

An Effects of Social Media on High School Students during the Covid-19 in Indonesia

**Muhammad Alfikri, Solihah Titin Sumanti, Abdul Rasyid,
Anang Anas Azhar and Syahrul Abidin**

Program Study Communication Science, North Sumatera, Medan, Indonesia
muhammadalfikri@uinsu.ac.id, solihahtitinsumanti@uinsu.ac.id, abdulrasyid@uinsu.ac.id,
ananganasazhar@uinsu.ac.id, syahrulabidin@uinsu.ac.id

Agung Suharyanto

Public Administration Study Program, Universitas Medan Area, Indonesia
agungsuaharyanto@staff.uma.ac.id

Abstract

This study aims to determine and explain the uses and effects of FB, Instagram, Twitter, and WhatsApp Social Media for students of Muhammadiyah High School in North Sumatra. This type of research uses a qualitative approach with in-depth and direct interviews with students. This study is the uses and effects theory. The problem that arises in this study is how students of SMA Muhammadiyah North Sumatra use social media. Do they have a long enough frequency in social media? Are they affected by various social media content? Do they use social media to increase religious knowledge? What content do they follow on social media? Findings in the field show that, on average, they use social media 8-10 hours for the day, so it is not uncommon for social media content also to influence their behavior. It is known that not infrequently, they also use social media to increase religious knowledge because of their school background so that the contents of the recitation become references.

Keywords

Pandemic, Uses and Effects, Social Media, and The high School Students.

1. Introduction.

The development of social media is increasing rapidly, even to a necessity of life. In 1997, this social media was born based on trust, but starting in the 2000s until the following year, social media began to attract everyone's attention until it reached its heyday. The development of social media makes the performance faster, more precise, accurate to increase the resulting productivity. In this era of globalization, technology is increasingly advanced, it is undeniable that the presence of the internet is increasingly needed in everyday life, both in socialization activities, education, business, etc. It is undeniable that social media has a great influence in one's life. Someone who is initially small can become big with social media, or vice versa. For the community, especially teenagers, social media has become an addiction that makes users no day without opening social media. Whereas in its development period, in school, teenagers try to find their identity by hanging out with their peers.

Social media has now become a trend in communication in society. Social media is an online medium, with its users being able to easily participate, share, and create content including blogs, social networks, wikis, forums and virtual worlds. Blogs, social networks, and wikis are the most common forms of social media used by people around the world. Social media is defined as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and which enable the creation and exchange of user-generated content" (Kaplan and Haenlein, 2010). Various social media platforms are Facebook, WhatsApp, Twitter, Instagram, Path, Tumblr, and other social media. One of the current social media users is a student because by using social media, students can easily communicate near and long distances without having to meet face-to-face or meet (Figure 1).

