

The Influence Of Social Media As A Communication Tool Towards Changes In Universal Social Behavior (A Study on the Views towards the Effect of Social Media as a Communication Media in Cyberspace)

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ABSTRAK

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The advancement of information technology has brought massive influence and changes in various fields of human life. One of the most significant is interaction and communication in cyberspace. The social media space has made the pattern of human behavior in various parts of the world experience a shift in culture, norms and ethics. Likewise, Indonesia, with a large population and various cultures, ethnicities, races and religions, cannot avoid the turmoil and hegemony of the development of information communication and the latest technology. Various age groups use social media to obtain and convey information. Is it an actual reality, or is it just the hegemony of language as a means of communication that can create a universal multilateral social influence that triggers world attention? What about the trend 4.0 to the new face of 5.0, which is and will be starting?

1. Introduction

Has language as a medium of communication that permeated the thoughts, perspectives, attitudes and behavior of individuals or groups had a bad influence on the benefit of humankind? Or do stereotypes in various countries and nations cause the exposure of freedom of language through communication media? Anam and Rafiq claim that positive and negative speech in social media leads to ethics, as expressed by Franz Magnis Suseno (1993). The internet, which contains applications such as Google, Facebook, YouTube, WhatsApp, Instagram and others, has penetrated the universe. Conventional to modern and all-digital communication have spurred the circulation rapidly. Latuperissa (2022), Latifah, U (2022), Muhammad (2022) stated that *the use of internet media escalated increasingly rapid after the internet could be accessed via cellular telephones* and even then, the term smartphone was born, which provides chat, email, SMS, MMS, browsing and other applications. According to Irma, N (2022), Kayana, KA, F Arenda, S Febriani, EM Rohmah (2022), ethics is critical in communicating on Social Media. Haryatmoko (2007), Hermawan (2009), and Hayat (2022) agree on three forms of social media that refer to social meaning, namely recognition, communication and cooperation. The presence of social media has a very significant impact on communication.

2. Literature Review

2.1. Definition of Social Media

Dedy Mulyana (2014), Mursito (2006), Meinanto, D, BK Putrawan, A Simangunsong (2022) stated that social media is various online applications, including blogs, wikis, forums and virtual worlds. The trend of Internet-based applications and Web 4.0

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technologies enables the exchange of user-generated content and personal web pages and connects millions of human beings. Abubakar Fahmi (2022) mentioned that social media such as Facebook, Myspace, and Twitter allow anyone to participate, contribute, and give feedback openly, comment, and share information in quick and unlimited timetime. Therefore, as Nasrullah (2015) published that the internet and social media users in Indonesia are relatively high.

2.2. The History of Social Media

Social media developed in 2002, although in the 70s, the invention of bulletin board systems using electronic mail had begun. Friendster dominates social media. In 1995, the Geo Cities web-hosting site was born (a rental service for storing website data so that it can be accessed from anywhere). Geo Cities is the initial milestone in the establishment of websites. In 1997-1999 the first social media emerged, namely, Sixdegree.com, Classmates.com, and Bloggers. In 2002 Friendster was booming, and its presence became phenomenal. Operiady.R (2022), Rachmadi, D. F. (1988), & M. Nursikin (2022) concluded that in 2003 LinkedIn, MySpace, Facebook, Twitter, Wisser, and Google appeared with a number of digital marketing tools, such as Social Media Maintenance, Social Media Endorsement and Social Media Activation. Social media is currently one of the services offered by the Digital Agency.

2.3. Classification of Social Media

Nasar, MP Ismail (2022), Operiady. R (2022), Pribadi, AS, MMS Pratiwi (2022) stated that through social processes (self-presentation, self-disclosure), social media such as magazines, internet forums, weblogs, social blogs, microblogging, wikis, podcasts, photos or images, videos, ratings and social bookmarking spread. According to Kaplan and Haenleinada there are six types of social media (1) Collaborative Projects. The website allows its users to modify, add, and distribute content on the website, such as; Wikipedia (2) Blog and Microblog; free to express and criticize government policies, such as Twitter. (3) Content Users share media content, such as; videos, ebooks, images and youtube. (4) Social Networking Sites allow users to connect with others, such as photos on Facebook and other content. (4) Virtual Game World such as; online game. (5) Virtual Social World users feel like they are living in a virtual world, such as virtual game world, interacting with others. Subiakto (2022). Meltareza Tawaqal Hospital (2022) and Winarti (2022) say that technological advances are quite beneficial but bring losses to humanistic ethics for some human beings.

