

EFFECT OF MEDIA CONVERSION ON ADOLESCENT BEHAVIOR

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Abstract: *Social media is becoming an addiction and lifestyle. Its users cannot be separated from the confines of social media. This study aims to inform the influence of social media on adolescent behavior, explain the various effects of social media on adolescents, and their development. The method used is a qualitative method by examining several references. Describe facts and events that influence social media and their lives. Data collection techniques used interviews, observation, and reviewing several references from journals. The results of this study indicate that virtual media is very influential on changes in adolescent behavior in cyberspace and in the real world.*

Keywords: *Media Convergence¹, Youth Behavior²*

JEL Classification:

INTRODUCTION

In this era of globalization, technology is increasingly advanced, technology is no longer something foreign to everyone, especially millennials. Technology makes it easier for everyone to find information or everything they want to know, and makes work easier. Electronic media in computer networks that are widely used for one-way or reciprocal online communication (directly connected) makes everything easier in the grasp of technology. Millennials' interest in the sophistication of this information media is the formation of media convergence. Media convergence can facilitate access to information through online, in this case social media has a big influence in today's life, especially millennials or teenagers. The search for the identity of adolescents through real relationships has shifted to virtual interactions.

LITERATURE REVIEW

Interconnection networking, which means a network that is widely connected to linking computer networks through a standard called the global transmission control protocol or internet protocol (TCP / IP), there is a system of exchanging information through data that is connected to one another. With this network everyone can communicate easily, in a short time from all over the world without borders. Currently the internet is a primary human need because it fills almost all of their life spaces. Starting from the smallest things to the most complex things can all be controlled and done with the help of the internet.

The internet has many benefits for human life. Since the internet was first created, the use of the internet is to help improve network communication between military forces. However, as time goes by and the

advancement of technological and communication innovations, the internet is beneficial for all aspects of life. In addition to making it easier to obtain internet information, it also simplifies the process of implementing the academic system and sources of various knowledge and knowledge insights.

Along with the development of the era of information technology systems, there are several things that are created from the internet, one of which is social media which is part of information technology. Social media is an online media used by each other where users can easily participate, interact, share, without being limited by time and space. Based on the hootsuite survey in 2021, internet users in the world have reached 4.6 billion and active social media users have reached 4.2 billion. Currently there are 170 million people in Indonesia who are active users of social media, and it cannot be denied that these active users range from children to adults.

Social media has many benefits, namely helping to interact with people who are far away, helping business processes, helping to find information, and much more. With these many benefits, social media is very popular with the community, whether it's young, old and even children. of the various benefits of social media, of course, has a bad influence on life. Therefore this research was made to inform what are the bad effects of the internet and social media.

METHODOLOGY

This research uses descriptive exploratory method which aims to determine the effect of media convergence on adolescent behavior. This research uses qualitative methods with data collection methods, and examines several references. Data collection

techniques were obtained through several references from journals (mention the title of the journal !!!). The data were collected using purposive sampling, then reduced, analyzed, until the description of the research results.

DISCUSSION

The development of science and information technology is marked by the enormous progress in the field of information media, so that an individual or a nation places a position to what extent the nation has advanced. Which is based on the extent to which an individual or a nation can master the two fields. Therefore, people live with information technology, communication between places, between cities, between countries, even between nations, can be done quickly and directly using the internet. Territorial, customary, and racial boundaries, such as being lost. Therefore the role of communication is very important. If the internet is processed with correct and precise communication processes, it will produce a product that is very effective in reaching audiences.

Given this very significant change, many things will change, including social, economic, political and social relations. This change in society needs to be anticipated by providing the widest possible information to the public. From the various effects that have been caused, both negative and positive, it is necessary to study and disseminate it so that the results of the thoughts of international communication scholars can be used as learning material for the benefit of the wider community.

We are all aware that the information and telecommunications sector has experienced a revolution, especially for audio visual devices, cell phones and computers. This

technology has changed the way people live and affects various aspects of people's lives. Advances in information and communication technology provide so many conveniences that enable everyone to communicate throughout the world.

However, to take advantage of these information and communication products, it is necessary to have special abilities for everyone in selecting, processing and absorbing information that is useful for human interests.

Paying attention to these advanced technologies, first of all we need to unite the understanding and understanding of the importance of information and communication products for people's lives and then we analyze problems and the use of information and communication technology for the benefit of mankind. Electronic media in computer networks that are widely used for oneway or reciprocal online communication (directly connected) which is included in the results of information technology, is very much in demand by children and adults, and everyone cannot avoid the development of technology always there and changing all the time. One obvious example is the formation of media convergence. Media convergence can facilitate access to information through online. It cannot be denied that social media has a big influence on a person's life, especially teenagers.

According to (Putri et al., 2016) in her journal, social media (Social Networking) is an online media where users can easily participate, share, and create content covering blogs, social networks or social networks, wikis, forums and virtual worlds. . Blogs, social networks and wikis are perhaps the most common forms of social use by people around the world. Andreas

Kaplan and Michael Haenlein define social media as “a group of internet-based applications that build on the foundation of Web 2.0 ideology and technology, and which enable the creation and exchange of user-generated content”.