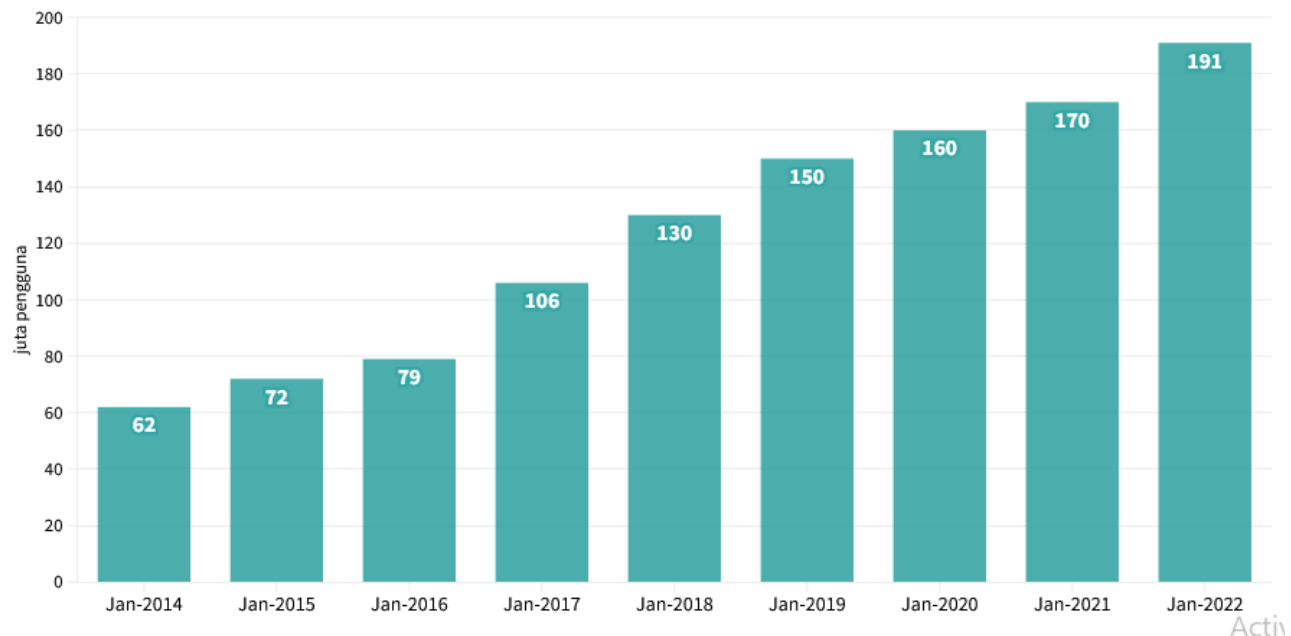


Figure 1. Number of Active Social Media Users in Indonesia (2015-2022)
Source: We Are Social

Based on the We Are Social report, the number of active social media users in Indonesia was 191 million people in January 2022. That number has increased by 12.35% compared to the previous year of 170 million people. Seeing the trend, the number of social media users in Indonesia continues to increase every year. However, its growth has fluctuated since 2014-2022. The highest increase in the number of social media users reached 34.2% in 2017. However, this increase slowed to 6.3% last year. The numbers just increased again this year. Meanwhile, WhatsApp is the most widely used social media by Indonesians. The percentage was recorded at 88.7%. After that, there are Instagram and Facebook with respective percentages of 84.8% and 81.3%. Meanwhile, the proportion of TikTok and Telegram users is 63.1% and 62.8%, respectively (Mahdi, 2022)

For students, social media is essential not only as a place to get exciting information but also as a lifestyle. Many students don't want to be considered old school because they don't have social media accounts Bimo (2011); Hamid, and Budianto (2011). For students, social media is usually used to express themselves, share everything about themselves with many people, especially friends, and social media can also be used as a place to make money and increase knowledge (Astuti, and Rps., 2018).

Social media has now become an essential factor for human interaction and the emergence of smartphones that provide social media freedom and providers that offer cheap social media services. This causes teenagers, especially students, to forget about the association's boundaries that they should know (John and Poortinga, 1999). The magnitude of the impact of social media has a positive effect and hurts humans, especially the implications for human interaction, which is currently being influenced by social media. Social media gradually brings us to a new cultural pattern and begins to determine our mindset. Social media can make a person addicted (Bertens, 2011).

The rapid development of social media today is because everyone seems to have their media. If owning traditional media such as television, radio, or newspapers requires significant capital and many workforces, then the media is different. A social media user can access social media with an internet network even though the access is slow, without high costs, without expensive tools, and done alone without employees Lubis et al., 2020; Suharyanto et al., 2019). Social media users can freely edit, add, modify both text, images, videos, graphics, and various other content models (Fibrianto, and Bakhri, 2017).

Teenagers who have social media usually post about their personal activities, their stories, and photos with friends. In social media, anyone can freely comment and express their opinion without worry. This is because on the internet,

especially social media, it is very easy to fake identity or commit crimes. Even though in their development at school, teenagers try to find their identity by hanging out with their peers. But nowadays teenagers often think that the more active they are on social media, the more cool they will be. Meanwhile, teenagers who do not have social media are usually considered old-fashioned or outdated and less sociable. The negative side becomes dominant if the user misuses it, including many teenagers who are addicted to using social media without knowing the time so that it reduces productivity and a social sense among teenagers, makes time wasted, increases the burden of spending, interferes with learning concentration, and even students usually will be lazier to study (Kusmanto et al., 2020).

