

Overcoming the Negative Impacts of Social Media through Time Management for Vocational High School Students in South Jakarta

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ABSTRACT

Social media is a new medium used by people to connect through the creation and exchange of information in a virtual network. As a medium of social interaction, social media has many benefits such as getting new information, entertainment, self-existence, and self-actualization. But on the other hand, social media also causes negative impacts such as information overload, hoaxes or false information, dependence, and addiction. For students, social media can be used as a means of learning and making friends, but the problem is that most students use social media for other things such as looking for pleasure, entertainment, and escape. Excessive use of social media by students will have an impact on decreasing learning achievement, therefore it is necessary to be given knowledge and understanding of time management to use social media. This community partnership program offers solutions on how to manage time in using social media so that it can benefit the self-development and learning achievement of students of SMK Al Falah, Mampang Prapatan. The results of this training show that good time management can reduce the negative impact of social media, and can increase productivity, and learning achievement, and develop students' talent.

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INTRODUCTION

The development of internet-based information and communication technology gave birth to what is known as new media. New media is media that provides convergence, digital networks, global reach, interactivity, many-to-many communication, and forms of new media where a person can be both a producer and a consumer (Flew, 2005). This new media then triggers extensive changes in the production, distribution, and use of media, especially those related to digitalization and convergence (Flew, 2005; McQuail, 2010). New media is characterized by digitization, interactivity, hypertextual, virtual, networked, and simulation (Lister et al., 2009). In general, the characteristics of new media that differentiate it from old or conventional media are interactivity, social presentation, media enrichment, autonomy, full of fun, privacy, and personalization (McQuail, 2010).

The interactivity characteristic of this new media then gave rise to what is called a network society, namely a society that is formed and connected because of information and communication technology. This

network society first appeared in the context of global economic development (Castells, 2004), but in its development network society emerged in all aspects of life, including in the context of social interaction. The need for social interaction from individuals to meet their social needs then gave rise to forms of social media. The forms or platforms of social media that are currently developing include Facebook, Instagram, YouTube, TikTok, Twitter, Whatsapp, and others.

Social media is a medium that is used by people to connect through the creation and exchange of information in a virtual network. According to Lewis (2010), social media is a digital technology that enables people to connect, interact, produce, and share content. Howard and Parks (2012) state that the definition of social media includes three parts: (a) information infrastructure and tools used to produce and distribute content; (b) content that takes digital form from personal messages, news, ideas, and cultural products; and (c) the people, organizations, and industries that produce and consume digital content (Carr & Hayes, 2015).

As a medium for social interaction, social media has many benefits such as getting new information, entertainment, existence and self-actualization, and acting as a disseminator of information in society (Fitriani, 2017; Rohmah, 2020). But on the other hand, social media also has negative impacts such as excess information, hoaxes or false information, dependence, and addiction, including various forms of cyberbullying (Aprilia et al., 2020; Gumgum et al., 2017; Sukmawati & Kumala, 2020).

Based on the characteristics of its users, the majority of social media users are students and students. Even as a student or university student, social media is widely used for entertainment and for establishing relationships and communication (Asiati & Septadiyanto, 2019). For students, social media can be used as a medium for learning and making friends (Ainiyah, 2018), but the problem is that most students use social media for other things such as looking for momentary pleasure, entertainment, and escape. Excessive use of social media by students will have an impact on decreasing learning achievement, therefore it is necessary to provide knowledge and understanding regarding time management for students so that on the one hand they can still take advantage of social media, and on the other hand, their learning achievement can be maintained (Suryaningsih, 2019).

Regarding the negative impact of social media on student achievement, the partner's problems, namely the Al Falah Vocational High School (SMK), Mampang Prapatan, South Jakarta, are as follows. First, Partners have not been able to transform the development of communication technology, especially social media systematically and comprehensively as learning media or educational media. Second, Partners do not yet have a specific design or the right strategy to make social media an educational medium for students, so social media is only used for less useful things. Third, Partners do not yet have teachers who are competent in the field of social media to convey social media literacy, especially utilizing social media for educational media.

