The Impact of Social Media on Changing Behavior Patterns of Generation Z

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A R T I C L E I N F O	ABSTRACT
	Internet service providers (APJII) conducted a survey on the increase and types of internet content that are often accessed by the public in 2020 which showed as many as 61% of the Indonesian population prefers to access social media than online games and the like. Excessive use of social media results in neglect of the surrounding environment. It can even commit acts outside the boundaries such as suicide due to cyberbullying. This was also felt by students at SMK Kesehatan Sakinah Pasuruan, who were affected by the influence of social media. The purpose of this study is to describe the behavior of students of SMK Kesehatan Sakinah, the influence of social media that has an impact on the behavior of students of SMK Kesehatan Sakinah, teacher strategies in overcoming shifts in generation Z behavior in students, as well as supporting factors and obstacles for teachers in overcoming the influence of social media on changes in behavior of students of SMK Kesehatan Sakinah. This research uses descriptive qualitative methods. *This is an open access article under the CC BY-NC license.*

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1. INTRODUCTION

The current era, which is in the 2020, is predicted to be an era with very fast and rapid technological advances. Various sectors of human life have undergone various changes, including in the realm of communication and education. Ease of interaction can be done very easily by utilizing the sophistication of technological developments. This development has touched human civilization to the smallest line though. In the past, humans often had limitations in conveying messages or communicating with other humans because they were limited by space and time, but now these limitations are easily faced.

Nowadays, people who often take advantage of technological sophistication are not only felt by humans at an age that is considered an adult, but the youth group or better known as Generation Z is considered to have a very large role in the use of this technology. According to (Codrington & Marshall, 2004) , Generation Z is a group of people who were born and grew up between 1996 and 2010. This is in line with the results of population census data which states that Generation Z has a very important role in the development of Indonesia through the use of technological developments (Rakhmah, 2021).

In the span of that year, technology was being intensively made to make human life easier. It can be concluded that teenagers born between 1996 and 2010 are very closely related to technology. This recognition is reinforced by the opinion which states that Generation Z really likes to interact through technology and all things related to the virtual world. In this case, the virtual world in question is the internet. This has been mentioned clearly in the journal written by (Saragih & Fredy, 2012) .

Every year, the internet service provider (APJII) conducts a survey regarding the increase in the types of internet content that are often accessed by the Indonesian people. A survey conducted in 2020 showed that as many as 61 percent of Indonesians prefer to access social media than online games or the like.

As a source for conducting online searches and also as a contributor, social media certainly facilitates communication with other people even though they are separated by distance and time. On the other hand, Generation Z has a lot of nicknames when compared to previous generations such as Hitech and is very dynamic, creative, out of the box , contemporary, and the Most Healing (Nadila, 2022). The term is not just a given label, but there is a movement that gives rise to these labels. One of these movements is to bring about changes to the work system that has been used by previous generations to become more effective and efficient. However, the advantages possessed by social media of course also have a negative side if used excessively. One of the negative sides is that it can cause hyperactivity, inattention, and the emergence of depression in individuals. The ease of obtaining information in a short time will make the brain inefficient.

Excessive use of social media also results in neglect of the surrounding environment. In the world of health, which currently often discusses mental health, it is said that one day should have a maximum of 2 hours in smartphone use, if it exceeds this limit, it will have an impact on psychological pressure (Nurulia 2018) . Even worse, another impact is that humans can take actions beyond limits such as suicide due to cyberbullying. It was recorded that in late 2021, there were around 40 percent of Indonesian teenagers who committed suicide due to bullying cases carried out via the internet. The impact of cyberbullying is not kidding, it can even make the individual feel protracted sadness, loss of enthusiasm, until self-confidence continues to decline (Tyora Yulieta et al. 2021) .

So that the perpetrators and victims of cyberbullying do not increase, it requires the help of all elements of society, including the school environment. The bad influence generated by social media can certainly change human behavior itself. Especially if the person still does not have a fixed stance, such as in his teens. According to (Cahyono 2016) , these changes are sometimes desired by the individual, but not infrequently these changes occur suddenly and unintentionally.

In this case, the school environment, especially the teachers, must have the same synergy. Of course, each school has a different way of dealing with the effects of using social media, including one at the SMK Kesehatan Sakinah Pasuruan. Because of its uniqueness, the author chose the title " the impact of social media on changing behavior patterns of Generation Z". The studies that will be discussed through this research include observing the behavior of Generation Z in the school environment, the impact of using social media on the behavior patterns of Generation Z, strategies and ways of educators in minimizing changes in the behavior patterns of Generation Z in the school environment, as well as inhibiting and encouraging factors. implementation of educator strategies in the school environment.