Slameto found that in the learning process experienced and most influential for educational purposes is what happens, one of the factors in it is the psychological factor, namely readiness (Slameto, 2013). Readiness is the general state of a person that makes him ready to respond or able to respond in a certain way to a situation (Suharyanto et al., 2021). In addition, Slameto stated that educational factors are divided into five types, namely: 1) objective factors, 2) teacher factors, 3) student factors, 4) tools factors, 5) environmental factors (Sutari, 1995). In explaining the teacher factor, one of which is the learning system that will be used in the teaching and learning process, the student factor is one that is closely related to the readiness of the teaching and learning process, because without student readiness (Teddy and Swatman, 2006).

Education plays an important role in national development, so it must be improved in all respects and keep up with the times, considering the demands of the world of education which are growing and rapidly changing. The Minister of Education, Technology, Culture and Research is of the opinion that in order to advance the Indonesian nation, it is necessary to improve the quality of education for the entire population so that the resulting human resources can dominate and bring about positive change (Suharyanto, 2017a; Suharyanto, 2017b). Schools are formal educational institutions that play an important role in the educational process. Through the learning process in schools, they can choose inappropriate learning methods to achieve educational goals. (Foundation, 2013).

The positive side is no less critical for humans living in this area. The use of social media for education for students creates community. Social media helps to centralize the collective knowledge of the whole class to make learning and communication more efficient and complete tasks more efficiently.

1.1. Objective

The object of this research is how the students of SMA Muhammadiyah Batubara and SMA Muhammadiyah Mandailing Natal use social media during the Covid 19 pandemic era: Do they have a long enough frequency in social media, are they affected by various social media content, Do they use social media to increase their knowledge, And What content do they follow on social media. The research aims to find out; How much time is used by students of SMA Muhammadiyah Batubara and SMA Muhammadiyah Mandailing Natal in social media. How affected are students of SMA Muhammadiyah Batubara and SMA Muhammadiyah Mandailing Natal on various content on social media. How much do Muhammadiyah Batubara High School students and Mandailing Natal High School students use social media to increase their knowledge? What content is followed by Muhammadiyah Batubara High School students and Mandailing Natal Muhammadiyah High School students.

The benefits of research both practically and theoretically are as follows: Practical Benefits: This research is expected to be used as an evaluation material in the use of social media for students. This research is expected to provide additional information about the effects of using social media among high school students. Be a consideration for future researchers who will conduct similar research. Theoretical Benefits This research is expected: Provide scientific contributions to develop knowledge about Uses and Effects for the use of social media among high school students, become empirical evidence and reference for academics better to understand the Uses and Effects on social media users.

2. Literature Review

The COVID-19 pandemic has had a tremendous impact on changes in today's life. This condition has also begun to be felt in the world of education, the central government to the regional level has issued a policy to cancel and change the way of face-to-face learning with distance learning. This is done as an effort to prevent the spread of COVID-19 transmission. The implementation of this policy is expected to minimize the spread of the COVID-19 disease. The lockdown or quarantine policy is carried out as an effort to reduce the interaction of many people who can give access to the spread of the corona virus. This long-distance learning policy to prevent the spread of Covid 19 has forced the

government and related institutions to present alternative educational processes for students and students who cannot carry out the educational process at educational institutions. This is supported by Circular Letter Number 4 of 2020 concerning the Implementation of Education Policies in the Emergency Period for the Spread of Coronavirus Disease (Covid-19) which was signed by the Minister of Education and Culture Nadiem Makarim on March 24, 2020. The principles applied in the policy during the COVID-19 pandemic is "the health and safety of students, educators, education staff, families, and communities is a top priority in setting learning policies".

