The Influence Of Social Media On The Social Change Of The Deli Serdang Community

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Article Info

ABSTRACT

Along with the development of information technology so as to bring a change and influence in society itself. And with the birth of social media, it forms patterns of people's behavior and changes with the times, such as culture, norms, and ethics that are formed from childhood. Indonesia, including with a large population in various races, ethnicities, and religions, has a lot of potential for social change in society. There are no special restrictions for social media users, whether children, teenagers, or adults also use social media as a tool to convey or obtain information. So this research has the following problem formulation: what is the meaning of social media, what is the impact of social media on the people in North Sumatra, especially Kab. Deli Serdang and what is the influence of social media on social change in the people of North Sumatra, especially Kab. Deli Serdang. And the method in this study using descriptive research methods. Descriptive research is one type of research whose purpose is to present a complete picture and clarification of a social reality in society.

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1. INTRODUCTION

In recent years information and communication technology (ICT) is developing very rapidly, the internet as the main communication tool is in great demand by the public. In this case, this is the background of the change in communication technology from conventional to modern and all-digital. The development of the use of internet media as a means of communication has also become increasingly rapid after the internet began to be accessible via cellular telephones and even then the term smart phone (smartphone) emerged. , mms, browsing and social media facilities.

The dynamics of life in society continues to develop very advanced. The cultural mix with a touch of information technology is the driving force for this change. We often encounter someone's freedom to convey ideas, suggestions, criticisms, and even rain at any time through

various kinds of social media used. There is no denying that social media has become a new way for people to communicate. This has an impact on various aspects of people's lives. The presence of social media has had a very significant impact on the way to communicate. Nasrullah (2015) published the results of his research that internet and social media users in Indonesia are quite high. There are about 15 percent internet penetration or 38 million more internet users, a total population of about 62 million people who are registered and have accounts on Facebook social media. The research also shows that the average internet user in Indonesia spends almost 3 hours connecting and surfing social media via mobile devices.

Social media is a medium to socialize with each other and is done online. That way, social media can allow someone to communicate without being limited by space and time. Another opinion says that social media is an online media that supports social interaction and social media uses web-based technology that turns communication into interactive dialogue. Michael Cross (2013) defines social media as a term that describes a variety of technologies used to bind people into collaboration, exchange information, and interact through web-based message content. Because the internet is always developing, the various technologies and features available to users are always changing. This makes social media more hypernymous than a specific reference to various uses or designs.

Social networking is a site where anyone can create a personal page, then connect with friends to share information and communicate. The largest social networks include Facebook, Youtube, Whatsapp, Instagram, Tiktok and Twitter. If traditional media uses print media and broadcast media, then social media uses the internet. Social media invites anyone who is interested to participate by contributing and giving feedback openly, giving comments, and sharing information in a fast and unlimited time.

The beginning of website-based social media was formed in 1995 with the birth of the Geocities site. Site Geocities is a milestone in the birth of millions of other websites in the online world. This site is engaged in hosting rental business to store data in the online world so that it can be accessed by many people with the internet. This is where innovation and website development was born. In the 70s, the activity of sending electronic mail (email) with the bulletin system had occurred. all that is done still with a telephone line connected to the modem.

The online social world continues to develop. In 1997 to 1999, the first community social media was created with the name sixdegree and classmates. The scope of this social media still seems to be specific to certain groups and purposes. The online world continues to grow until friendster (2002) is born which is quite famous with a wider user range. The online world and the internet continue to experience innovation and development. Until there is such a thing as a blog. Blogs exist as an online medium for those who like to write and share. The beginning of the birth of the blog was more impressed as a diary, a medium for personal notes. In this digital era, blogs are mandatory. Not only loading diaries but blogs are also used as a medium for business promotion.

The increasing intellectual ability and technological development innovation, forming the phenomenon of the digital era. Various social media were born and thrived. Social media has become part of the contemporary lifestyle. Social media with its various characters and advantages have each been born as a means that is considered capable of helping the life of today's society. There are Facebook, twitter, myspace, linkedln, wiser, google+, pinterest, path, Instagram, Tiktok and so on.

Activities on social media have become people's daily consumption. Its existence is not only as a medium of interaction and communication, but also as a business function. Online media is

used as a medium for buying and selling online, now you can. Online media as a place to advertise, too. There's nothing that can't be done in today's digital era.

