



## The Impact of Social Media on Student Morals at SDN 2 Kalikesur

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### ABSTRACT

*The sophistication of technology so that everything can be available quickly is the impact of globalization. The purpose of this paper is to analyze the effects of social media on student morals. This paper uses a qualitative method with data collected through observation and interview techniques. The results of the study show that morality is a trait that has existed since birth in his soul and has always existed in him according to his guidance, good actions are called noble morals, and bad actions are called despicable morals. The impact of social media TikTok, Youtube, Instagram, Snackvideo, and Whatsapp on the morals of SDN 2 Kalikesur students has shown a negative effect on children because of the way they speak, they often use bad words such as dogs, pigs, "sundala", and various other expressions*

**Keywords:** Morals; SDN 2 Kalikesur Students; Impact of Social Media

### ABSTRAK

Canggihnya teknologi sehingga segala sesuatu dapat tersedia secara cepat, merupakan dampak dari globalisasi. Tujuan tulisan ini untuk menganalisis dampak media sosial terhadap akhlak siswa. Tulisan ini menggunakan metode kualitatif dengan data yang dikumpulkan melalui teknik observasi dan wawancara. Hasil penelitian menunjukkan bahwa, akhlak ialah sifat yang telah ada sejak lahir dalam jiwanya dan selalu ada padanya sesuai dengan pembinaannya, tindakan yang baik disebut akhlak yang mulia, dan tindakan yang buruk disebut akhlak yang tercela. Dampak media sosial TikTok, Youtube, Instagram, Snackvideo, maupun Whatsapp terhadap akhlak siswa SDN 2 Kalikesur telah menunjukkan dampak negatif terhadap anak-anak karena cara mereka berbicara, mereka sering menggunakan kata-kata yang tidak baik seperti anjing, babi, sundala, dan berbagai ungkapan lainnya.

**Kata kunci:** Akhlak; Siswa SDN 2 Kalikesur; Dampak Media Sosial

## A. INTRODUCTION

Globalization is the process of international integration through the exchange of world views, products, ideas and cultural aspects. Globalization is defined as a process that creates a single world.(Setiadi et.al., 2011).With the development of communication and transportation, the world is experiencing an era of globalization. The World Mission Session is open to everyone. It should be understood that in the acceleration of globalization there are positive and negative impacts, in other words globalization poses threats and hopes(Setiadi et.al., 2011).

he visible impact of globalization is that technology is increasingly sophisticated and all needs are available quickly. For example, simple and comfortable mobile phones at affordable prices. In fact, every day there are always changes and new versions are added. Technology and information in Indonesia are growing over time. The use of online media is increasing. This growth is supported by the increasing proliferation of mobile devices, especially smartphones. This technological advancement is not only developing in urban areas but has also spread to small towns and even to rural areas. The internet is not only used as a means of interaction and communication, but also as a supporting facility to provide products and display the latest and developing trends. Social media is part of the Internet.

Social media can be understood as a digital platform that provides services to carry out social activities to each user. Many activities can be done on social networks, for example communicating or interacting and providing information or content in the form of text, photos, and videos. Various information and content that is shared can be opened to all users for 24 hours. Social media itself is an important part of the development of the internet. Their presence a few decades ago allowed social media to grow and develop as fast and as fast as it is today. This is what allows all users who are connected to an Internet connection to be able to carry out the process of sharing information or content anytime and anywhere (Quoted from <https://www.gramedia.com/literasi/pengertian-media-social/> accessed on 3 November 2023 at 14.01 WIB).

Social media is defined as online media, where users can share, exchange and create content, as well as the technology that supports it. Social media can be used or accessed through online applications. Social media is a new aspect of technological development and innovation on the Internet. In addition to being a new way of communicating and interacting socially, social media also has a major impact on various aspects, including behavior, social aspects, religious aspects, and moral aspects. It is undeniable that social networks have a major impact on life.

Someone who does not know about the existence of social media, according to the modern revolution, finally knows what social media is, how to use it in life and the benefits that society can get. Humans, like actors, can create various things, including interactions with the universe. Everyone can show different characters in the sky. Although in their academic development, students are still trying to find their identity by interacting with their peers.

