

## Social Media Wise Training as an Effort to Develop Character in the Community in Rajabasa Lama Village

Muhammad Nurwahidin<sup>1</sup>, Muhiom<sup>2</sup>, Dayu Rika Perdana<sup>3</sup>, Amrina Izzatika<sup>4</sup>, Resti Apriliyani<sup>5</sup>

<sup>1,2,3,4,5</sup>Universitas Lampung, Indonesia

### Abstract

*In the era of rapidly developing technology, playing social media has become a routine for the society. The world seems to be turning digital. Humans always need interaction and interaction requires certain ways. The most used means of interaction today is social media. Social media is one of the most exciting activities online today, but, social media also has an impact on its users, both positive and negative impacts. The positive impact of social media can add insight and meet many people. But behind that there are negative impacts related to social media abuse. This study aims to find out what are the impacts of social media and how important social media is for character education and the importance of holding a training entitled "Social Media Wise Training as an Effort to Build Community Character in Rajabasa Lama Village". Using offline training methods which are then evaluated by distributing questionnaires to collect the data we need from the community. Therefore, according to the servants, there is a need for social media wise training so that people can make better use of social media and this training can be used as an effort to build the character of the people of Rajabasa Lama Village.*

### Keywords

social media; character;  
community



## I. Introduction

In today's technological era many aspects of life are affected and character is the key to success (Omari, 2015) because character is the main capital and important for the progress of individuals and nations. The famous historian Arnold Toynbee once stated, "From the twenty important world civilizations, nineteen were destroyed not by external conquest, but by internal moral corruption." (Sapton 2011), or because of weakness of character. But, in the midst of increasingly complex problems, term wars are still unavoidable, between character and morality there are still disputes over which ones are suitable to be applied in education, so that positioning the nature of character becomes an interesting discussion. (Baharun & Maryam, 2019). If you turn to this country, it is common knowledge that in the industrial era 4.0, humans are increasingly pampered with increasingly sophisticated technology. Constantly changing roles and perspectives of humans in living life as social beings. Along with this phenomenon, moral degradation is increasingly widespread. That way humans are increasingly slipping on the momentary truth.

As we know, the world seems to have gone digital. Humans always need interaction and interaction requires certain ways. The most used means of interaction today is social media. Social media is one of the most exciting activities online today. As many as 92% of

Social media users are teenagers. Various social media platforms such as Facebook, Twitter, Instagram, and many more are the choice for teenagers to communicate virtually. When they open social media, they will be faced with various forms of content, both positive and negative. The variety of forms and contents of social media causes people to be exposed to various things. These things are then used in different ways by each individual (Nuñez-Rola & Ruta-Canayong, 2019). Social media has several functions such as expanding communication, supporting knowledge, and as a source of information (Doni, 2017). Quoted from NMRA Gelgel, social media also has a negative impact due to the development of communication systems and changes in social interactions. The problems that occur include a low understanding of how to have good ethics in communicating well via social media. Apart from that, the public's low understanding, especially teenagers, is of the legal impact of what they do on social media, especially what teenagers post. Added to this is the low level of literacy awareness in socializing on social media. Low literacy awareness can also have other negative impacts, for example the spread of hoax news or failure to understand in receiving information which can result in several parties having disputes..

Social media use is a person's involvement in social media usage activities such as the frequency and amount of time used to access social media. One of the factors that influence the use of social media is a need that comes from within the individual himself, such as the search for self-identity. Apart from that, there are social factors such as a sense of belonging and needing information from other people as well as emotional factors (Pratama, 2019). Internet users in Indonesia at the beginning of 2021 reached 202.6 million people. This number increased by 15.5% or 27 million people compared to January 2020.