Therefore, the solutions offered in this program are first, providing comprehensive knowledge about social media and its development, especially regarding the basic concepts, roles and functions, use, and impact of social media for students. Second, provide an understanding of the importance of time management in the use of social media to get benefits according to student needs and not be counter-productive. Third, assisting Al Falah Vocational High School students to be able to use social media through time management to maintain productivity and learning achievement, as well as self-potential. Fourth, inspire Al Falah Vocational School students and teachers to utilize various social media platforms to work according to their interests and as educational media.

IMPLEMENTATION METHOD

This community service program is held offline or face-to-face at the Al Falah Vocational High School Complex, Mampang Prapatan, South Jakarta. This training activity was carried out by the Community Service Team from the Muhammadiyah University Communication Studies Study Program Prof. Dr. HAMKA, chaired by Dini Wahdiyati, S.Sos., M.I.Kom, with team members namely Dr. Hendri Prasetya, M.Si., Dr. Said Romadlan, M.Si, and Ratih Novitasari, M.Pd.

The implementation of this community service program uses three methods implemented in time management training to overcome the negative effects of social media, namely (1) sharing each student's experiences in managing time using social media. The purpose of this media is to open students' awareness about the importance of time management in using social media. (2) Presentations and questions and answers regarding training materials, namely regarding the development of social media, especially regarding the basic concepts, roles, functions, use, and impact of social media for students. Second, provide an understanding of the importance of time management in the use of social media to get benefits according to student needs and not be counter-productive. (3) Focus Group Discussion (FGD), the FGD method is a data collection or research method to understand audience attitudes and behavior (Kriyantono, 2009). In this training, the FGD method was used to reveal students' problems in managing time using social media, and ways to overcome these problems.

RESULTS AND DISCUSSION

The Community Partnership Program in the form of time management training to overcome the negative impact of social media was carried out offline or face to face at the Al Falah Vocational High School, Mampang Prapatan, South Jakarta on Friday, January 13, 2023. Participants who were targeted for this training program were SMK students and teachers Al Falah, as many as 64 students and two accompanying teachers were present as participants in this activity.



Figure 1. Implementation of Time Management Training on the Use of Social Media for Al Falah students, Mampang Prapatan, South Jakarta

Source: Activity Documentation

The implementation of time management training activities to overcome the negative impact of online media for Al Falah Vocational High School students is divided into 4 sessions. The first session was sharing or sharing students' experiences in managing time in using social media, especially regarding obstacles and tips in managing time using social media. This first session was guided by Dr. Said Romadlan, M.Sc., the aim is to open students' awareness and understanding of the importance of time management in using social media.

The second session is a presentation of material 1 and questions and answers by students as training participants. The material in this second session was about the development of social media, especially regarding the basic concepts, roles and functions, use, and impact of social media for students, which was presented by Dr. Hendri Prasetya, M.Sc. The third session was the presentation of material 2, namely training on time management to overcome the negative effects of using social media so that students get benefits according to students needs and not be counter-productive. This second material was presented by Dini Wahdiyati, M.I.Kom, as the head of the Community Service Team. In the question and answer session, students raised questions regarding how to overcome social media addiction and laziness. How to manage and use social media properly? What is a good time management strategy for students, and how to deal with social media distraction due to the use of social media among students.

The fourth session was the implementation of the Guided Discussion Group/Focus Group Discussion (FGD), where the training participants were divided into 4 groups to hold discussions with a focus on discussing issues regarding time management in using social media and tips on overcoming negative problems from using

social media. social media. The fourth session ended with each group presenting the results of the FGD. This session was guided by Ratih Novitasari, M.Pd.

In detail, the implementation of time management training to overcome the negative impact of online media for Al Falah Vocational High School students can be seen in Table 1 below.