Andreas Kaplan and Michael Haenlein define social media as a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and enable the creation and exchange of user-generated content (Kaplan and Haenlein, 2010). Web 2.0 became the basic platform of social media. Social media exists in many different forms, including social networks, internet forums, weblogs, social blogs, micro blogging, wikis, podcasts, images, videos, ratings, and social bookmarking. According to Kaplan and Haenlein there are six types of social media: collaborative projects (e.g., wikipedia), blogs and microblogs (e.g., twitter), content communities (e.g., youtube), social networking sites (e.g. facebook, instagram), virtual games (e.g. world of warcraft), and virtual social (eg, second life).

Communication involves two or more people, because when communication takes place there is a process in which there is sending and receiving of messages from the communicator to the communicant. In conveying a message, communicators can convey it through various media, depending on the goals and targets they want to reach. After the message can be conveyed properly to the communicant, then a feedback from the communicant is needed. Through the feedback given by the communicant, the communicator can find out whether the message conveyed is running effectively or not. Launching from the quote Mulyana (2011) said that communication science is an arrangement of knowledge made by humans, for example clay that can be formed in anything or water that can fill a container regardless of its form. Both the definition of communication or the model (implicitly also the elements), how the form, context or field, and how the method of researching it, study programs, majors, concentrations, or courses will continue to change, along with the development of human civilization and advances in human technology. Then another opinion regarding communication, namely quoting from Wood (2013) communication is an ongoing process and changes continuously as it moves more and more forward.

Uses and Effects theory is a theory that relates between users, media, audience, and effects (results). Sven Windahl first put the theory first. And is a synthesis between the traditional theory of products and uses and gratification theory. If uses and gratifications explain more about the use of media determined by individual basic needs, then uses and effects clarify that the market is only one of the factors that occur in media use (Gerungan, 2004; Jensen, 1998; Kaplan, and Haenlein, 2010). There are three dimensions of the effect of mass communication, namely: cognitive, affective, and conative. Cognitive effects underlie increased awareness, learning, and additional knowledge, these effects usually affect thinking only. Then affective effects are related to emotions, feelings, and attitudes. While the conative effect relates to behavior and intentions to do something in a certain way, Amri (in Fitriansyah, 2018).

The most crucial point in this thinking is the concept of use or use itself. If it is associated with research, this theory emphasizes the use of social media itself, whether it is effective and produces effects for its users. Knowledge of the causes of social media use will provide an avenue for understanding and predicting the outcome of a communication process (Haryatmoko, 2007; Severin and Tankard, 2005). The characteristics of social media content also determine a large part of the effect that will occur. Therefore, two processes work simultaneously, which together cause an outcome that we call 'cons effects (a combination of consequences and effects). The educational process usually causes results in the form of 'con effects. Part of the results are driven by content that encourages learning (development), and part results from using media that automatically accumulates and stores knowledge. These results can be found at the individual level as well as the community level.

3. Methods

Self-disclosure research on social media users uses a qualitative approach with a descriptive method. Qualitative research emphasizes the quality or the most important thing from the nature of a product/service. Meanwhile, Bah et al., (2020a; 2020b) defines qualitative research as a research method used to examine the condition of natural objects, where the researcher is the key instrument, data collection techniques are carried out by triangulation, data analysis is inductive, and research results emphasize meaning rather than generalization. Qualitative research methods were used in this study because, in general, the purpose of this study was to describe the characteristics of self-disclosure in high school students of Muhammadiyah North Sumatra on social media. Using qualitative research methods, it is hoped

that researchers can obtain an in-depth and comprehensive picture related to self-disclosure in high school students of Muhammadiyah North Sumatra on social media.

4. Result And Discussion

Covid-19 has led to a global health and socioeconomic crisis unprecedented in history. Since the first case of Covid-19 was confirmed in Indonesia, UNICEF, in collaboration with the government, the World Health Organization (WHO) and other partners, has led several pandemic response efforts (Tawai et al., 2021). The students of Senior High Schools Muhammadiyah Batubara and SMA Muhammadiyah Mandailing Natal admitted that they spent a long time using social media such as Facebook, WhatsApp, and using Google all day long. It takes no less than 20 hours in the Covid 19 season or up 30 percent. For them, social media has become a daily necessity.