2.4. Universal Social Change

According to Andi Sukri (2022), Universal Social Change is influenced by social values and norms, patterns of organizational behavior, social strata, power and authority, and social interaction. Soerjono Soekanto (2009:262-263) expressed expert views such as Kingsley Davis, who defines "social changes that occur in the structure and function of society". Wibowo (2022) states that the concept of communication speech acts is less ethical. While Zein (2022), the struggle for religion and mass communication, the communication revolution and the influence of information technology on religion and humans will continue to roll.

2.5. Characteristics of Social Change

The characteristics of social change include; (1) The influence of material culture elements on immaterial elements; (2) Changes in the structure and function of society; (3) Changes in social relationships; (4) changes in the balance (equilibrium) of social relations; (5) Variety and lifestyle; (6) geography, material culture, population composition, ideology as well as because of diffusion or new discoveries in society. (7) Modifications of the pattern of human life. (8) Changes in social strata include values, attitudes and behavior patterns among groups in society.

3. Research Methodology

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This research applied descriptive research. Sugiyono (2007) stated that this type of research aims to present a complete picture/exploration and clarification of a phenomenon or social reality. The subjects in this research are Indonesian people as social media users. Nurdin & Sagaf Pettalongi (2022) In Using Online and Offline Interpretative Qualitative Case Study Paradigms to Understand the Effectiveness of E-Procurement Implementation including social media. The data collection methods used in this research are: (1) The observation method, by making direct observations of the influence of universal social media, (2) Social media search method in various applications, (3) Literature study method in the form of literature review related to research, either in the form of books or from social media sources.

4. Discussion

Based on the results of observations and searches on social media, the influence on social change in the global community, among others, is that millions of children have been influenced by electronic media such as online games, TikTok and other animated games. Likewise, various events and incidents contain educational values, search for knowledge and others on social media. Soerjono Soekanto (2009:275-282) stated that the causes of social change include changes that come from the community itself and from outside the community, population increase due to births and mortality (death rate), and migration. Danang Arradian (Monday, June 13, 2022, at 22:10 West Indonesian Time uploaded (Hootsuite) based on observations that 58.4% of the world's population is connected to the internet through social media, or equal to 4.62 billion people out of a total world population. New findings added that about 424 million new users on social media with an average online status of 2 hours 27 minutes every day. Below is the data and list of social media with the most users globally in 2022 as follows:

No.	Social Media	Amount of Users	Area
1.	Facebook	2,9 milyar	Universal
2.	YouTube	2,5 milyar	Universal
3.	WhatsApp	2 milyar	Universal
4.	Instagram	1,4 milyar	Universal
5	WeChat	1,2 milyar	Universal

Source: Danang Arradian (Monday, June 13, 2022 at 22.10 west Indonesian time (Sindonews.com)

Negative influences on social change in the global community include (1) conflicts often occur between certain groups with different ethnic, racial and religious backgrounds, (2) the formation of social groups with certain principles, values and beliefs, (3) Contents that affect the stability condition of a country, (4) inequality and social conflict, (5) The pattern of deviant community behavior often blown up by same-sex groups (gays and lesbians). (6) social interaction in the real world also decreases. (7) Humans do not meet each other directly to communicate, (8) human life patterns are increasingly closed (less humanistic).

5. Conclusion

Based on the results of observations and searches on social media shows that there are some influences of social media, covering (1) Positive influences, which include: making it easier for users to interact, expanding relationships, shortening distance and time, making it easier to self-expression, information dissemination takes place quickly and costs less, (2) Negative effects include: Face-to-face interactions tend to decrease, internet addiction, causing conflicts, privacy problems, vulnerable to bad influences from others, racial and other social conflicts (vertical-horizontal). (3) Changes in social relationships, the balance of social relations and all forms of social strata, including values, attitudes and behavior patterns among groups in society.

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