



Socialization Impact Social Media Use in the Village Youth Against Nyarumkop

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ABSTRACT

Event PPM is one of dedication to the community listed in the Tri Dharma College. The PPM activities conducted involving several professors, students, teenagers around the village Nyarumkop and some employees of the village. Measures undertaken in the form of socialization about the impact of social media for teens in the Village of East Singkawang Nyarumkop in the district in 2017. The method used in the service activities of these activities are lectures, discussions and question and answer. Results of implementation and yag response was obtained from the participants can be concluded that the purpose of these activities successfully and on target. Hopefully with these activities can contribute to society as one application of the Tri Dharma College, especially community service.

INTRODUCTION

Indonesia is one of the main countries with the highest levels in the world of social media users tetra pak index report in 2017 stated 132 million internet users in Indonesia and an increase of 51%. Amounted to 85% of social media users access social media via mobile devices. According to the current ICT Watch mobile users in Indonesia mecapai 180 million of the estimated 220 million people in Indonesia(Lesmana, 2012). Rapid development of social media because everyone has their own social media such as television, radio, newspapers, blogs, facebook, youtube, Line, Instagram and twitter. Based on data from the Ministry of Communications is known that Internet users ranging in age from 10-14 years 15-20 years and significantly increased.

Based on the above data, teenagers are among the most widely used social media to interact. Lifestyle on the use of social media for teens is a reflection of the modern lifestyle at the moment. Social media as a means to channel existence himself as a teenager. Almost all teens have an account with social networking sites, as well as an active user of social networking sites. The existence of social media as a communication tool used to give change and many bring pengeruh to lifestyle facilities teens. Diverse social media can provide good and negative influence. According to

Haryanto and Nugrohadi McLuhan (2011) argues that "information technology as the most important technology is capable of causing a change in society".

Nyarumkop village is one of the main village with a variety of backgrounds teenagers who have medium economic level. The younger generation is currently experiencing a global challenge that required knowledge and bimibngan regarding the use of social media so that no one target .Inside face various global challenges young people are given guidance or socialization to be able to cope with the impact of the social media, especially the things that lead to changes in attitudes and negative behaviors. The activity aims to:

1. Describe the implementation sosialaisasi impact of using social media for adolescents in kelurahan Nayrumkop, district East Singkawang
2. Describe the response of participants vote on the implementation of the socialization of the impact of social media
3. Describe the dissemination activities undertaken can be said to be successful and feed positive impact as uapya increase awareness of youth in the use of social media

Benefit

1. Provides knowledge to the youth about the positives and negatives of social media
2. teenagers can know more clearly what it is social media, and get information about the influence of social media on the development and behavior of teenagers as well as knowing what efforts can be made to prevent the use of social media were not targeted.

METHOD

A. Target Audience

The target audience of the impact of socialization of adolescents use social media in order to foster a healthy culture that mental development and behavior of teenagers in the village Nyarumkop east Singkawang subdistrict year 2017. This activity was conducted with target audiences are teenagers in the village Nyarumkop District of East Singkawang. As for the instructors and speakers in this activity is a lecturer STKIP Singkawang.

B. Method Event

Service activities method used in this activity is a lecture, discussion and question and answer. Lecture method was chosen to convey the material on the impact of social media usage by utilizing laptop and LCD as audio-visual, to display material through powerpoint and videos about the impact of social media use. Utilization of laptops and LCD helps participants to be easily watched and listened from exposure to the material presented. After presenting the material followed by a discussion and question and answer session by the participants.

C. Steps Activity

The steps of the socialization of the impact of the use of social media on teenagers through the stages of the following:

1. Description of exposure on the impact of the use of social media
2. discussion and debriefing related to social media in the digital age

D. Supporting and Inhibiting Factors

Based on the evaluation of the implementation of activities , can be identified factors supporting and hindering the implementation of the socialization of the impact of the use of social media on teenagers in Sub Nyarumkop District of East Singkawang among others

1. Factors supporting
 - a. partner organizations, namely the urban village Nyarumkop fully supports the implementation of community service to socializing impact of the use of social media on teenagers
 - b. The enthusiasm of teenagers in the village Nyarumkop as socialization participants in following the community service program is very good and responsive.
2. Inhibiting factor
 - a. Time constraintssocialization, so that what is presented is not optimal
 - b. location Nyarumkop fairly remote village

