ANALYZING THE POSITIVE AND NEGATIVE IMPACTS OF SOCIAL MEDIA FOR THE SECONDARY SCHOOL LEARNERS

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Abstract

The aim of this research is to analyze does social media have a positive and negative impact for secondary school learners? For analyzing the impact of social media discourse, the researcher applies library research. Furthermore, to collect data the researcher classifies data into two types of data i.e. the primary data, secondary data, and the supporting data. The primary data are gained from some articles which elaborate positive and negative impact of utilizing social media. Then, the secondary data are gained from the previous studies. These data are crucial to gain for the comparative data. The last data are gathered from books, proceedings, and internet sources which support the argument of this research. The results show that social media truly have positive and negative impact for learners

Keywords: *Social Media, Positive and Negative Impact, Secondary School Learners.*

INTRODUCTION

Media is a social interaction in which people share and exchange ideas and information (Susanti, 2015). The news editor no longer owns the media. It is now in the hands of everyone. People can now create private accounts on websites, Blogspot, and even social media platforms such as Instagram, Facebook, Twitter, YouTube channels, and so on. People can use this media to express their own ideas, opinions, and content in virtual social communities.

The development of the world of technology increasingly motivate the younger generation to be active and wise in utilizing the digital device. This means, students are required to have technological knowledge (TK) in operating the technological device (e.g. smartphone, computer, etc.) and Accessing the social media in anytime and anywhere. This proves that social media is needed by smartphone users in the global era.

Fundamentally, every social media has almost the same function. It can be a medium to educate and acquire a good content which relates to educational field. However, it also can give a negative impact due to the hate content and the hoax

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discourse that can affect the public opinion. This point means, the social media platform has advantageous and disadvantageous thing. So that depends on how the social media users use their account, whether they utilize it for the good purpose or vice versa.

For instance, teachers might apply social media as teaching facility in transferring the teaching content. Teacher might ask for students to learn language component e.g. pronunciation, vocabulary enhancement, and grammatical understanding through the famous video posted or broadcasted by youtuber on the particular channel. This means, teacher apply the social media for the good purpose.

Another way to use social media in a good approach can be exemplified perceived when someone express and share their thought for giving good things such as innovation video, e-books, picture etc. that can motivate other netizen to do good thing. On the other hand, some people also utilize the social media for spreading hoax and bad news which are extremely tendentious due to posting the sensitive statement or meme that can endanger the social interaction. This is the consequence of freedom of speech where people have rights to express their thought without having to the impact for the society.

Freedom of expression in conveying ideas, criticism, suggestions, and even "blasphemy" is often found every hour and day through various media variants used (Baharuddin, 2020). Therefore, this will be an object of the researchers' concern on analyzing the positive and negative impact of the social media used.

LITERATURE REVIEW
A. Previous Study

Siddiqui & Singh (2016) state that social media facilitate netizens to give a talk to other users. It can also provide people a column for making friends. Besides, Akmar & Kumar et al. (2017) have a similar perception with Siddiqui & Singh that social media is platform where every user can build social interaction and social network. These both perceptions indicate that social media helps people to maintain a good interaction that affect to the people's career and activity. On the other hand,

However, these both articles do not mention how the social media used for the language learning development. The previous studies just discuss the good thing for building the social network and relation through social media. This is what the researchers perceive as the weakness of this both studies.

Thereby, the researchers enhance the issues about the language learning model for students who want to improve their English ability through famous social media i.e. Instagram and Youtube channel.

B.   Social Media as the Digital for Learning Model

Many educators have designed the language learning curriculum in order to develop students' language ability. Widodo (2017) perceives that in language learning, teacher can invite students to participate in constructing the teaching and

learning material. So that teachers are helped to make teaching content that can improve their students' language ability.

The ability of language can be classified in two parts i.e. productive skills (speaking and writing) and receptive skills (listening and reading). These skills are the goal of most students. The language learning model can be applied through many approaches. It can be through books, literary work and even social media.