The population in Indonesia is currently 274.9 million people. This means that internet penetration in Indonesia at the beginning of 2021 reached 73.7%. According to the Digital report (2021), almost all internet users in Indonesia or around 98.5% watch videos online every month. Meanwhile, 74.3 percent of internet users in Indonesia also watch vlogs every month (Galuh Putri Riyanto)." As time progresses, technology will develop rapidly and social media owners or founders of social media such as Facebook by Mark Zuckerberg, Microsoft Teams by Bill Gates, Instagram by Kevin Systrom and Mike Krieger, Twitter, namely Jack Dorsey et al. Initially it could only be accessed via a computer or laptop, now it has developed into an application that can be downloaded for free via the Playstore on smartphones. It doesn't stop there, even when humans already have various social media applications, the application owner will continue to develop various features so that users feel at home playing social media. Then similar applications appeared that offered various superior features.

There is nothing wrong with developing social media considering that now various professions also need social media. It's just that we need to be more careful when using it because we actually use social media as if we also interact with humans. Teenagers are often easily influenced by technological developments and also quickly absorb information and learn, so they also need to understand the need for social media and how to use it wisely, such as limiting use or stopping using social media if it is really needed. to disrupt their lives.

From the explanation above, character education is needed to build the right character and not be influenced by the bad things caused by social media. Character education is a form of activity in which there are actions that educate and are aimed at the next generation. Thus, it can be concluded that character education is a process that is carried out consciously and deliberately in order to carry out virtuous behavior for oneself and for others. (Wijaya & Tulak, 2019). There are several values of character education such as honesty, discipline, independence, self-confidence, curiosity, environmental and social care, communicative, responsible, respectful and polite, and so on. (Setiawan, dkk., 2021). From the questionnaires

distributed, many teenagers felt that socialization or training on social media was very necessary. Because, they are afraid that the negative impact of social media will have an impact on their personality.

## II Research Methods

To provide solutions to problems regarding the low level of public understanding of the wise application of social media as an effort to develop information technology-based characters, it is necessary to provide counseling. The approach that will be taken is to provide an understanding that includes learning or knowledge about the importance of being wise in applying social media, providing training so that people understand and can use various existing media and are critical of these media and can sort out which media they are. good and which are not in using the internet, especially the use of media. social. This counseling will be provided on an ongoing basis with training, simulations, practitioners using available applications. As academics who are obliged to contribute their abilities in the form of community service, counseling and training methods can be an alternative that we will do to help find solutions to problems that exist in society. Here are some stages in data collection :

- a) Identify Required Data: Determine the type of data that needs to be collected to support community service activities. For example demographic data of training participants, knowledge and attitudes before and after training, or changes in behavior after attending training
- b) Determining Data Collection Methods: Choose data collection methods that are appropriate to the research objectives and community characteristics. Some of the methods that can be used include:
- c) Questionnaire: Distribute questionnaires to training participants or the general public to collect data on knowledge, attitudes and behavior regarding social media.
- d) Interview: Conduct face-to-face interviews with training participants or the public to find out more about the use of social media and the changes that have occurred after the training.
- e) Observation: Observe and record the social media usage behavior of training participants or community members as objective data.
- f) Document Study: Analysis of documents, such as reports or articles, that are relevant to social media use and characteristics in society.
- g) Preparation of Data Collection Instruments: If using questionnaires or interviews, prepare appropriate instruments. Make sure the questions asked are relevant to the research objectives and easily understood by respondents.
- h) Data Collection: Carry out the data collection process according to a predetermined method. Be sure to maintain the confidentiality and privacy of respondents, and ensure the representativeness of the data collected.
- i) Data Processing and Analysis: After data collection is complete, perform data processing using appropriate analytical methods. This can include statistical techniques, qualitative analysis, or a combination of the two. Data analysis will assist in understanding the results and conclusions of community service activities.
- j) Data Interpretation and Reporting: Once the analysis is complete, interpret the data findings and results considering the service objectives. Create clear and comprehensive reports that reflect findings and recommendations that can be used for further program and activity development.