Table 1. Implementation of Time Management Training for Overcoming the Negative Impacts of Online Media on Al Falah Vocational School Students

Time	Activity Material	Informant/Speaker
08.00-08.30	Opening Welcome	Student Principal of Al Falah Vocational High School.
08.30-09.30	Session 1: Sharing / Sharing Student Experiences Using Social Media	Dr. Said Romadlan, M.Si.
09.30-10.30	Session 2: Material 1. Getting to Know Social Media: Its Benefits and Negative Impacts	Dr. Hendri Prasetya, M.Si.
10.30-11.30	Session 3: Material 2. Time Management Using Social Media	Dini Wahdiyati, M.I.Kom.
11.30-13.00	Rest/Friday prayers	
13.00-14.30	Guided Discussion Groups/Focus Group Discussion (FGD)	Ratih Novitasari, M.Pd.
14.30-15.00	Closing	PKM Implementation Team Vice Principal of SMK Al Falah.

Source: community partnership program report

Based on the evaluation results of the community partnership program that has been implemented, qualitatively the results of the time management training program on the use of social media for students at SMK Al Falah Mampang Prapatan can be formulated as follows. First, students have more adequate knowledge about social media and its development, especially regarding the use and impact of social media. Second, students can understand the importance of time management in using social media so that they get benefits according to their needs and not be counter-productive. Third, through assistance during training, through time management students can utilize social media to maintain productivity and learning achievement, as well as develop their potential. Fourth, students and teachers are inspired to take advantage of various social media platforms to work according to their interests and as educational media.

In addition, based on the results of the FGDs, this training was also successful in formulating problems that arise related to the use of social media and tips for overcoming negative problems from using social media. The problems that arise related to the use of social media include (1) addiction, can't use social media because it will be anxious if you don't use it, (2) forgetting the time, using social media continuously morning, afternoon, evening, and night (3) anti-social, focusing on social media and ignoring the environment and people around (4) decreased learning achievement, because they never study but are busy using social media, and (5) health, especially the dangers of obesity due to lack of exercise and sore eyes.

While tips for overcoming the negative impact of using social media are as follows: (1) managing time, setting the time to play, social media, and when to study (2) avoiding friends who are addicted to social media so they don't get addicted to it (3) supervision of parents and teachers, especially on the duration of use and content accessed, and (4) increasing offline activities such as sports and traditional games.

As a discussion, the results of this training program show that good time management can reduce the negative impact of social use, in addition to increasing productivity and learning achievement. Of course, many programs or previous studies differ in offering solutions to overcome the negative impact of social media, depending on the problems it causes. For example, to overcome the negative effects of addiction to online media, especially online games, guidance and direction from teachers at school is needed, through the function of prevention, understanding, alleviation, and monitoring (advocacy) functions (Adiningtiyas, 2017).

Other tips for overcoming the negative impact of online media can be done by increasing offline activities such as sports and playing traditional games, as well as limiting yourself in socializing with friends who are addicted to online media (Romadlan & Maududi, 2022). In addition, media literacy activities, especially digital media, can also be carried out to anticipate the negative impact of social media on adolescents, especially students (Meilinda et al., 2020; Romadlan & Wahdiyati, 2019).

On the other hand, social media also provides challenges and opportunities to be utilized in productive activities or programs such as creating collaborative projects, creating blogs, forming content communities, creating social networking sites, and social worlds. virtual (Kaplan & Haenlein, 2010). Whereas in the

educational context, social media can be used as a learning medium by teachers such as using memes, caricatures, and cartoons (Assidik, 2018). In addition, social media is also used as a social marketing communication channel for teenagers through social media such as websites, Instagram, Facebook, and so on (Elwani & Kurniawan, 2020).

The results of the community partnership program in the form of time management training on the use of social media to reduce the negative impact on students at Al Falah Vocational School, Mampang Prapatan, South Jakarta have strengthened the role or function and impact of social media. In this case, social media is like a double-edged sword, one side has a positive impact, and the other side has a negative impact. Therefore, the use of social media must be as wise as possible to get optimal benefits or positive impacts.

CONCLUSION

The implementation of the community partnership program in the form of time management training to overcome the negative impact of online media for Al Falah Vocational High School students shows that good time management can reduce the negative impact of social media on students. In addition, good time management can also increase productivity, and learning achievement, and develop students' potential. Therefore, students need to be motivated and directed to use social media wisely to get positive benefits from social media and avoid negative things from using social media.

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