2. RESEARCH METHOD

This study used qualitative research methods. The visible difference between qualitative and quantitative methods lies in the approach used. In qualitative research, all the data obtained are based on real events that occur in the field. Researchers only stand on events that exist without having to focus on the specified variables. The research studied usually focuses on the problem of behavior carried out, the opinion of a group or class, the actions taken, to the motivations that have been taken, in this case in accordance with one of the characteristics of qualitative research methods (Harahap 2020) . After conducting the research, the researcher described the results of the research through structured sentences with natural explanations.

Researchers must be careful about all processes that occur in class X SMK Kesehatan Sakinah Pasuruan. All the necessary data is then collected and then processed and produced a report in the form of descriptive using language. The data collection is done in several ways such as observation, interviews, and documentation. While the data analysis technique used in this study refers to the work created by (Milles, Huberman & Saldana, 2014) which includes data collection, data condensation, data presentation, and conclusions

3.   RESULTS AND DISCUSSIONS

SMK Kesehatan Sakinah Pasuruan is located on Jl. Patimura No. 177, Bugulkidul Village, Bugul Kidul District, Pasuruan City, East Java. In carrying out its activities. SMK Kesehatan Sakinah Pasuruan in Pasuruan under the auspices of the Syamsul Arifin Islamic Boarding School Foundation. Learning is carried out in 6 working days. SMK Kesehatan Sakinah Pasuruan has accreditation B. There are 2 Expert Competencies, namely Nursing Competencies and Pharmacy Competencies. The results and discussion of this research are as follows.

1.   Overview of Student Behavior at SMK Kesehatan Sakinah Pasuruan

Behavior is an activity carried out in everyday life. When examined in depth, behavior is not only divided into good and bad. But actions such as walking, talking, sitting and other activities can be called behavior. It can be concluded that all activities carried out by humans, either directly or indirectly observed can be interpreted as behavior. Although all human activities can be said to be behavior, the behavior itself is theoretically divided into two, namely passive behavior and active behavior. According to (Irwan 2017), passive behavior can be exemplified through thinking, while active behavior is carried out by action.

Based on the data obtained by researchers through observation and interviews at the SMK Kesehatan Sakinah, Pasuruan. Based on the results of interviews that have been carried out, students of SMK Kesehatan Sakinah Pasuruan are good enough to obey some of the rules that have been set by the school. Even so, there are some students who still need to be reminded of the school rules. Some teachers know the social media used by students, so directing positive things towards social media can be done more easily. But some of the older teachers, the majority find it difficult to guide the use of social media. Some of the social media known by the Sakinah Kesehatan Pasuruan Vocational School teachers include WhatsApp, Instagram, YouTube, TikTok and Facebook.

2.   Social Media Influence to Behavior Student

In the work written by (Nasrullah 2015) there are at least 6 types of social media. These six types are distinguished according to the use and function of social media itself. It should be emphasized, the types and kinds of social media are very different. When discussing the types of social media, what will be mentioned are the various social media applications used. This is very different from other types of social media. The division of the six types of social media according to (Nasrullah 2015) , namely: 1) Social Networking, is a way to build virtual communication. Even so, social networks have a special character that they have.

The characters in question are making friends in the real world, but also making friends in the virtual world. Examples of social networks are Facebook and Twitter. 2). Blogs (Online Journals), generally the use of Blogs is used to share activities carried out in daily life. Usually, blogs are about someone's point of view on things that have been tried and experienced personally. The discussion was not carried out briefly, but in detail. Such as beauty product reviews , lodging, tourist locations, online games and so on. Not only used for reviewing , Blogs are also used to upload articles in the form of journals and articles online . This is done as a form of publication of individual works that have been previously made.

Examples of blogs are like WordPress and BlogSpot. 3) Micro Blogging. Almost similar to Blogs, but Micro Blogging is used for activities that are carried out in a short or daily form. In addition, Micro Blogging is usually used to add opinions to something that is being discussed by a wide audience. An example of the type of Micro Blogging social media that is often used in everyday life is Twitter. 4) Media Sharing. This type of social media facilitates its users to share uploaded media with each other. The media can be in the form of videos, photos, documents or audio. Examples of sharing media are YouTube, Snapchat and Flickr. 5) Social Bookmarks. The use of social bookmarks is usually used to organize a document, to find out more about certain information and news online.

An example of a social marker that is quite popular in Indonesia is LintasMe. 6) Content Media. The use of media content is usually used in collaboration with its users. Through content media, users can explain the knowledge that is known by each user. It can be concluded that

content media is a forum for users to share opinions and exchange ideas regarding scientific and general knowledge. Examples of popular content media such as Wiki and Brainly.

The SMK Kesehatan Sakinah Pasuruan students cannot be separated from their social media. Social media has become an important part of students' daily lives. The researchers observed that some students who were addicted to social media would be more hyperactive and some were more quiet or moody. Mrs. Siti Mentia Karimah, S.Sos. stated that students often when students are moody, he will open social media to increase his deteriorating feelings.