### III. Results and Discussion

#### 3.1 Social Media

Andreas Kaplan and Michael Haenlein define social media as a group of internet-based applications built on the ideology and technology of Web 2.0, which enable the creation and exchange of user-generated content. Web 2.0 became the basic social media platform. Social media has many different forms, including social networks, internet forums, weblogs, social blogs, microblogs, wikis, podcasts, images, videos, ratings to social bookmarking. According to Kaplan and Haenlein, there are at least six types of social media which include collaborative projects, blogs and microblogs, community content, social networking sites, virtual games, to virtual social like a second life. Social media is online media which is very easy to use. To participate, share and create content including blogs, social media networks, wikis, forums and virtual worlds. Dikutip dari [http://prezi.com/vddmcub\\_-ss\\_/social-media-definition-function-characteristic/](http://prezi.com/vddmcub_-ss_/social-media-definition-function-characteristic/), Social media at least has several functions as follows:

- a) Designed with the aim of expanding social interaction between people using internet and web technologies.
- b) Changing the practice of one-way communication through broadcast media from one media institution to many listeners into a practice of dialogical communication between many audiences.
- c) Support the democratization of knowledge and information. Changing humans from just users of message content to message creators.

Furthermore McQuail (1992), said that the main function of the media for society is as follows:

- a) Information that includes innovation, adaptation, and progress.
- b) Correlation which includes: explaining, interpreting, commenting on the meaning of events and information, supporting established authorities and norms, coordinating several activities, making agreements.
- c) Continuity means expressing the dominant culture and recognizing the existence of culture. (subculture) as well as the development of a new culture as well as the improvement and preservation of values.
- d) Entertainment which includes providing entertainment, diversion, and means of relaxation as long as it is useful to relieve social tension.

Mobilization, useful for campaigning for community goals in the fields of politics, war, economic development, work, and sometimes also in the field of religion.

#### 3.2 Character and Noble Morals

When viewed from the point of view of an ethical approach, character can be interpreted as a person's character or special character to be polite and respectful of others which is reflected in his mindset, speech and behavior. Character is also very closely related to moral strength which has a positive connotation. Character can also be interpreted as a combination of traits that distinguish a person from others (Mutohir, 2010: 6). According to Wynne in Mutohir (2010) explains that the word character comes from the Greek which means "mark" or mark and focuses attention on how to apply the value of goodness into actions and behavior. So the term character is closely related to one's personality. Someone will be called a person with character if his behavior is in accordance with existing moral principles (Mutohir, 2010: 8). starting from internalizing various virtues (virtues), which are believed and become the basis for behaving, acting to an awakened perspective. So, from the various definitions of character, we can conclude that character is a person's traits that form the basis of differentiating a person from other people. where the character is very identical to

the personality that comes from the internalization of values received from the environment, such as family in childhood and innate.

According to Aqib (2012), those most responsible for the success of character education include:

- a. Parents at home, because both are role models for children in their psychological development. When parents behave negatively in the eyes of their children, the children will imitate them.
- b. Teachers in schools, not only devoted to religious and moral education teachers, but all subject teachers have the same responsibility to be able to internalize various moral values (character) through the learning process that is carried out because basically character is internalization of oneself. values at the right time. a long time to be truly embedded in the souls of children.
- c. The general public, where the community where children interact at any time is a place or environment capable of internalizing values, when these values are positive, the values possessed by children will also be positive and vice versa.
- d. The state through the central government and its derivatives has the responsibility to ensure that children, in this case, become students at school. Policies regarding character education must be formulated carefully so that children's character can be in accordance with society's morality.

#### THE EMPERIC GAP

TIDAK.	Character building		Impact of Social Media	
	Problems	Solution	Positive	Negative
1.	Kesenjangan Sosial	<ul style="list-style-type: none"> <li>• Perbaiki mutu Penduduk</li> <li>• Mobilitas Penduduk</li> <li>• Membuat Peluang Bekerja</li> </ul>	mudah komunikasi	mengganggu Kesehatan Mental
2.	Kejahatan	<ul style="list-style-type: none"> <li>• Tindakan tegas dari aparat hukum</li> <li>• TIDAK menjatuhkan memilih</li> <li>• Membuat bidang bekerja sebanyak- banyak</li> <li>• Tidak ada perbedaan merawat berdasarkan tingkat ekonomi</li> <li>• Lihatlah ke atas normal dan lazim di publik</li> <li>• Jangan mudah doyan emosi</li> <li>• Meningkatkan peran sebaik induk</li> <li>• Selektif ke budaya luar negeri Yang memasuki</li> </ul>	Pencarian mudah informasi	kecemburuan n Sosial

