can access it. Along with this progress, it is hoped that social media can meet the needs of modern society by changing a person's character, bringing other people closer, and providing various information to its users.(Agustyn and Suprayitno, 2022:736). Basically, social media is able to shape the character of its users, social media provides a lot of information

93

which is able to make users shape their personalities according to what they learn according to the information they obtain. It can be said that social media is the best teacher for its users. However, not everyone is able to process information from social media, which in the end they will be influenced by negative information.

The writingpresented an effort to highlight the role of social media in realizing social values and norms among children. The phenomenon of children's use of social media is increasing and has become an important concern in efforts to shape their character. Given the strong link between social media and children's social development, it is important to understand in depth its impact and potential influence in shaping social values and norms in the younger generation. And this article is based on the exponential growth in the influence of underage children using internet media which will have an impact on the social values and norms that are formed. Children today are vulnerable to being influenced by online media and the fast access they get, which can influence their views and behavior. Thus, an in-depth study of the role of social media in shaping social values and norms among children becomes very relevant and important for further investigation.

## METHOD

This research uses library research methodology for its discussion. Research that includes literature as its subject is known as literature-based research. The following key elements of a literature study research approach should be taken into account: The author is first presented with text and numerical data immediately ra straight away. Second, library materials are considered a second source, indicating that the author did not get direct knowledge from the first party in the field but from a second party. Third, the data or information has been "created." Fourth, neither time nor space limits the materials collected from the library. Reviewing various books, articles and other materials is a consideration in accordance with the study above, namely how data collection is carried out.Kartono in 1995, page 170.

## RESULTS AND DISCUSSION

### *Results*

1. **Understanding Social Media**

The definition of social media according to language can be explained by breaking it into two words, namely media and social. In Latin, media comes from the Latin medium which means "intermediary" or "tool". Media refers to the means or tools used to convey information, communication and entertainment to the public. The word "social" comes from the Latin "socialis" which means "relating to society" or "relating to life together". Social refers to the interactions and relationships between individuals or groups in society. When combined, *social media* refers to the means or tools used to interact, share and communicate in a social or community context. In the modern context, social media refers to a platform or websiteto be able to collaborate and to participate and create content or share it in social networks.

In contemporary usage, social media refers to a variety of online platforms that allow people to: Create personal profiles or pages. Connect with others through friends or followers. Share content such as text, images, videos and more. Interact through comments, likes, shares and messages. Form communities and social networks based on interests or relationships.

Platformssuch as Facebook, Twitter, Instagram, LinkedIn, and TikTok are examples of social media that are used for various purposes including personal communication, business, entertainment, and information dissemination. (Mulawarman, 2017:23). Social media is a digital platform that allows users to create, share and exchange information, ideas and content in various formats, such as text, images, video and audio. Through social media, individuals can communicate and interact with global communities, build networks, and form social relationships online. Social media also serves as a tool for marketing, education, entertainment, and advocacy, facilitating the rapid and widespread flow of information and enabling direct engagement between content creators and their audiences.

MediaSocial media has several functions for children, among others. Communication and interaction Children can communicate with distant friends and family, expand their social networks, and strengthen existing relationships. Education and learning Many social media platforms provide educational content that can help children learn about a variety of topics, from school lessons to new skills.

Social media entertainment provides various forms of entertainment, such as videos, games and other creative content that children can enjoy. Self-expression and

creativity Kids can express themselves through posts, pictures, videos and other creative projects. It also allows them to share their interests and talents with others.

Developing digital skills using social media helps children develop digital and technological skills that are important in this digital era. However, it is important to remember that children's use of social media needs to be supervised and limited to prevent negative impacts such as cyberbullying, exposure to inappropriate content, and digital addiction.

To have an account on social media, most people must be at least 13 years old. However, the social media system is not enough to prevent those who falsify their personal data, it is very easy for children to enter by manipulating their own data. In fact, advertising on social media has purposes that are not good for children. There are many websites and internet sites that children should not see because they have negative impacts on their nerves. is the majority who do not match. Children and teens claim that through posts made by their friends, family, or acquaintances that appear on their timelines, hate speech from friends, and pornography from advertising games, news, and movies, they inadvertently and intentionally learn about violence . Additionally, the public nature of social media poses a threat. Characters who may be active on social media could endanger the privacy of children and teenagers. In addition, the majority of children (and families) are not very familiar with the internet which provides account keys for its users.(Triastuti, 2017: 70).

Following are some of the roles of social media in this regard which have a causal effect in setting social standards and values among children. Here are some of the main ways how social media affects children:

1. Formation of Identity and Self-Image

    Child-Children often use social media to express themselves and seek validation. The content they see and share forms their personal identity. Peer influence and trends on social media also play a role in forming self-image.