Research has found that many students of Muhammadiyah Batubara High School and Mandailing Natal High School Muhammadiyah recognize the unique challenges and benefits of growing up in the digital age. Generally, Muhammadiyah Batubara and Muhammadiyah Mandailing Natal high school students said they preferred social media because they could interact with people from different backgrounds. So get a new point of view that was previously unthinkable. In addition, social media can also be used as a virtual space to connect with friends who have the same interests. They say that social media can help form new social norms. It's much more common for them to post about themselves or their family than the personal stories that most teenagers do. The other side is no less attractive. They use social media such as FaceBook and Whatshap as learning to increase knowledge, including religious knowledge through ustazd lectures and articles presented. They admit that they cannot select the truth of religious articles and content on social media for the fact. So they tend to devour the entire contents (Figure 2).

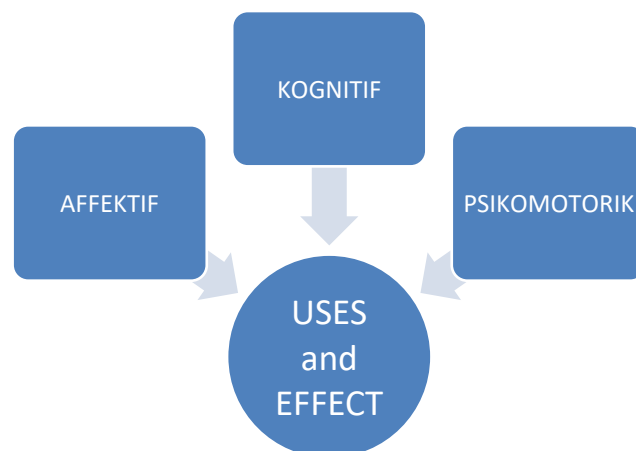


Figure 2. Change of Uses and Effect

This change in adolescent behavior has an effect on their ability to use their cognitive, as well as affective which is reflected in the values of life, as well as the psychomotor movements that carry out their movement in the adolescent's behavior in communicating. This finding was expanded when there was an in-depth interview with these students that the cognitive abilities of these students had increased due to the large number of sources of knowledge received from social media without any limitations to be obtained.

High cognitive abilities also have an impact on everyday behavior which is shown as the affective ability of ignorant adolescents, and tends not to care about real social interactions, even having difficulty interacting with each other. This creates an indifferent attitude in the daily lives of these teenagers. Not only that, the psychomotor effect also makes teenagers less active in their activities. Movement is often a problem for the environment, seeing these teenagers find it difficult to move from their everyday gadgets into their hands.

This psychomotor influence among teenagers often causes conflict in the family when teenagers today use the term "mager". The three effects are the impact of the influence of social media on teenagers at SMA Muhammadiyah Batubara and SMA Muhammadiyah in Mandailing Natal. So that this process becomes a pattern that exists in these teenagers when they are classified in their daily life (Table 1).

Table 1. Change of Uses and Effect

No	Type of Change	Uses and Effect
1	Cognitive	The cognitive abilities of these students had increased due to the large number of sources of knowledge received from social media without any limitations to be obtained
2	Affective	The affective ability of ignorant adolescents, and tends not to care about real social interactions, even having difficulty interacting with each other. This creates an indifferent attitude in the daily lives of these teenagers.
3	Psychomotor	The psychomotor effect also makes teenagers less active in their activities. Movement is often a problem for the environment, seeing these teenagers find it difficult to move from their everyday gadgets into their hands.

5. Conclusion

The results showed that; Students use social media for self-actualization and visualization. The frequency of accessing social media depends on the ownership of the gadget and the available facilities, but on average, they use 20 hours per day. The positive impact of using social media is facilitating communication between students and teachers; as a learning tool and looking for learning reference sources, including religious knowledge enhancers. On the other hand, the negative impact of using social media is students' addiction to harmful content and creating negative issues.