3.	Kejahatan Remaja	<ul style="list-style-type: none"> <li>•Komunikasi Yang sesuai di antara anak dan orang-orang _ tua</li> <li>•Orang tua harus memahami merasa remaja</li> <li>• Orang tua harus belajar mengendalikan perasaan dalam menghadapi anak •</li> <li>• Buat Batasan yang Jelas</li> <li>• Guru bisa melamar Pendidikan karakter dan moral pancasila dalam pembelajaran di kelas</li> </ul>	Cara Untuk melakukan bisnis	pencari Perhatian
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From the description of the literature review above and the empirical gaps that have been described, it can be understood that in the current digital and information technology era, the use of social media is increasingly widespread. However, there are still many people who do not have an adequate understanding of ethics and responsibility in using social media. This can lead to the spread of inaccurate information, abuse of privacy, and cyberbullying. Therefore, social media wise training is important to overcome these problems. Apart from that, wise use of social media can be a means of forming positive character in individuals and society. By learning values such as respecting diversity, communicating effectively, and maintaining privacy, people in Rajabasa Lama Village can develop positive and responsible attitudes in using social media. In addition, in the “Social Media Wise Training as an Effort to Build Community Character in Rajabasa Lama Village”, some of the findings that are expected to be achieved are: Meningkatkan pemahaman masyarakat terhadap etika bermedia sosial: Diharapkan melalui pelatihan ini, masyarakat di Desa Rajabasa Lama dapat lebih memahami etika dan tanggung jawab dalam menggunakan media sosial. Mereka akan menyadari pentingnya menghormati hak privasi orang lain, tidak menyebarkan konten berbahaya atau menyinggung, dan memahami konsekuensi tindakan mereka di media sosial.

- 1) Awareness of the negative impacts of unwise use of social media: This training is expected to increase public awareness of the negative impacts that may occur due to unwise use of social media. Society will be more sensitive to issues of cyberbullying, the spread of fake news, and loss of privacy. Thus, they will be more careful in interacting and sharing content on social media.
- 2) Changes in behavior in using social media: The hope is that after participating in the training, the people of Rajabasa Lama Village will adopt more positive and responsible behavior in using social media. They will be more careful in sharing information, check the veracity of information before believing it, and avoid spreading harmful or offensive content
- 3) Active participation in creating a positive social media environment: After the training, it is hoped that the community will be actively involved in creating a positive social media environment in Rajabasa Lama Village. They will play a role in educating others about

wise use of social media, inviting them to attend training, and supporting and encouraging good practice on social media.

- 4) Continuing efforts to build character through social media: This training is also expected to have a long-term impact. It is hoped that the Rajabasa Lama Village community can continue to apply the values obtained from the training in their daily lives. Apart from that, it is hoped that there will be collaboration with related parties such as local governments and educational institutions to maintain the continuity of character building efforts through social media in society.

With the achievement of these findings, it is hoped that the "Social Media Wise Training as an Effort to Build Community Character in Rajabasa Lama Village" activity can provide real benefits and create positive changes in the use of social media in the local community.

### **3.3 Service Contribution**

This training will also contribute to increasing public awareness and knowledge about wisely using social media. The public will better understand the ethics of social media, the importance of maintaining privacy, recognizing fake news, and understanding the negative effects of unwise use of social media. Apart from that, this dedication also contributes to providing the values and skills needed by the community to form positive characters on social media. They will learn about the importance of respecting others, communicating well, checking information before sharing it, and being responsible in using social media. As well as, reducing negative impacts that may arise due to unwise use of social media. People will be more aware of the risks of cyberbullying, the spread of fake news, and abuse of privacy, so they can avoid these behaviors and take appropriate action when faced with similar situations.