Virtue also plays a big role, because a person's actions are often based on their way of thinking, a believer who has full faith is a good person, if his belief is right then his behavior is also good. In this era of globalization, many students are influenced by social media.

Students are the gateway into the education system, which is then processed in the education system, so that they become good human beings in accordance with the goals of national education. As part of education, students can be evaluated through various methods including: social methods, psychological methods and learning/teaching methods (Quoted

from <https://www.rpp-silabus.com/2012/06/pengertian-siswa-dan-termnya.html> accessed on November 3, 2023 at 14.05 WIB).

## **B. METHOD**

This research is a type of social research that uses a qualitative descriptive method, namely research that attempts to explain, summarize various situations such as different conditions or facts in the society that is the subject of research and efforts to realize the truth. up. such as characteristics, character patterns, symbols or images, about certain conditions, situations or phenomena. The sample size in this study was 20 children aged 6 to 16 years. The data collection process was carried out through observation and interviews with respondents, community leaders and parents as primary data, while secondary data was obtained from school surveys and literature.

## **C. RESULT AND DISCUSSION**

### **1. Understanding Social Media and Morals**

Social media comes from two words, "media" and "social," derived from the Latin, "medius," meaning "middle," "intermediary," or "transmitter." Any tool used in the process is called a medium for dissemination or dissemination of data. However, the word "social" refers to the fact that all people live in society and do things that contribute to society.(Mulawarman, 2017).

This statement suggests that software and media as a whole are social, or that both are products of social processes. The concept of social media can also be defined as websites where people can interact virtually and directly with their close friends. In the learning process, teachers need to ensure that digital literacy is applied effectively in learning. Teachers must be able to integrate relevant digital technology and media in delivering learning materials.(Yahya, 2023). In this way, a teacher is able to show himself as a professional figure with the competence and qualifications he has.(Nurfuadi, 2023).

Van Dijk also explains social media as a media platform that focuses on the existence of users and facilitates them in their activities and collaboration. Therefore, social media can be seen as an online facilitator that strengthens relationships between users as well as a social bond.(Nasrullah, 2017).

The word "akhlak" comes from Arabic, where it also means "manners" or "politeness." According to the Encyclopedia of Education, akhlak consists of manners, character, and morality (ethical and moral awareness) moral actions resulting from a sincere attitude towards the Creator and towards fellow human beings.(Mahjuddin, 2009). It should be noted that good morals or attitudes are very much needed in creating an emotional bond between fellow social creatures, creatures who need other people, creatures who cannot live alone.(Sa'dijah & Misbah, 2021).

From the above understanding, we can see that morality is a trait that has existed since birth in one's soul and is always present in it according to its development, good actions are called noble morality, and bad actions are called reprehensible morality Social Media Users.

Based on the results of the study involving students and parents of SDN 2 Kalikesur

who have mobile phones and children who use social media. The results of the field survey showed that the 20 samples were active users of social media. According to the results of interviews conducted on one of the research samples:

"The development of social media, TikTok has become one of the social media that is widely used by children today because the videos displayed are very interesting and the songs and songs are widely listened to and watched. Sometimes I see them watching TikTok on their phones. many people around them, children. In addition to TikTok, they also often open Youtube, Instagram, Snackvideo to watch videos that are currently viral. To show their daily lives, they often upload them on Whatsapp status."

Mr. Harto, one of the guardians of SDN 2 Kalikesur students, said that:  
"The development of social media is growing rapidly among children today, all of that is seen in children today. Wherever they are, they are always connected to the cellphones they use for social networks, especially social networks TikTok, Youtube, Instagram, Snackvideo and Whatsapp. Now there is a lot of information about young people who are viral thanks to TikTok, Youtube, Instagram, Snackvideo, and Whatsapp."

Based on interviews and research, the development of social media TikTok, Youtube, Instagram, Snackvideo, and Whatsapp among students of SDN 2 Kalikesur is growing rapidly. The development of social networks TikTok, Youtube, Instagram, Snackvideo, and Whatsapp among children is supported by the presence of mobile phones among children, this is actually the first reason for the rapid growth of social networks TikTok, Youtube, Instagram, Snackvideo, and Whatsapp among students of SDN 2 Kalikesur.