2. Social Norms and Behavior

Mediasocial media helps shape children's perceptions of what is considered normal or acceptable in society. This includes the way you dress, speak, and behave. Children tend to imitate behavior that they see getting lots of likes or attention on social media platforms.

3. The Influence of Peer Pressure and Conformity

Peer pressure on social media can encourage children to conform to certain behaviors or trends in order to be accepted in their group. This can be positive, such as following a book reading trend, or negative, such as taking part in a dangerous challenge.

4. Dissemination of Information and Education

MediaSocial media can be a broad source of information and education. Kids can learn about various topics, cultures, and global issues through shared content. However, they also need to be trained to recognize and avoid false or misleading information.

5. Formation of Moral and Ethical Values

The content consumed on the internet can influence children's thinking patterns. Positive content that teaches values such as empathy, hard work, and honesty can reinforce these values in children. Conversely, negative content can promote unhealthy values.

6. Role Models and Influencers

Child-Children often look to public figures and influencers on social media as role models. The behavior, views and lifestyle displayed by these influencers can influence children.

7. Communication Skills

Internet mediaproviding a platform for vulnerable ages to communicate with their peers, which can help in the development of communication and social skills. However, this can also lead to problems such as cyberbullying or dependence on virtual communication.

8. Reinforcement and Challenge of Stereotypes

Mediasocial media can reinforce or challenge social stereotypes. Inclusive and diverse content can help children understand and appreciate differences, while biased content can reinforce prejudice and stereotypes.

97

Social awareness and involvement Children can be involved in various social and environmental issues through social media. Social campaigns and global movements often spread through these platforms, encouraging children to become more aware and active on these issues.

Children's use of social media must ensure that they get positive benefits and are under the control or supervision of the family, especially their parents, while reducing potential negative impacts. This includes education about digital literacy, online safety, and critical development of the content they consume.

MediaSocial media plays a significant role in building and shaping behavioral patterns in human life through various means, and has broad functions. The following are some of their roles and functions: The role of social media in forming behavioral patterns:

a) Formation of Self-Identity

Mediasocial media allows individuals to explore and present their identities through profiles, posts, and interactions. It helps in the formation and understanding of self and social identity.

b) Social Norms and Values

MediaSocial media spreads social norms and values that can influence individual behavior. What is considered popular or acceptable on social media often shapes perceptions of what is considered normative in society.

c) Role Models and Influencers

Influencers andPublic figures on social media often serve as role models, influencing their followers' lifestyle choices, fashion, consumption behavior and worldview.

d) Social Interaction and Networking

Mediasocial media facilitates constant social interaction, allowing people to stay connected to their networks and form new relationships, which in turn influences social behavior patterns.

e) Education and Information

Accessaccess to various information and educational sources on social media influences knowledge, attitudes and behavior. This can raise awareness about important issues and encourage specific actions.

f) Influence of Popular Culture

Mediasocial media is often the primary platform for the spread of popular culture, influencing preferences for music, films, language, and other trends.

## 2. History of Social Media

Media historysocial is a story about the evolution of communication technology and social networks changing the concept of communication between individuals and even groups. The following is a narrative about the journey of social media from the beginning to the present: 1970s: The Beginning of Electronic Communication. In 1971, Ray Tomlinson sent the first email, an innovation that allowed text messages to be sent between computers. This is the first step towards broader digital communications.

1980s: BBS and Usenet, OnIn the early 1980s, the Bulletin Board System (BBS) system emerged, which allowed users to connect via modem to share information and discuss. Usenet, launched in 1980, allowed users to send and read messages in discussion groups, becoming the forerunner of online forums. (National, 2003 : 854)

1990s: Early Web andThe First Social Network, created by Berners Lee revolutionized the way information was accessed and shared. In 1997, Six Degrees was launched as an internet user that is free to use according to the devices provided by the media so that it is very easy for many people to recognize each person's identity. Although it didn't last long, Six Degrees paved the way for other social platforms. (Cahyono, 2016: 143)

Early 2000s:Growth and Diversification 2002 Friendster was launched, offering a social network concept based on friend connections. Despite its rapid decline in popularity, Friendster set the foundation for social networking. MySpace and LinkedIn appeared. MySpace became the leading platform for sharing music and pop culture, while LinkedIn focused on professional networking. 2004 Mark Zuckerberg launches Facebook at Harvard. Initially limited to college students, Facebook quickly grew into a global platform. 2005 YouTube launches, allowing users to upload, share and watch

videos. This opens a new era in sharing multimedia content. 2006 Twitter introduced the concept of microblogging, allowing users to send short messages (tweets) and soon became an important platform for real-time news and communication.