The data generated based on observations made is the amount of time students spend with their social media makes students tend to be anti-social because they spend more time at home, tend to withdraw in crowds. This is in accordance with one of the characteristics of this generation z that has been infected with phubbing (Youarti and Hidayah 2018) . The same thing was conveyed by Ainun Nadifah, a student at SMK Kesehatan Sakinah, Pasuruan. Social Media distances people who are already close and vice versa. Face-to-face interactions tend to decrease, making students addicted to the internet and causing conflicts that will occur and cause students to continue to be anti-social towards the environment in society.

3.   **Teacher's Strategy in Coping Shifting Behavior of the Millennial Generation Due to the Existence of Social Media**

Strategy is tactics or way, thing this means amount engineered steps _ so appearance by teacher for reach destination certain . According to (Siregar 2018) strategy can also be interpreted as a plan or approach that is prepared so that the wishes that have been prepared in such a way can be realized. In the world of education, strategy is defined as: as planning that contains about Suite designed activities _ for reach destination education certain.

From this explanation, it can be concluded that the learning strategy is an action plan or can be referred to as the use of methods in utilizing all resources and activities in learning. It can be said that the preparation of a strategy only carries out the process of preparing an activity plan and has not taken action on the next process. The strategy is structured well in order to achieve the desire, meaning that the purpose of the strategy is to reach the main peak. That way, the learning steps, the use of various facilities to teaching materials lead to the achievement of goals.

Teachers are parents to students at school. Teachers are needed as role models for students where the teacher is a giver of understanding as well as forming the character of students. Therefore, teachers have a great responsibility to provide counseling guidance so that they are not obsessed with the development of technological media in this era. The era of globalization has very implications for our daily lives, especially at the SMK Kesehatan Sakinah Pasuruan, Pasuruan. As stated by Mrs. Nuril Khaesaria Hernidita S.Pd, the learning carried out should make students the center point of examples in the learning model. Where in the process students are actively involved in cooperative learning models, problem-based teaching models, and several other types of learning methods.

Applying information and communication technology in the learning of SMK Kesehatan Sakinah Pasuruan students are required to use existing social media such as Gmail, YouTube, Instagram. The steps that have been taken are in accordance with the theory which states that technological developments can be used for learning media so that they can have a positive impact on students (Pujiono 2021).

4.   **Supporting and Inhibiting Factors Achievement of Teacher's Strategy in M cope Social Media Influence to Change behavior.**

In general, human behavior can be affected due to internal factors that come from oneself and external factors that are formed outside the individual's behavior. Research conducted by Lawrence Green in (Notoatmodjo 2014) states that there are at least 3 factors that influence human behavior, the three factors are: 1) Predisposing factors formed by age, occupation, knowledge, education, traditions and also the individual's attitude. 2) Enabling factors formed by the health facilities needed by an individual. One example of an enabling factor is the available health facilities and facilities. An example as written (Darmawan 2016) is the availability of dental polyclinics at hospitals and health centers to facilitate people who experience toothaches. 3) Reinforcing or driving factors that come from the surrounding environment. The attitude of family and community

leaders who play a role in everyday life will certainly make themselves affected by their words and actions. In every things to do certain something to be factor supporter achievement teacher strategy activities in cope social media influence to change behavior.

Teacher factor or educator is responsible factor _ answer to formation personality participant educate. In terms of this I interview a i several teachers who work at the SMK Kesehatan Sakinah Pasuruan, Pasuruan. The figure of a teacher who is firm and consistent with the implementation of school rules is one of the expectations of students so that behavioral deviations do not occur as a result of the use of social media. This is revealed from the results of student answers when asked questions related to this.

Facilities and infrastructure is one _ factor supporter in the process of achievement study . The facilities and infrastructure in question, for example, are the provision of counseling for students. Through this facility, guidance and counseling teachers can direct students so that they do not get off the right track. In addition, the library is also one of the infrastructure facilities that must be owned by every school. Through reading books, students' insight will increase and not only on certain sciences.

Environmental factors include the social environment that has a relationship with students. The social environment has an attachment between the environment with one another. The social environment should have a purpose and function to shape the personality and behavior of students for the better. The social environment directly or indirectly has an influence on student behavior that is not realized by each individual.

The social environment referred to in this explanation is the school environment, family environment and community environment. The school environment can be interpreted as an educational environment that is both formal and informal with an important role to educate students' behavior and morals. While the family environment is the first factor in determining the education of a student. If the family environment is not supportive, then of course this can have an impact on student behavior. While the community environment, has a role to develop student behavior. If the community environment is bad, it will have a negative influence on student behavior.

4.   CONCLUSION

Based on results data analysis and discussion that has been explained so writer conclude that the students of SMK Kesehatan Sakinah Pasuruan are good enough to comply with several regulations that have been set by the school. However, the influence of social media is very influential to change behavior students . Student will Becomes more active but _ also influence and make student tend quiet (mood). The way to overcome this influence is to bring up and exploit technological developments, especially social media as a learning medium.

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