They get information quickly on social networks that are being used or will continue to be used. Of course this will have good and bad impacts on children so that it requires attention from parents.

## 2. Impact of Social Media Usage

The development of social media TikTok, Youtube, Instagram, Snackvideo, and Whatsapp has many impacts, both positive and negative, depending on the user. The impact of using social media TikTok, Youtube, Instagram, Snackvideo, and Whatsapp has a big impact, both good and bad, to the point that social media TikTok, Youtube, Instagram, Snackvideo, and Whatsapp have an impact on children of SDN 2 Kalikesur. There are many characters and behaviors of children of SDN 2 Kalikesur, some are still good, some have started to follow the style of TikTok, Youtube, Instagram, Snackvideo, and Whatsapp content, such as children's clothes worn by adults or not depending on their age. know children think like that. if they have a lot of followers or likes and the videos they upload become popular, some start to follow the sling or popular language at that time and some are actively using inappropriate language such as the words dog, pig, animal and others. while listening to music on TikTok, Youtube, Instagram, Snackvideo, and Whatsapp. The impact of social networks TikTok, Youtube, Instagram, Snackvideo, and Whatsapp are as follows:

**a. Positive Impact of Social Media**

TikTok, Youtube, Instagram, Snackvideo, and Whatsapp social media have many positive impacts on children, according to Anto, the parent of Muhammad Raka who was asked by researchers about the positive impacts of TikTok, Youtube, Instagram, Snackvideo, and Whatsapp social media on the behavior of SDN 2 Kalikesur children. He said:

“The positive impact of social media TikTok, Youtube, Instagram, Snackvideo, and Whatsapp is that children can learn a lot from the short content and text displayed, such as educational videos, motivation, and lectures. Children will like to watch interesting videos. Because of the attractive and easily accessible appearance on TikTok, Youtube, Instagram, Snackvideo, and Whatsapp, children who are lazy to read books will be interested in listening. I have children aged five and twelve who also use the social media platforms TikTok, Youtube, Instagram, Snackvideo, and Whatsapp. However, the videos they watch are the videos I mentioned earlier. In addition, I gave my child a smartphone so that he stays at home and does not go in and out because child kidnapping is now rampant.”

Anindya also had almost the same response when researchers asked about the positive impact of social media TikTok, Youtube, Instagram, Snackvideo, and Whatsapp on children's morals, she said that:

"I also often watch videos on social media TikTok, Youtube, Instagram, Snackvideo, and Whatsapp to monitor what content is in them. In the videos, there is a lot of useful content that can increase children's knowledge, such as language learning, content for learning English, Korean, etc. There is also a lot of content that can motivate children, such as learning to express themselves so that they are more confident.

To get clearer information, the researcher also interviewed Feni, a seven-year-old child, about the benefits of social media TikTok, Youtube, Instagram, Snackvideo, and Whatsapp. In this case, the researcher gave questions that were easy to understand and comprehend, but the goal was still to find out what benefits she felt from social media. Feni's answer was:

“I like watching videos on TikTok, Youtube, Instagram, Snackvideo, because they make me happy. I even often imitate their style that makes people laugh.”

Researchers also asked the same thing to Arya, a seven-year-old child, about the benefits of easy-to-understand social media TikTok, Youtube, Instagram, Snackvideo, and Whatsapp, saying:

"I am also the same as Feni, I often watch TikTok, Youtube, Instagram, Snackvideo, and Whatsapp because I like it, TikTok, Youtube, Instagram, Snackvideo, and Whatsapp make me happy, TikTok, Youtube, Instagram, Snackvideo, and Whatsapp are very entertaining."

The researchers also asked the same question to Hilal, an 11-year-old boy, about the benefits of easy-to-understand social media. In easy-to-understand language once again, he stated:

“TikTok, Youtube, Instagram, Snackvideo, and Whatsapp can entertain me because I like to see people become beautiful and handsome even because of filters. I also usually make TikTok, Youtube, Instagram, Snackvideo, and Whatsapp videos using effects to beautify or make someone's face handsome.”