### **3.4 Working procedures to support the realization of the methods offered.**

The work procedures to support the realization of the methods offered in "Social Media Wise Training as an Effort to Build Community Character in Rajabasa Lama Village" may include the following steps:

- 1) Identify Needs and Objectives: Perform a needs analysis and identify specific objectives for the training activity. Involve related parties, such as the community, educational institutions, and other stakeholders, in this identification process.
- 2) Planning and Programming: Based on the needs identified, design a training program that fits the stated objectives. Determine training materials, duration, teaching methods, and implementation schedule. Make sure the training program covers important aspects such as social media ethics, privacy management, information verification and character development.
- 3) Collaboration and Resources: Identify relevant collaboration partners, such as educational institutions, social media experts or research institutes. Work with them in developing training materials, providing resource persons, or providing technical support. Ensuring the availability of adequate resources, such as training facilities, learning materials, and necessary technological devices.
- 4) Recruitment of Participants: Carry out the process of recruiting training participants from the community in Rajabasa Lama Village. Disseminate training activities and their benefits to the community through social media, announcements in the community, or through collaboration with local educational institutions.
- 5) Implementation of Training: In implementing training, apply participatory and interactive methods. Involve participants actively through discussions, simulations and practical

activities. Ensure that training materials are presented in language that is easy to understand and relevant to the context of the Rajabasa Lama community.

- 6) Evaluation and Monitoring: After the training is completed, conduct an evaluation to measure the success and impact of the training. Use evaluation instruments, such as questionnaires or interviews, to gather feedback from participants. Also, monitor after training to see changes in behavior and effects of training over a longer period of time.
- 7) Dissemination of Results: After obtaining positive evaluation results, the results are disseminated to the wider community. Use various communication channels, such as publication of reports, seminars, workshops or use of social media. In disseminating the results, providing useful and practical information to the public to increase their understanding of social media wisdom and character building.

### 3.5 Paparan Data Pengabdian

Data related to loyalty is explained in accordance with the focus of the study in the context of educating the public about the importance of using social media wisely and providing an understanding of the potential risks associated with inappropriate use of social media; integrating character building aspects in training to encourage positive values such as empathy, tolerance, cooperation and social awareness in using social media; and Providing practical knowledge to the public about the positive and productive use of social media. This includes becoming familiar with commonly used social media platforms, how to manage privacy, identifying and combating harmful content, and building a good digital identity

## IV. Conclusion

The conclusion of the service "Social Media Wise Training as an Effort to Build Community Character in Rajabasa Lama Village" is as follows:

- a) The Importance of Social Media Wise Training: This training is an important step in fostering positive character and responsibility in the use of social media. Given the importance of social media in everyday life, this training provides the insights and skills necessary to interact responsibly and ethically in the digital world.
- b) Increasing Knowledge and Awareness: Through this training, the people in Rajabasa Lama Kelurahan increase their knowledge about social media, including its risks, dangers and impact on character and mental health. People are also increasingly aware of the importance of using social media wisely and responsibly.
- c) Changes in Attitudes and Behavior: This service has succeeded in changing people's attitudes and behavior towards the use of social media. People are becoming more critical about consuming content, more empathetic and respectful of the views of others, and better understanding the impact their online actions have on themselves and others.
- d) Positive Character Development: This training helps the community in developing positive characters such as integrity, empathy, and courage in using social media. People in Rajabasa Lama Village are now increasingly aware of the importance of building healthy and mutually supportive relationships in cyberspace.
- e) Long Term Impact: By providing ongoing training and involving local partners, this service has the potential to create a sustainable long term impact in positive character development and wise use of social media in Rajabasa Lama Village.
- f) This conclusion shows that the dedication of "Social Media Wise Training as an Effort to Build Community Character in Rajabasa Lama Village" has succeeded in providing significant benefits in forming good and responsible character in the use of social media.



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