In this case, the researcher focuses on elaborating the language learning model through social media i.e. Instagram and Youtube channel as a positive impact of social media use. Nevertheless, this research also elaborates the negative impact of using social media for students.

Currently, most students in the digital era can learn English by themselves. This is what Guo & Liu (2008) state as a self-learning method. Students no longer have to be fixated on the notebook delivered by thei teacher in the class room. Learners can now search for the additional references, on social media, that can improve their language skill.

Baharuddin et al. (2021) state that in learning and practicing language, students can explore and even the develop the approach to get the ability of language. For instance, in order to train students' pronunciation, they can search pronunciation practice on the searching column provided by YouTube.

Besides, in developing vocabulary of language (especially English subject), students can easily find their favorite learning video on YouTube channel or Instagram. Moreover, if they want to keep watching the videos, they can subscribe the channel. This is the profit of using social media for the language learning model (Li, 2017)

C. Students' Bullying on Social Media

As has been mentioned above that social media can be used both in a good way and bad way. Previously, we have discussed how social media is used for language learning development which is objectified as good method for utilizing the social media.

Nevertheless, some studies elucidate that there have been many cases where students' use the social media for bullying, intimidating and even spread the "hate speech" content. Safaria (2016) argue that in particular secondary school of Indonesia, students are bullying each other virtually. The effect of committing cyber bullying can affect to the students' mental and psychology and even their performance in studying subjects.

Besides, Raut & Patil (2016) also give a statement related to negative impact of utilizing social media. In their research, it states that in virtual relationship, there are many fake account users. This can be a crucial problem for teenage students if they are attracted with a bad people. Moreover, if teenage students are not controlled in accessing the social media, they can search and even download the immoral video application that have potential to do pornography (Kamaku & Mberia, 2014).

This is why, teachers and parents play an important role in watching students' activity in digital virtual era. Besides, the government also should take a

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responsibility in preventing bad application that can endanger the younger generation.

RESEARCH METHOD

This paper's design is based on library research. As a research data procedure, the researchers conduct this library research using qualitative research methodology to gather information or related sources. Furthermore, the qualitative methodology used in this study allows the researchers to investigate how social media has both positive and negative impact towards students as account users.

Furthermore, when collecting the finding data, the researchers first distinguish between two types of data: primary data and supporting data. The primary data represent the positive and negative impact of using social media for the younger generation (students). It can be obtained from scholarly journals, such as papers, proceedings, and previous research that is relevant to this research. Another type of data is supporting data, which refers to additional sources, such as books, articles, and literary texts, that support the argument of this research in answering the research problems.

RESULT AND DISCUSSION

As has been mentioned before that the use of social media can help people to communicate, share ideas, obtain information, and learn subjects for leaners. Nevertheless, the use of social media oppositely can bring a terrible effect when it is used for sharing "hate speech" content, hoax, bullying other social media users.

If social media is used for sharing this terrible content, then it can influence the youth perception and even their individual behavior. This means the impact of using social media depends on the account users' motive and consciousness. Therefore, in this results point, the researcher elaborates two types of social media impact i.e. positive impact and negative impact.

Positive and Negative Impact of Using Social Media for the Secondary School Learners

In nowadays, according to Yani & Siwi (2020), most teens and youth have social media account as a tool to socialize with other users and obtain new information. In the conventional era, people interact with their relation using phone call, which absorb more phone call pulse. Yet, during the digital era, people prefer to use online apps e.g. Whats App, Facebook, Twitter, Line that provide chatting and video call feature.

> *Arus perkembangan teknologi saat ini berkembang dengan pesat, jika dibandingkan dengan zaman dimana belum ada dan populernya media sosial, kebanyakan orang berkomunikasi dengan sms atau telepon lewat handphone, namun sekarang sejak adanya media sosial, mereka beralih dan cenderung berkomunikasi lewat layanan obrolan (chat) atau berkirim pesan lewat layanan yang tersedia di media sosial. Tidak terlepas juga dengan para digital native. Mereka sudah tak asing lagi dengan berbagai situs jejaring sosial tersebut. Sebut saja seperti Facebook, Instagram, Whatsapp, YouTube, LINE dan lain-lain* (Yani & Siwi, 2020, p. 2).