The researchers also asked Hana, a 13-year-old, the same question about the benefits of easy-to-understand social media. In easy-to-understand language once again, she stated:

“I also make some videos on TikTok, Youtube, Instagram, and Snackvideo, because it makes me happy.”

During the observation, the researcher found that when children watch or play TikTok, Youtube, Instagram, or Snackvideo, they look very happy; some even sing and dance. They really enjoy watching videos. However, if we ask children who do not understand the negative effects of social media, they will only answer based on their feelings.

Social media has many benefits if we use it properly. Many children upload their videos to go viral and become famous because they are funny and interesting. Because many followers will make them famous and make money.

There are many influencers who are famous and have income from creating TikTok, Youtube, Instagram, and Snackvideo content. As long as they can use social media well and wisely, it will add information and can generate better income.

#### **b. Negative Impact of Social Media**

Based on the results of observations conducted by researchers on students of SDN 2 Kalikesur, the results of the study showed that the behavior and morals of students of SDN 2 Kalikesur were still in the good category, although some attracted attention. In terms of speech, researchers heard several inappropriate words, such as words such as anjrit, cuk, sundala, anjing, babi, and so on. These words are widely spread on social media TikTok, Youtube, Instagram, and Snackvideo.

Around SDN 2 Kalikesur, researchers interviewed Mrs. Narti, one of the parents, regarding the negative impacts of social media TikTok, Youtube, Instagram, Snackvideo, and WhatsApp. She said that:

“TikTok, Youtube, Instagram, Snackvideo, and Whatsapp have greatly influenced children today, especially those aged six to fifteen. They cannot differentiate between good and bad examples. Children today are very different from children in the past who only played games and did not even know about Social Media. Because I have lived here for a long time, I can see the difference in behavior between children today and children in the past. Children here used to be friendly. However, the language used by children today is a little different. For example, they say the name of an animal but talk to their friend. I often reprimand the way children speak here, but it still happens. They have used words that even their parents never taught them. It is very sad with this situation; this is just one of the many effects that TikTok, Youtube, Instagram, Snackvideo, and Whatsapp have given to children.”

When researchers asked Mrs. Lili, one of the class teachers at SDN 2 Kalikesur, about the negative impacts of social media, she said that:



“TikTok, Youtube, Instagram, Snackvideo, and Whatsapp greatly influence children today, especially in terms of their words and actions. Now, many children use the wrong words when speaking. All of this is caused by what they see and observe on social media. Although it is unfortunate that these bad things have affected them, there are many better things to see and emulate on social media, especially on TikTok, Youtube, Instagram, Snackvideo, and Whatsapp, such as imitating people's creativity in creating works or imitating existing dances. That would be better because it can increase creativity or train someone's talent.”

The researchers asked one of the 15-year-old children, named Dani. He said that:

“I also like TikTok, Youtube, Instagram, Snackvideo, and Whatsapp, especially making videos. Because I'm bored just watching it. I often get scolded by my mother for forgetting to do my schoolwork, so I rarely watch TikTok, Youtube, Instagram, Snackvideo, or Whatsapp at home.”

The researcher also asked one of the 5th grade students named Khalifa, he said that:

“I watch TikTok, Youtube, Instagram, Snackvideo occasionally, because I think it's very boring. I prefer to play with other people. Besides, my father said that I shouldn't watch videos of sexy girls.”

The researcher asked Devan, a 12-year-old 6th grade student at SDN 2 Kalikesur, he said that:

“TikTok is one of the social media that I use the most because I like watching it. The videos are cool, and I like to see the people in it. The people are funny and interesting. I also often get involved in activities on TikTok. However, my mother often gets scolded because the teacher often complains about my inability to complete schoolwork because I am too interested in TikTok.”

From several interviews conducted by the researchers above with teenagers aged 12 to 15 years, some began to realize the negative effects of social media TikTok, Youtube, Instagram, Snackvideo, and WhatsApp.