2010s: Modern Era andSocial Media Domination 2010. Instagram launches, focuses on sharing photos and then short videos, becoming the main platform for visual storytelling. 2011 Snapchat comes up with the concept of messages that disappear after being viewed, attracting many young users. 2016 TikTok, the international version of Douyin, is launched. TikTok quickly became popular thanks to its short videos and viral challenges, changing the social media landscape with its fast-paced entertainment format.

Mediasocial continues to evolve with new features such as live streaming, augmented reality (AR), and e-commerce integration. Several major scandals, prompting stricter regulations and changes to platform policies.

Internetgiving us more space so that distance is no longer a problem for everyone, this development has greatly changed everyone's system. It affects various aspects of life, from personal relationships to business, politics, and culture. The future of social media will likely involve more features as well as new challenges related to ethics, privacy, and regulation.

Media historysocial is a story about innovation, adaptation, and the huge impact on modern society. This shows how technology can change communication systems. (Cahyono, 2016 : 143)

3. **Forms of Social Media**

Parascholars have classified forms of social media in various ways based on their features, goals, and the ways of interaction they facilitate. Some responses according to experts:

According to Andreas Kaplan and Michael Haenlein, identify six types of social media based on media theory and social interaction theory:

a) Collaborative Projects, for example, like Wikipedia, allow users to collaborate to create content, such as articles in online encyclopedias.

b) Blogs and Microblogs (Blogs and Microblogs) such as Twitter, Tumblr. Its function is to be able to publish personal and professional content regularly.

c) Content Communities (Content Communities) for example YouTube, Instagram. Its function is to share and manage media content such as videos, images and photos.

d) Social Networking Sites (Social Networking Sites) For example Facebook, LinkedIn to connect users with friends, family and colleagues, and enable content sharing and social interaction.(Yusuf, 2016: 163).

e) Virtual Game Worlds (Virtual Game World) Like World of Warcraft. Users participate in a game-based virtual world.

f) Virtual Social Worlds (Virtual Social World) For example Second Life. Users interact in a virtual world that simulates life.

These categories help understand the different forms and functions of social media in different contexts. (Kaplan and Haenlein: 2010: 119)

### *Discussion*

**Social Values and Norms**

Principles or standards that are considered important and desired by society. These social values and norms function as guidelines for individuals in determining what is considered good and right, and influence the way they behave.

1. Basic principles. Social values include beliefs about what is important in life, such as honesty, caring, responsibility, and justice.

2. Character building. In children, social values help shape their character and personality. For example, the value of honesty will help children to always say the truth, while the value of hard work will encourage children not to give up easily.

3. Guidelines for social value behavior for children in behaving towards their surroundings.

NormSocial are the rules or standards of behavior expected and accepted by society. Social norms regulate how individuals should behave in certain situations and help maintain order in society.

1. Certain Rules. Social norms include specific rules about behavior that is considered reasonable or desirable in a particular situation. For example, politeness norms regulate how children should behave when meeting adults.

2. Setting Function. Social norms function to regulate social interactions and ensure that individual behavior conforms to societal expectations. This helps prevent harmful behavior and promotes social harmony.

3. Behavior Adjustment. In children, social norms help them adapt their behavior to social expectations, such as following the rules at school.

Each norm has values that are interrelated and influence each other. The relationship between values and social norms is internalizing social values and norms in various ways. For example, through education at school, interactions with family members, and experiences in society. Children can also learn social values and norms through the examples set by their parents and the environment around them. In the context of children, social values and norms can help them understand how to behave well, respect others, and maintain healthy relationships in society. Social values and norms can also help children understand the importance of cooperation, tolerance, and empathy in their social interactions.

**Children and Social Development**

Childare individuals who are in the process of growth and development in terms of physical, mental and social aspects. They need special protection, education, and attention from family, society, and the state to reach their full potential. This definition of children is important in various fields, including law, psychology, education, and health, to ensure their optimal protection and development. (Nuryanti, 2008: 2).

According to the United Nations (UN) Convention on the Rights of the Child, a child is defined as "any human being under the age of 18 years unless, under the law applicable to children, maturity has been reached earlier" (Article 1). In developmental psychology, children are individuals who are in critical stages of cognitive, emotional and social development, which include infancy (0-2 years), early childhood (2-6 years), middle childhood ( 6-12 years), and early adolescence (12-18 years). Socially and culturally, children are often considered family members who depend on parents or

102

guardians for physical, emotional and educational needs. Children are often associated with a time of learning, play, and growth. In the medical field, children are individuals who require special attention regarding health and physical development, which involves routine examinations, immunizations, and growth and development monitoring. (Bahar, 1993: 203).