From the above statement, it can be conceived that in digital era, the social media bring a modern approach in communicating and maintaining relation due to the communication service development. This also iterates that Through social media, the users might build a good connection not only in their local circle but also in international circle.

Besides, Yani & Siwi furthermore perceive that social media users dramatically increase from year to year. in 2018, there were 130 million users or 49% of Indonesian population occupied the social media. Then, in 2019, the social media users increase from 130 million to 150 million or 56% of the population. This means, there were 20 million additional users who utilize social media in 2019 (Yani & Siwi, 2020, p. 3).

In regards to the use of social media for the teens and youth, Yani & Siwi state that educator and parents should encourage students to be active and literate on technology due to every sector of learners' learning activity require TK. Rasyidah (2017) in Yani & Siwi (2020) classifies three prospects of applying social media for the students at secondary school;

a. Expand the social network
b. Providing insightful information e.g. news, education, and culture
c. It can facilitate students to join the virtual seminar, conference or discussion among educators and students through Zoom, Instagram TV live, Youtube channel, etc.

Furthermore, if learners would like to improve their skills and competences in English language studies they can start to subscribe or follow the other famous users or (celebrity Instagram/celebgram, and Youtuber) that provide them with the English learning in varied level. This case is analyzed by Fadli (2021).

According to Fadli analysis, students are interested in learning developing their vocabulary through video of Guruku Mr.D on Instagram. Because during the Covid-19 pandemic, most of them are conducting depending study. If in the Traditional Learning Environments (TLEs) students are strictly controlled by their teachers, in the Virtual Learning Environments (VLEs) they can freely choose what subject, book, and topic they would like to enjoy.

From the above explanation it can be understood that these are the benefits of applying social media for the good purpose. So, while they enjoy their free time, they can search for the something beneficial that can improve the academic performance.

On the other hand, as the researcher has mentioned before that social media also can bring negative effects if it is used for the terrible purpose. In digital era, "hate speech" and cyber bullying content cannot be denied by some social media users. This phenomenon can be portrayed and analyzed by Syah & Hermawati (2018).

According to Syah & Hermawati's findings, cyber bullying or can also be called virtual bullying is transformation of direct bullying where people are mocking

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each other through social media. In order to be bullying other targeted netizen, the social media users tend to post tendentious meme, statement, or comment which disfigure people's physics/race (body shaming), academic rank, religion, etc.

Patchin & Hinduja (2016) explained by Syah & Hermawati (2018) perceive that most of user who often time do bullying and objectified as targeted bullying are teens and youth in secondary school. Patchin & Hinduja conduct a research towards 384 teens who actively join and log in the social media. From data, it states 11% of 384 teens ever do cyberbullying to other netizens. 29% are the victims of cyberbullying, and almost 50% are the witness of cyberbullying (Syah & Hermawati, 2018, p. 131).

From the data above, it can be stated that in the digital era and the social media interaction, teenage students are potential to be doer of cyberbullying and at same time become victims of cyberbullying. Moreover, it can endanger the younger generation if cyberbullying still existed on social media interaction.

CONCLUSION

To sum up, the researcher concludes that social media is digital facility that can bring cultural progress for the civil society. It can be aimed either the good purpose or vice versa. It depends on the hand of social media users. If it is used for the positive interest, then it can build culture, identity, society, and nation in positive vibes.

Nevertheless, if it is oppositely used for the bad aim, then it causes negative effect that can endanger our culture, identity, society, and nation. Therefore, the researcher perceives that every sector of human life e.g. government, educator, parents, social media activist, should concern on how to prevent the negative purpose and motive on social media. Government, with its power, can use law enforcement for the cyberbullying perpetrator, educators can educate their students to use social media wisely, parents can control their teenagers, and social media activist (celebgram and youtuber) can create positive content for their watchers.

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