References

- Astuti, A. P., and Rps, A.N., Teknologi Komunikasi dan Perilaku Remaja. Jurnal Analisa Sosiologi, vol. 3, no.1, 2018.
- Bah, Y.M., Ridwan, M., Suharyanto, A., and Amal, B.K., Social Work Research, Bircu Publisher, Medan, 2020.
- Bah, Y.M., Ridwan, M., Suharyanto, A., and Amal, B.K., Introduction to The Fundamentals of Social Work, Bircu Publisher, Medan, 2020.
- Berry John, W., and Poortinga, Y. H., Mashall H. segall, Pierre r. Dasen, Psikologi Lintas Budaya, PT. Gramdia Pustaka Utama, Jakarta, 1999.
- Bertens, K., Etika, PT. Gramedia Pustaka Utama, Jakarta, 2011.
- Bimo W., Teori-Teori Psikologi Sosial, Penerbit Andi, Yogyakarta, 2011.
- Fadilah, R., Parinduri, S.A., Syaimi, K.U., Suharyanto, A., Islamic Guidance and Counseling to Overcome The Study Difficulty of Junior High School Students in SMP IT Nurul Azizi Medan (Case Study of Students Experiencing Anxiety). International Journal of Psychosocial Rehabilitation, 2020.
- Fibrianto, A. S., and Bakhri, S., Pelaksanaan Aktivitas Ekstrakurikuler Paskibra (Pasukan Pengibar Bendera) Dalam Pembentukan Karakter, Moral Dan Sikap Nasionalisme Siswa Sma Negeri 3 Surakarta. Jurnal Moral Kemasyarakatan, vol. 2, no. 2, pp. 75-93, 2017.
- Fitriansyah, F., Efek Komunikasi Massa Pada Khlayak (Studi Deskriptif Penggunaan Media Sosial dalam Membentuk Perilaku Remaja). Cakrawala-Jurnal Humaniora. vol. 18, no. 2, pp. 171-17, 2018.
- Foundation, D., Tokoh Kita: Anis Baswedan Intelektual Muda Peduli Bangsa, 2013.
- Gerungan, Psikologi Sosial, PT. Refika Aditama, Bandung, 2004.
- Hamid, F., and Budianto, H., Ilmu Komunikasi Sekarang dan Tantangan Masa Depan, Kencana, Jakarta, 2011.
- Haryatmoko, Etika Komunikasi, Kanisius, Yogyakarta, 2007.
- Jensen, J.F., Interactivity: Tracing a new concept in media and communication studies. Nordicom Review, 19, pp. 185-204, 1998.
- Kaplan, A. M., and Haenlein, M., Users of the world, unite! The challenges and opportunities of Social Media. Business horizons, vol. 53, no.1, 59-68, 2010.
- Kusmanto, H., Suharyanto, A., Prayoga, Y., Purnamawati, I. G. A., and Nugraha, N. A., Understanding Young Political and Comprehensive Tax Program in ASEAN. International Journal of Advanced Science and Technology, vol. 29, no. 06, 1811-1814, 2020.
- Lubis, F.R.A., Suharyanto, A., Effendy, R., Meidasari, V.E., Shahnaz, L. Role of Facebook Advertising in Promoting Tourism in Asia. International Journal of Psychosocial Rehabilitation, 2020.
- Mahdi, M.I., Social Media Users in Indonesia Reach 191 Million in 2022". 2022. <https://dataindonesia.id/digital/detail/pengguna-media-social-di-indonesia-reach-191-juta-pada-2022>.
- Mulyana, D. Ilmu Komunikasi: Suatu Pengantar. Bandung: PT Remaja Rosdakarya, 2011.
- Severin, W. J., and Tankard Jr, J.W., Teori Komunikasi: Sejarah, metode, and Terapan di dalam media massa. Jakarta: Prenada Media, Terjemahan, edisi kelima, 2005
- Soekanto, S. Sosiologi Suatu Pengantar. PT. Rajagrafindo Persada, Jakarta, 2009.