RESULTS AND DISCUSSIONS

A. Implementation Results Event

Event PPM is one of dedication to the communities listed in the Tri Dharma College. The PPM activities conducted involving several professors, students, teenagers around the village Nyarumkop and some employees of the village. Measures undertaken in the form of socialization about the impact of social media for teens in the Village of East Singkawang Nyarumkop in the district in 2017. The implementation of these activities occurred during the day on the day Saturday, November 18, 2017 from 08.00 o'clock pm till finished. Participants were 17 people activities. The composition of this socialization activity events starting from the opening and speeches from partners, exposure of the material, discussions (question and answer), cover and giving souvenirs. Here's a little review on implementing activities:

1. Opening and remarks. At this stage begins with prayer and reporting committee on jumlahpeserta present. The number of attendees amounted to 18 people. This was followed by speeches from the secretary headman. Then the last is an explanation of the purpose of the implementation of activities represented by Lecturer STKIP Singkawang.
2. Exposure of the material is divided into three sessions, namely on: (1) the introduction of the types of social media and the positive impact of its use; (2) the negative impact of the use of social media; and (3) efforts to address and mitigate in order to avoid the influence / negative effects of using social media for teens. Exposure of the material submitted by the three lecturers using *power point*.
3. Discussions (Q & A). At this stage open question and answer session about 3 material presented. The number of questions obtained amounted to 10 questions and 4 pieces of advice / feedback on the questions raised.
4. Cover provides delivery of the conclusion of activities, delivery of souvenirs and photos together

Response socialization participants to conduct this activity is very good and positive. This is evident from the many questions from the participants and also the contribution of participants, for example in providing input and advice to the other participants questions. Positive responses are also obtained from partners that the villages are in this case represented by the secretary of the ravine. The following is a photo photo about the implementation of the socialization activities:



B. Discussion of Implementation

Implementation of the socialization of the impact of social media on teenagers in the village Nyarumkop District of East Singkawang was successful and on target. It can be seen from the number of participants who attended as many as 18 of the 20 participants were targeted or in other words the number of participants reached 90% of the targeted number of participants. The number of participants does not reach 100% due on the same day to coincide with their religious activities

in the neighborhood. However, these figures show that the activities of PPM terms of the number of participants can be said to be successful, because it has reached more than 75% of the target.

The response of the participants on the implementation of these activities can be said to be very good and positive. All participants in this highly interactive socialization and follow this activity to complete. This is evident from the enthusiasm of the participants in asking questions about the material presented, even some of the participants do not hesitate to convey the problems they face and ask for feedback to the presenters of the effort must be made to overcome these permasalahan. The socialization also provides great benefits for adolescents, especially increasing their knowledge about the characteristics and examples of social media users who have been negatively affected by their use. So there is an effort of the participants to reduce even try to avoid the negative impact of various forms of social media. This shows that the implementation of this socialization activities have been targeted.

Therefore, judging from the results of implementation and that response was obtained from the participants can be concluded that the purpose of these activities successfully and on target. Hopefully with these activities can contribute to society as one application of the Tri Dharma College, especially community service.

CONCLUSION AND SUGGESTION

A. Conclusions

The teenager is the most easy to grow. Developing in this case not only in terms of physical, but also in terms of the psyche. In terms of adolescent psychological development is very easily influenced by the environment surrounding the teenage children live and the rapid technological development. One manifestation of the science and technology development is the wide variety of existing social media and easily accessible to teenagers. Social media among teenagers is not always a positive impact, even if it is not offset enough knowledge about the use of social media is then to be acquired is the only negative impact. The condition can be fatal if it is not matched by efforts to address comprehensively through the various components of society. Therefore with the socialization of the impact of social media on teenagers proves that public participation is the greatest aspect and main in an effort to create a young generation of smart, intelligent and character. The objective of this activity is a teenager who lives in a neighborhood that is less affordable than some of the outreach programs held pemertintah, one of whom is a teenager who is in the Village Nyarumkop, District of North Singkawang. In terms of implementation and benefits for the participants, this activity was successful and on target.

B. Suggestions

In writing this report, the authors have some expectations, namely:

1. It is expected that with the implementation of these activities can help the government in its efforts to raise awareness among teenagers as young generation in order to avoid the negative impact of the use of social media
2. is expected that this activity can also be used as a picture and a reference for the another devotee team so that it can continue this activity with a similar concept but with a place or a different target.
3. It is expected that this activity can increase the participation of all levels of society in order to remind each other and together to avoid negative impacts from the use of social media.

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