1. **Understanding Social Development**

Social development is the process by which individuals learn to interact with others, understand and adapt to social norms and rules, and build the skills necessary to participate effectively in society. It covers various aspects such as communication skills, forming interpersonal relationships, developing empathy, and understanding social roles. Aspects of social development:

Social interaction the ability to communicate and interact with other people effectively, both in the context of family, peers and the wider community. Formation The process of forming and maintaining relationships with others, including friends, family members, and coworkers. Understanding and adapting to social norms. The ability to understand and adapt to the norms, rules and social expectations that apply in a particular environment. Social identity development. Formation of personal and social identity, which includes recognizing oneself in the context of a particular social group. Empathy and emotional awareness. The ability to understand and respond to the feelings and perspectives of others, and develop emotional awareness.

Skills needed to interact effectively, such as communication skills, conflict resolution, cooperation, and decision making. identifies several stages of psychosocial development, each of which is faced with conflicts or challenges that must be resolved for healthy social development. For example, the stages of "trust vs. mistrust" in infancy, "initiative vs. guilt" in early childhood, and "identity vs. role confusion" in adolescence. Emphasizes the importance of social interaction in children's cognitive development. He identified that through interactions with peers, children learn others' perspectives and develop important social skills.

Social development is an important aspect of individual growth that involves learning and adaptation in social contexts. Through interactions with other people and the environment, individuals develop the skills, norms, and values necessary to participate and contribute effectively in society. (Mayar, 2013: 459-460).

**The Influence of Social Media on Children's Values and Social Norms**

Social media offers many advantages, including the convenience of an effective means of communication because it allows fast, precise and accurate access to various life activities. With the development of social media, electronic learning has also emerged.(Madyan, 2021 : 128).

Some of the general purposes of social media are to access the latest news coverage or information from various sites that are currently happening. If we have the opportunity to share information with international advisors, promote local goods or brands around the world, and reduce unemployment.

In timeNowadays, the use of social media is widely used by underage children. They are susceptible to using social media just like adults use it. The most common use of the Tik-tok application is that its users are children. The Tik-tok application makes them forget their duties as a child or student at school, affecting their level of interest in learning. But Tiktok also provides creativity support and helps children hone video editing skills. (Agustiah et al., 2020: 181).

According to Healthy Children and Mom Junction, there are two effects of social media on growing children that Africans should be aware of before allowing them to use it. Positive and negative social media use for children can include the following:
   a) Help them connect with friends and extended family.
   b) Allows them to learn about something that improves the quality of their learning.
   c) Many people have used social media to spread violence and pornography; And
   d) Some people have used social media to spread pornography and pornography;

**The Concept of Social Media in the Koran as a Communication Tool in the Era of Digitalization**

The rapid pace of the IT industry in digitalization produces new products almost every day, which is a factor in increasing social media communication which will continue to develop and advance. It is like repeated events that form a new order based on technological logic.(Qodir, 2011: 128).When the world is controlled by the internet due to today's sophisticated media, it is impossible for society to change. Many important elements are involved in this change. So, creating a new way to

communicate, namely to create an impression in the digital era. The general public can accept everything produced by social media, such as print media, visuals and so on, as truth. Some people like to observe and research. assess how the internet is used, but there is also a lack of awareness and knowledge. In fact, using the internet in a way that is not the rules or teachings in the Islamic holy book and lacks etiquette.

Apart from that, the Islamic religion really pays attention to the morals of users of these accounts as evidenced by the fact that the Koran has many verses that regulate the ethics of using social media, making it a complex guideline. For example, verse 9 of the Qur'anic surah Mujjadi says:

يَٰٓأَيُّهَا الَّذِيْنَ اٰمَنُوْٓا اِذَا تَنَاجَيْتُمْ فَلَا تَتَ نَاجَوْا بِالْاِثْمِ وَالْعُدْوَانِ وَمَعْصِيَتِ لَّهَ الَّذِيْٓ اِلَيْهِ تُ○شَرُوْنَ

"O you who believe, when you hold secret conversations with each other, do not talk about sinful acts, enmity and disobedience to the Messenger. However, talk about acts of goodness and piety. Fear Allah, to Him alone you will be gathered."