Every human being during life must experience changes. Changes can be in the form of limited or broad effects, slow changes and changes that run quickly. Changes can be about social values and norms, patterns of organizational behavior, the composition of social institutions, layers in society, power and authority, social interaction and so on. Changes that occur in society are normal symptoms. Its influence can spread quickly to other parts of the world thanks to modern communication (Soerjono Soekanto, 2009:259).

Social Change has several characteristics, namely:

1. The great influence of the elements of material culture on the immaterial elements.
2. Changes that occur in the structure and function of society.
3. Changes in social relationships (social relationships) or as changes to the balance (equilibrium) of social relations.
4. A variation of accepted ways of life, either because of changes in geographical conditions, material culture, population composition, ideology or because of diffusion or new discoveries in society.
5. The modifications that occur in the patterns of human life.
6. All forms of changes in social institutions in a society, which affect the social system, including values, attitudes and behavior patterns among groups in society.

2. RESEARCH METHODE

In this study, a qualitative approach became the design and methodology of choice in this study. Qualitative method is a research procedure that produces descriptive data in the form of written and spoken words from people and observed behavior (Bodgan and Taylor in Moleong, 2007: 3).

The sample selection used random sampling method, the sample was selected randomly without differentiating the level of study, age, and gender. There is no special treatment for respondents. Data was collected by distributing questions through Google Forms and interviews.

The theory used in this study, using the type of dependency theory, this theory was proposed by Sandra Ball-Rokeacb and Malvin Defluer (1976). The focus of this theory lies in the structural conditions that exist in society, this focus tends to be easily influenced by the mass media. This theory can be pinned on the community of modern society, where in modern society, the mass media is considered the most important thing in achieving the goals of several processes. Among them are the process of maintaining, changing, and conflict in the social order and individual problems in a social activation.

3. RESULT AND ANALYSIS

From the results of research conducted, social media has positive and negative impacts. The positive impact of the use of social media has actually brought a great influence on social change in the Kab. Deli Serdang is in a better direction, but the negative impact of the use of social media tends to bring about social change in society, which can eliminate values and norms in the Kab. Deli Serdang.

The existence of social media certainly makes people's lives change very rapidly. Changes that occur include the easier and more effective we get information without having to be hindered by time, place, and costs that are not too expensive.

From an economic point of view, the use of social media as a place to sell online is beneficial for sellers, because it is easy to sell without having to meet with buyers, and easy modes of payment without having to use cash just by transferring.

Changes in social relations or as changes to the balance of social relations and all forms of changes in social institutions in a society, which affect the social system, including values, attitudes and behavior patterns among groups in society. . The public can communicate directly with the president through social media to convey suggestions, criticisms and constructive ideas. If in the conventional method the community must first become people's representatives/members of the DPR and or hold a demonstration in front of the presidential palace to convey their aspirations, now this method tends to be abandoned.

The negative influence on social change in society is often the occurrence of disputes between certain groups on the grounds of hoax news, about religion, race and others. Even with social media, these groups can easily influence other people. There is also because often comments that are not good cause conflict.

If viewed from the side of social interaction, the influence of social change in society occurs because it is easier for humans to interact through social media, then social interaction in the real world will also decrease. Humans no longer need to meet each other directly to communicate, so this will shape the lifestyle of people who are increasingly closed to one another.

4. CONCLUSION

Social media is an online medium, with its users being able to easily participate, share, and create content including blogs, social networks. Blogs, social networks, are the most common forms of social media used by people around the world.

The positive impact of social media is that it makes it easier for its users to interact with many people, expand relationships, distance and time are no longer a problem, easier to express themselves, information dissemination can take place quickly, costs are cheaper. While the negative impact of social media is to keep people who are close and vice versa, face-to-face interactions tend to decrease, making people addicted to the internet, causing conflict, privacy problems, vulnerable to bad influences from others, and causing health problems.

The existence of social media has influenced social life in society. Changes in social relations or as changes to the balance of social relations and all forms of changes in social institutions in a society, which affect the social system, including values, attitudes and behavior patterns among groups in society. Positive social changes such as the ease of obtaining and conveying information, obtaining social and economic benefits. While social changes tend to be negative, such as the emergence of social groups in the name of religion, ethnicity and certain behavior patterns that sometimes deviate from existing norms.

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