

THE ROLE OF SOCIAL MEDIA IN SHAPING CHILDREN'S ETHICS AND BEHAVIOR IN EDUCATION

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Abstract

The media today serves as a platform for information for the public in any form. Both information related to education, entertainment, and negative matters. In addition, the role of social media today is truly remarkable. In addition to being a communication tool, social media also serves as an information hub, allowing users to stay informed about everything that is happening. On the other hand, social media can also be very intimidating for us, especially for young people. Some young individuals misuse social media for non-productive purposes rather than beneficial ones. The aim of this research is to understand the extent of social media's role in shaping children's ethics and behavior in education. This research method uses a qualitative research approach. The results of this study indicate that the role of media in shaping children's ethics and behavior is very important, as media has an influence on children both positively and negatively.

Keywords: Media, Ethics, Behavior, Children, and Education

INTRODUCTION

Nowadays, the development of media is increasingly advanced, one of which is social media. Social media was born in 1997 on the basis of trust, but since the 2000s until now it has attracted the attention of all levels of society, and finally reached its peak. Finally, social media provides convenience in accessing information on various life activities more quickly and accurately so that it becomes an effective means of communication. The development of social media has given rise to e-learning activities. This includes information content, data and access to information content, data and access to learning found in social media. The development of social media certainly has many impacts, both positive and negative, on children's education in their teenage years, and especially on children's moral education. The positive influence of social media is associated with children's personality, when children learn to adapt and have the opportunity to interact with the community and manage friendship networks (making more friends or meeting old friends), bringing many benefits, including: making it easier for children to help with schoolwork, as a means of discussion with friends. In addition to the positive impact, of course, there is a negative impact of social media on the formation of children's ethics and behavior, including: telling us, for example, how many children use social media to do busy activities instead of studying. Facebook, Twitter, Instagram, TikTok etc. make children neglect their duties, children lack discipline and easily imitate the work of others. Social media is a website that allows anyone to create a personal web page to connect with friends, share information, and communicate. Social media as a social construction comes from individuals and organizations that are connected by one or more specific types of relationships such as values, visions, ideas,

friends, ancestry, common interests, common characteristics, etc. Social media networks also consider social relationships as hubs and connections (Hariyanto, 2013).

Social media is a place where everyone pours out their hearts and is free to do and post anything without restrictions, making people free to do anything with their social media. There are even those without thinking about the impact on themselves or others. Children's ethics and behavior are even being damaged by social media. Facebook, Twitter, Instagram and TikTok are examples of social media sites on the Internet.

This website may contain or provide data and information from social media users. This information includes name, address, education, occupation, other demographic information, hobbies and other trends. You can get a clearer picture of others by studying their social media account profiles. In addition to data, social media offers many opportunities for interaction, ranging from email, photo and video sharing, and chat to direct communication both on a personal level and on a personal level.

Nowadays, it continues to offer online gaming as another major attraction for kids of all ages. As we know, the above-mentioned social media are so widely loved by elementary to high school kids. Even the adults also use these social media for their benefit. From the other side of social media users, there is another impact of the role of social media on children's ethics and behavior that we see a lot, if children have seen and even held gadgets or widely known by people with cellphones, children will ignore the people around them, even their own parents. Especially when gathering or sitting together with friends, it is not uncommon for children to be engrossed in their respective gudgets. The number of applications on social media makes children feel at home for hours looking at and accessing whatever is on their gudget.

For users, it can lead to self-dissatisfaction, increase social jealousy, disrupt sleep, and cause depression and anxiety. Users, especially teenagers, face online harassment and bullying, which can also worsen their mental health. As explained above as well, it also has negative impacts, reduces a child's ethics, brings people closer together, tends to reduce face-to-face interactions, makes people addicted to the internet, creates conflicts and privacy issues, and makes them more vulnerable to the negative impacts of others.

METHODOLOGY

The research method used is qualitative. This method is used to explore the perceptions, experiences, attitudes, and meanings given by individuals or groups to something, Moleong (2018: 8).

To get accurate data, researchers take a Descriptive Approach to present data in the form of in-depth descriptions to informants. In addition, non-numerical data using in-depth interviews, observations, focus group discussions (FGDs) by conducting focus group discussions with application users to explore opinions, experiences, and the role of social media in shaping children's ethics and behavior in education.

and documents/libraries as data sources. Then flexibility in methodology and research questions can be adjusted during the research process. Interpretative research emphasizes understanding the context and meaning of the data collected. The informants in this study were 20 people consisting of the community (housewives).