Meanwhile, social networking is a site where everyone can create a personal web page, then connect with friends to share information and communicate. Social networks spread, including Facebook, Myspace, and Twitter. If traditional media use print media and social media use the internet. Social media invites anyone who is interested to participate by giving open contributions and feedback, giving comments, and sharing information in a fast and unlimited time.

Kinds of Social Media

Today's social media technology takes various forms, such as digital magazines, internet forums, weblogs, social blogs, wikis, social networks, podcasts, photos or images, videos, ratings and social bookmarks. Each of them has its own advantages such as blogging, various pictures or photos, video blogging, wall-posting, sharing music or songs, chatting, even VoIP or Voice over IP, and so on.

Types of Social Networking - Types of Social Media

The following below is a classification of various social networks based on their functions and uses:

1. Collaboration content (for example, Wikipedia)
2. Blogs and microblogs (for example, Twitter)
3. Social networking sites (for example, Digg)
4. Video content (for example, Youtube)

5. Social networking sites (for example, Facebook)
6. Cyber games (for example, World of Warcraft)
7. Sius virtual social world (for example, Second Life)

Social Media Influences

The following are the positive and negative impacts of using social media:

Positive impact :

- a. Keeping in touch with family or relatives who are far away and have not seen each other for a long time, then through social media this can be done.
- b. As a learning and teaching resource, social media has a very big impact. We can browse and learn new knowledge there. Because the internet has many topics and the latest sources of knowledge. By searching for topics on the internet you are one step ahead of starting learning in the classroom.
- c. Media information dissemination. Only a few minutes after the incident, we can enjoy the information.
- d. Expand the network of friends. By using social media we can communicate with anyone, even those who are not yet known.
- e. As a means of developing skills. Social media users can learn how to adapt, socialize with the public.
- f. Social media as a medium of communication. Social media users can communicate with users around the world.
- g. Social media as a promotional media in doing business. This allows small entrepreneurs to promote their products without spending a lot of money,

Negative Impact

- a. It's hard to socialize with people around you. Because they are lazy to learn to communicate in real terms. People who are active in social media, if they meet in person, are in fact quiet and don't hang out much.
- b. Social media makes a person only selfish. They become unaware of their environment, because they spend a lot of time on the internet.
- c. Reduced performance, company work, students, students who play social media while doing their work will reduce their work time and study time.
- d. Cybercrime. This crime is known as a cyber crime. There are many kinds of crimes in the world such as: hacking, cracking, spamming, and others.
- e. Pornography. With the ability to convey information owned by the internet, pornography is rampant. Sometimes someone posts what should be their own privacy on social media. This is very dangerous because this post could be used by irresponsible parties.

There should be a role from schools in dealing with problems that occur among teenagers so that they can use social media wisely. As well as teacher's attitude in communicating can also help explain to adolescents how to use social media so that it is not abused by teenagers.

According to (Ermita, 2019) in his journal, Schools as an organization engaged in the

education sector will always crave harmonious communication between fellow school personnel both in formal and nonformal communication between principals and teachers, teachers and teachers, teachers and employees (administrative staff) and teachers with students. The teacher is one of the determining components in creating a harmonious relationship in the implementation of tasks and activities that take place at school, because it is the teacher who always interacts actively with students in carrying out all activities at school. For this reason, in this case, the teacher must have good communication skills as a means of conveying all the aims and objectives with regard to the work that must be done at home. Teachers in carrying out organizational tasks (school) require active participation from all members of the organization (school). To generate student participation in learning can be done through invitations, orders or coercion, all of which are through communication that occurs between teachers and students. According to Nellitawati (2005) the communication process is a reciprocal process because the sender and the recipient of the message influence each other. Thus there will be changes in behavior within individuals both in the cognitive, affective, or psychomotor aspects

CONCLUSION

Based on the research results, it can be concluded that media convergence has many influences on the lives and behavior of adolescents. Today's teenagers are very dependent on social media. They are so synonymous with smartphones that are almost 24 hours in hand and are very busy surfing the online world that never seems to stop. Especially now, to access Facebook or Twitter, for example, it can be done anywhere and anytime using a mobile phone. The speed with which people can access social media has resulted in a major phenomenon in the flow of information not only in developed countries, but also in Indonesia. Because of the speed with which social media is starting to appear to replace the role of conventional mass media in spreading news. Seeing this, Sekolah Sandi Negara (STSN) together with Yahoo! conducted research on internet use among adolescents. The results show that teenagers aged 15-19 years dominate internet users in Indonesia as much as 64%. The convergence of media has many benefits for life but also has many negative effects including: poor social relations with the community because they are lazy to learn to communicate in real terms. People who are active in social media, if they meet in person, are in fact quiet and do not socialize much. Social media makes someone only selfish. They become unaware of their environment, because they spend a lot of time on the internet, Reduced performance, company work, students, students who play social media while doing their work will reduce their work time and study time, Crime in cyberspace, This crime is known under the name cyber crime. There are many kinds of crimes in the world, such as: hacking, cracking, spamming, etc., and pornography. With the ability to convey information that is owned by the internet, pornography is rampant. Sometimes someone posts what should be their own privacy on social media. This is very dangerous because this post could be used by irresponsible parties. So how do we avoid these bad effects? There should be a role from school and family in dealing with problems that occur among teenagers so that they can use social media wisely. As well as awareness of ourselves about how we should use social media with limitations. It also informs teenagers how to use social media properly and wisely.

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