- Suharyanto, A. Pemahaman Siswa Tentang Konsep Demokrasi Dalam Pendidikan Kewarganegaraan, dalam Prosiding Seminar Nasional Tahunan Fakultas Ilmu Sosial Universitas Negeri Medan Tahun 2017 vol. 1, no. 1, 2017, pp. 530-534, 2017a.
- Suharyanto, A. Dilema Multikulturalisme Pada Masyarakat Multikultur Di Medan. Jurnal Kewarganegaraan 25 (PPKn, FIS, Universitas Negeri Medan), pp., 118-127, 2017b.
- Suharyanto, A. Devi A.S., Juanda, Supriadi P.P., Syafriyeni T., Toho C.M.S., Persepsi Masyarakat Nelayan mengenai Pendidikan di Desa Paluh Kurau, Hamparan Perak, Deli serdang, , Anthropos: Jurnal Antropologi Sosial dan Budaya (Journal of Social and Cultural Anthropology), vol. 3, no. 1, pp. 11-18, 2017.
- Suharyanto, A., Pendidikan dan Proses Pembudayaan dalam Keluarga, JUPIIS: Jurnal Pendidikan Ilmu-Ilmu Sosial, vol. 7, no. 2, pp. 162-165, 2015.
- Suharyanto, A., Nazarudin, Nguyen, P.T., Abrar, A.I.P., Rusli, R., Preparation the Road Student Future Learning Process Takes in Vocational Education. Opcion, 2019.
- Suharyanto, A., Fernanda, F., Jamaludin, J., Hodriani, H., Wiflihani, W., Muhajir, A., and Lubis, Y.A., School Readiness in the New Normal Era of Online Teaching and Learning at Junior High School, Proceedings of the International Conference on Industrial Engineering and Operations Management Sao Paulo, Brazil, April 5 - 8, 2021.
- Tawai, A., Suharyanto, A., Putranto, T. D., de Guzman, B. M., and Prastowo, A. A., Indonesian covid-19 issue on media: review on spiral of silence application theory. Jurnal Studi Komunikasi, vol. 5, no.2, pp. 286-301, 2021.
- Slameto, Belajar Dan Faktor Mempengaruhinya. Rineka Cipta, Jakarta, 2010..
- Sutari, Pengantar Ilmu Pendidikan Sistematis, Andi Offset, Yogyakarta, 1995.
- Teddy, and Swatman, P.M.C., E-Learning Readiness of Hongkong Teachers The Journal of Education Research Universty of South Australia. vol.4, no.7, pp. 20-23, 2006.
- Wood, J.T. Komunikasi Teori dan Praktik (Komunikasi Dalam Kehidupan Kita) Terjemahan. Jakarta: Salemba, 2013.

Biographies

Muhammad Alfikri, earned his doctoral in Islamic communication, career as a Communications Lecturer at various universities and previously worked at Kominfo of North Sumatra and now serves as Head of the communication Studies Program at the Faculty of Social Sciences, UIN North Sumatra.

Solihah Titin Sumanti, earned his doctoral in the scientific specification of Islamic History Education with the title of his dissertation on Modernization of Islamic Education in Nahdatul Ulama, Muhammadiyah and Al-Washliyah Organizations, served as secretary of the History of Islamic Civilization study program and now serves as Secretary of the Communication Studies Program, Faculty of Social Sciences, UIN North Sumatra, doing a lot of work. writings in various journals and books, one of the journals in 2018, analysis of policy of the dutch colony government on islamic education

Abdul Rasyid, scholar in the field of communication science who is active as a lecturer in his expertise with his doctoral program in Islamic Communication Science and now manages online news media for study programs, and writes a lot in various newspaper media.

Anang Anas Azhar has a career as a lecturer in Islamic communication science who has competence in social science-based research and is now a career manager for alumni and students in the Communication Science study program and earned his doctoral degree in Islamic Communication Science with the title of his work Political Communication Imaging; and

Syahrul Abidin, is engaged in the field of communication science with specifications on interpersonal communication that can be developed in the world of community service.

Agung Suharyanto, Now as a lecturer at the Public Administration Study Program, Faculty of Social and Political Sciences, Universitas Medan Area. Has established the Mahesa Research Center to accommodate publications in the form of Online Scientific Journals and independent research in Social Sciences, Arts and Culture.