RESULTS AND DISCUSSION

Social media has a significant role in shaping children's ethics and behavior in the context of education. There are some important points about the impact of social media: Sources of Information and Education: Social media provides access to various sources of educational information. Children can find learning materials, tutorials, and discussions to help them understand lessons better. Social Interaction: Social media allows children to interact with peers and people from different backgrounds. Such interactions can shape ideas about tolerance, empathy and appreciating differences. Digital Norms and Ethics: Children learn about digital etiquette through the use of social media. They can understand the importance of respecting others' privacy, taking responsibility for the content they share, and realizing the impact of their online actions. Behavioral Modeling: Children often mimic the behavior they see on social media. When people are exposed to positive behaviors, such as cooperation and support, they tend to adopt those behaviors. Conversely, negative examples can have a negative impact on their behavior. Identity Development: Social media provides a platform for children to express themselves and build their identity. While this is important for personal growth, it must be balanced with awareness of the impact of the image built online. Character Education: Teachers and parents can utilize social media to instill character values such as honesty, responsibility and cooperation. Positive campaigning activities on social media can be a powerful character education tool. Risks and Challenges: On the other hand, social media also has risks such as cyberbullying and spreading misinformation. Therefore, it is important to teach critical thinking skills to help children filter information and avoid negative behaviors. With proper understanding and guidance, social media can be a positive tool in shaping children's ethics and behavior in education. Parents and educators play an important role in guiding children to use social media wisely and responsibly.

Nowadays, gadgets are an item that is difficult to separate from children. With its difficulty, it makes application makers continue to provide and spread applications that can harm children. There are several things that can affect children's ethics and behavior. Social media provides access to various sources of information and educational materials. Children can follow accounts that share educational content, tutorials and discussions to increase their knowledge. Social media teaches children digital etiquette, such as the importance of respecting other people's privacy, not spreading misinformation, and behaving politely online. Social media teaches children digital etiquette, such as the importance of respecting the privacy of others, not spreading misinformation, and behaving politely online.

In addition, social media connects children with their peers, which is an important process in children's social development. Through these interactions, children learn about collaboration, empathy and effective communication, all of which are important aspects of ethical behavior. Children tend to be influenced by their friends on social media. If they are exposed to positive behaviors, such as academic support and good manners, it can improve their ethics and behavior. Conversely, negative influences (such as bullying or disrespectful behavior) can also have a negative impact. Social media is often a platform for discussions on social and educational issues. Children who engage in these conversations become more aware of social issues, learn to think critically, and develop a broader ethical perspective on the world. Parents and educators need to be

actively involved in guiding children's use of social media. They need to be taught how to use these platforms wisely and model good behavior.

The same research has also been conducted with the research title "The Impact of Social Media on the Decline of Moral and Ethical Values of the Young Generation" with the authors Alma Aprilistya, Charisma Vietra Azhari, Chintya Ayu Pramesti. Research published in the journal *Indigenous Knowledge*, Volume 2 Number 2 (2023): December E-ISSN: 2746-3662. The research aims to analyze the impact of social media on the decline of moral and ethical values and solutions to overcome it. This analysis was conducted in four stages. (1) Collecting research materials, information, or data from books, journals, and research reports. (2) Reading the materials. (3) Making research notes. (4) Editing research notes. Based on this, the researcher concludes that social media can have a negative and negative impact on the younger generation. The negative impact of social media will also have an impact on the decline of moral and ethical values among the younger generation. Therefore, the researcher also provides solutions to improve the moral and ethical values of the younger generation, such as using social media wisely, developing positive social media algorithms, and increasing direct interaction between young people.

The difference with this research is, if this research or article discusses the role of social media in shaping children's ethics and behavior in education. Where this research both discusses ethics towards young genesrasi. Then the same research was also conducted by Erni Ratna Dewi with the title of the article "Social Media Relationships in Child Character Building". This article describes social media as a social structure created by individuals and organizations connected by the commonality of users. Social media applications affect the development of children's personalities. This application is tailored to the needs of children because it can support their learning process and can increase their knowledge and socialization. Social media content affects children's personality development. Because the content is tailored to the needs of children, it is a concern for parents to supervise what children do with their gadgets.

The influence of social media affects children's personality development.

This shows that social media as a whole has a negative impact on children's personality development. The reason is, social media not only has positive values but also negative values depending on the child's personality development.

Journal published by *Indonesia Journal of Learning Education and Counseling*, Vol 3, No 1, 2020, pp 41-49 p-ISSN: 2622-8068 and e-ISSN: 2622-8076. Social media, when used wisely, can be an invaluable tool in shaping children's ethics and behavior in education. With proper guidance from parents and educators, children can learn to be responsible users, have good ethics, and behave positively in the digital world.

CONCLUSION

Social media has a significant role in the process of shaping children's ethics and behavior in the context of education. And educators need to be actively involved in guiding children's use of social media. They need to be taught how to use these platforms wisely and model good behavior. Children learn the importance of ethics when interacting online, including respect for privacy, responsibility for shared content, and

polite behavior. Social media facilitates interaction with peers, which is important for children's social and emotional development. Participating in online communities can promote positive values such as cooperation and empathy. While social media has many benefits, there are also risks, such as cyberbullying. Education about these risks and how to manage them is essential for building resilience in children.

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