In his interpretation of al-Misbah, M. Quraish Shihab mentions three types of disobedience: al-itsm (sin), al-udwan (enmity), and ma'shiyat arRasul (disobedience to the Messenger). Tabathaba'i differentiates all these things. Hostility is an activity that has a bad impact that has a negative impact on those around you, for example things that are prohibited or forbidden by religion or doing something that is not according to religious law. However, disobedience to the Messenger of Allah includes any action that does not follow the orders or prohibitions of the Prophet. As a result, believers are asked to avoid talking about conversations that many people should not hear so as not to cause misunderstandings between groups. (Mizan, 2017: 88)

Like discussing prohibitions in religion, so developing a concept to violate and apply it will have a negative impact and give the influence of inciting hatred between groups, it is best to prevent it before it happens, becausesecret conversation should be considered as a Level of generosity that produces faith and piety. In this way, a human being is safe from Allah's punishment in this world or in the afterlife. Apart from that, this verse provides an important lesson for people because it teaches them to remain honest and not keep anything secret.(M. Quraish Shihab, 2012: 484).

Swhile secrets contain the meaning of distrust. In addition, these verses provide a very valuable lesson about religiously sanctioned speech and remind that outward

actions must always be accompanied by sincerity and be free from worldly goals, each of which will invalidate those actions.Everyone should be careful when playing on the internet to avoid the deception of Satan who always tries to mislead people. On the contrary, if used correctly, it will provide happiness and increase the value of worship in the sight of Allah.(Husnah, 2020 : 153-156).

## CONCLUSION

Media social is an online platform that allows users to interact, share content, and connect with others through various forms of media such as text, images, and video. The main role of social media is to facilitate communication and interaction between individuals, as well as enable the widespread dissemination of information in globally connected networks. Social media has an important role in shaping social values and norms among children. Through the content they consume and interactions with fellow users, children can be influenced in understanding what is considered good values and acceptable behavior in society. Therefore, it is important for parents and teachers to provide proper supervision and guidance so that children can develop a healthy understanding of social values and norms in the use of social media. Apart from that, Islam is very concerned about the ethics of using social media. This is demonstrated by the fact that the Qur'an, which is a complex source of guidance, regulates the ethics of using social media in many verses, including the verse in surah Al-Mujjadi, verse 9

## REFERENCES

Agustiah, DF (nd). The Impact of Social Media Use on Student Learning Behavior. Islamic Counseling Guidance Journal, Vol. 4, no. 2.

Agustyn, IN (2022). The impact of social media (Tik-Tok) on the polite character of sixth grade elementary school students. Journal of Basic Teacher Education Research, Vol. 10, no. 4.

Cahyono, AS (2016). The Influence of Social Media on Social Change in Society in Indonesia. Publiciana, Vol. 9, no. 1.

Doni, FR (2017). Social Media Usage Behavior Among Teenagers. Indonesian Journal On Software Engineering, Vol. 3, no. 2.

Madyan, AB (2021). The Influence of Social Media on Children's Character Education During the Coronavirus Disease 19 Pandemic. Multidisciplinary Journal of Science, Vol. 1, No. 3.

Mayar, F. (2013, November). Social Development Of Early Children As Seeds For The Nation's Future. Al-Ta'lim Journal Volume I, No. 6.

Mulawarman. (2017). Social Media User Behavior and Its Implications Viewed from the Perspective of Applied Social Psychology. Psychological Bulletin, Vol. 25, No. 1.

National, D.P. (2003). Indonesia Dictionary. Jakarta: Balai Pustaka.

Nuryanti, L. (2008). Child Psychology. Jakarta: PT Index.

*Religious Courts and Compilation of Islamic Law in the Indonesian Legal System.*(1993). Yogyakarta: UII Press.

Purbohastuti, AW (2017). effectiveness of social media as a promotional medium. Tritayasa Economics Journal, Vol. 12, no. 2.

Qodir, Z. (2011). Sociology of Religion: Essays on Religion in the Public Sphere Cet. 1. Yogyakarta: Learning Library.

Santrock, J. W. (2011). Child Development Period Book 1 Edition 11. Jakarta: Salemba Humanika.

Setiadi, A. (2016). Utilization of Social Media for Effective Communication. Bina Sarana Informatics University Humanities Journal, Vol. 16, no. 2.

Shihab, MQ (2012). Tafsir Al-Misbah: Message, Impression and Harmony of the Qur'an. Jakarta: Lantera Hati.

Triastuti, E. (2017). Study of the Impact of Using Social Media for Children and Adolescents. Jakarta: Puskakom.

Yusuf, S. (2016). Psychology of Child and Adolescent Development. Bandung: Rosydakarya.

Z., H. (2020, December). ethics for using social media in the qur'an as a tool of communication in the era of digitalization. journal of islamic and social sciences, vol. 1, no. 2.