When the researcher conducted the observation, I met Mrs. Anita, one of her children I had interviewed. She told me that her child was often scolded for neglecting schoolwork because he was too busy playing with his cellphone. His teacher often told his mother about this.

In fact, almost all parents admit that the negative impact of social media will have a bad effect on their morals and daily behavior. Because almost every day, children always open social media with various information and entertainment that they see through their smartphones. Because children are not aware of this, the role of parents in this case is very important. However, this can still be fixed before worse impacts arise, because there are still many bad consequences that are much worse than the negative consequences they have experienced so far. To achieve this, the important role of parents is needed.

Social media should be able to help children learn better. Because the content on social media TikTok, Youtube, Instagram, Snackvideo, and Whatsapp is full of information, there will be many benefits if you can use it properly.

Based on the results of observations and interviews conducted by researchers with several sources regarding the impact of social media on the morals of students at SDN 2 Kalikesur, the effects of using social media are:

1) Neglecting Time

Social media is a waste of time. However, a student should study, sleep at night, and pray. Some say that WhatsApp allows video calls and chats with friends that take a lot of time. Others argue that using social media applications is only necessary for important things, such as looking for school assignments, and using other time to do more productive work. In addition, many students spend time surfing social media, usually they are in a coffee shop with internet access after Maghrib, sometimes even until morning before going home.

2) Lack of Socialization in the Environment

People are social creatures who cannot live alone. This means we must interact well with each other. With social media, people become oblivious to what is happening around them.

3) Mimicking Behavior Seen on Social Media

Even though today's children are still of elementary school age, they already have social networking accounts such as *TikTok*, *Youtube*, *Instagram*, *Snackvideo*, or *Whatsapp*. It is not uncommon to find songs about love that are inappropriate for elementary school children to hear and accept on social media. However, he created it and implemented it in schools.

### 3. Parents' Efforts to Overcome the Negative Impact of Social Media

Based on the results of observations and interviews with parents of students at SDN 2 Kalikesur, it can be concluded that the efforts they make to overcome the negative impacts of social media on their children are:

**a. Split time**

Based on observations made, Researchers see that there are indeed some parents who confiscate their children's cellphones, and are allowed to use them after doing activities that have been determined by the parents. Of course the goal is to prevent children from spending time watching on smartphones rather than doing important things. Because cellphones are just tools to spend free time after doing fun activities for children.

**b. Conducting Supervision**

Parents supervise the use of social media that their children see on their smartphones with the aim of avoiding the negative impacts of social media itself.

**c. Give direction or good advice**

One way parents can deal with the negative impacts of social media *TikTok*, *Youtube*, *Instagram*, *Snackvideo*, or *Whatsapp* towards children's morals is by telling them what they should or should not do.

## D. CONCLUSION

Based on research that researchers have conducted on the impact of social media on the morals of students at SDN 2 Kalikesur, it can be concluded:

1. Students of SDN 2 Kalikesur use social media *TikTok*, *Youtube*, *Instagram*, *Snackvideo*, or *Whatsapp* quickly. Since every child has a smartphone, the development of social



media *TikTok, Youtube, Instagram, Snackvideo*, or *Whatsapp* among SDN 2 Kalikesur students are clearly driven by this fact. They can quickly access content that is viral or widely used on social media.

2. The impact of social media *TikTok, Youtube, Instagram, Snackvideo*, or *Whatsapp* towards the morals of SDN 2 Kalikesur students has shown a negative impact on children because of the way they speak, they often use bad words such as dog, pig, sundala, etc. However, because there are other worse bad impacts, this impact can still be fixed before it gets too bad. Fortunately, it did not affect SDN 2 Kalikesur students. However, the problem of speech is also very important because it will be difficult to change if it is a habit. Some parents of SDN 2 Kalikesur students have realized the effects. However, improvements can still be made to prevent the situation from getting worse.
3. Parents have realized and made efforts to prevent the negative impacts that may occur due to social media *TikTok, Youtube, Instagram, Snackvideo*, or *Whatsapp*. This. He made efforts in several ways: dividing time, supervising, and giving advice.

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