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Training on How to Use Social Media Wisely and Ethically

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Abstract

Nowadays, the behavior of users in social media arguably represents human behavior in the real world. Training using social media wisely and ethically at young ages is needed to grow good behavior. Based on a preliminary study, the generations of students in SMK Kesehatan Biaretama are considered a target for such training. Fifteen years old dominate with 63.6%, followed by 16 with 29.3% according to age which has the highest penetration rate of social media users, reaching 99.16%, namely ages 13-18 years. The activeness of students in social media reaches 99%. The number of hours students use social media, where 10.1 % stated between 0-2 hours, 40.4% stated 2-5 hours, 36.4% stated 5-10 hours and 11.1 % more than 10 hours. Knowledge training on social media has been carried out several times. Still, it must continue to be carried out along with the development of social media technology and the shift in the age of its users. Training activities with wise and ethical social media materials have been successfully held with the expected results. Participants' knowledge and insight, namely students, can increase with information regarding what can and should not be done when using social media, information about hoaxes and cyberbullyin,g and the ITE Law can be adequately understood. The survey results also show an increase in the knowledge provided from the criteria of understanding standards of very understanding with a boost from the average score on the pre-test 2.96 with a percentage of 59.2% to the average score on the post-test 3.64 with a rate of 72.8%.

Keywords: Ethically, Social Media, Training, Wisely

INTRODUCTION

Social media is a medium on the Internet that allows users to present themselves and interact each other's. Users also can share digital stuff, working together, built collaborations, even can form virtual social bonds (Sciences, 2016). Researchers and practitioners in social media have categorized social media applications and services based on their features and uses. There are social media that used for building relationship networks such as Facebook, Linkdin, Google Plus. Some popular social media services are platfrom for sharing digital content such as Youtube, Vimeo, Snapchat, Instagram. The other categories are online reviews (e.g: Yelp, Open Rice, Zomato, Trip Advisor), Discussion forums (e.g. Kaskus, Stock Over flow, Reddit), and Social Publishing Platforms (e.g. Blog, Medium, Tumblr).

The number of Internet users especially social media users have been increased rapidly in the last three year. In Indonesia, the average increment has reached 10 million users per year. Total users in 2020 and in 2021 are 190.92 million and 201.37 million consecutively. It was estimated that it will reach 210.67 million user at the end of 2022. That means 76% of total Indoenesia population (Hanadian Nurhayati Wolff, 2021). The results of a survey by the Indonesian Internet Service Providers Association (APJII) where the internet penetration rate in the 13-18 year age group will reach 99.16% in 2021-2022. The second position is occupied by the age group 19-34 years with an internet penetration rate of 98.64%. The internet penetration rate in the age range of 35-54 years is 87.30%. The internet penetration rate in the 5-12 year age group is 62.43%. Meanwhile, the percentage of 55 years and over is only 51.73% (Katadata, 2020) .

The behavior of social media users have been studied by many academic reseachers. The topic also made great impression to industrial researchers and practitioners. How user behaviour detemines the purchasing pattern and then how the pattern can affect company

turnover are samples of the study. Some criminal cases involving social media application have been prosecuted with Undang-Undang ITE (Information and Electronic Transactions Code). Among of the cases are cyberbullying and dissemination of hoax (Rahayu & Ruisah, 2021). Knowledge of behavior and ethics using social media, hoaxes, cyberbullying and the ITE Law is considered very necessary, especially at the early age of social media users where the age of 13-18 years has a penetration rate of 99.16%, not to mention in the post-covid-199 era. which forces many activities to be carried out onlineand increasesf internet and social media usage (Riadi et al., 2022) .

Students in Senior High School (SMA) and its equivalent such as Vocational High School (SMK) are representatives of the initial age of media users ssocial namely 14-18 years. Binatama Health Vocational High School (SMK Kesehatan Binatama) is one of the vocational schools in the Special Region of Yogyakarta, precisely in Sleman Regency, which has nursing and pharmacy expertise programs. Training and workshop on social media has been carried out several times, both in solving material such as preventing hoaxes (Rachmawati & Agustine, 2021);(Nurdiana et al., 2021);(Park & Rim, 2019), prevention oyberbullying (Syah, R., & Hermawati, 2018);(Rahmat Syah; Istiana Hermawati, 2018);, ITE (Rahayu & Ruisah, 2021);(Perdana, 2020) or overall social media literacy (Wahyudin & Karimah, 2016); (Afriani & Azmi, 2020);(Rianto, 2019);(Mutiah et al., 2019);(Fahrimal, 2018);(Awaliyah et al., 2021); (Ovaere et al., 2018); however, this kind of training must continue to be carried out in line with the development of social media technology and the shift in the age of its users. Training on wisdom and ethics in using social media is diconsiconsideredortant as training on clean and healthy lifestyle education (Kusumaningrum et al., 2021) or prevention of COVID-19 (Lestari et al., 2021) .

"Program Pemberdayaan Umat – PRODAMAT" is a community service that's compulsory for every postgraduate student in Universitas Ahmad Dahlan. PRODAMAT is carried out by a group of students that is started by a preliminary study to find problems and solutions in the community. The PRODAMAT implementation team has conducted a survey and the conclusion is that Binatama Health Vocational School students are the correct targets to be educated wisely and ethically using social media. Based on a survey conducted through a pre-test using google Forms, it displays a description of students' behavior or habits related to social media as shown in Figure 1, Figure 2 and Figure 3. Figure 1 shows the age of SMK Kesehatan Binatama students as potential participants in wise and ethical training using social media Fifteen years of age dominates with 63.6% followed by 16 years with 29.3% this shows that the target participants for the training bye with the age that has the highest penetration rate of social media users reaching 99.16%, namely ages 13-18 years. Figure 2 shows the activeness of Binatama Health Vocational High School students as prospective participants in wise and ethical training using social media in using social media where 99 % stated that they were active on social media, only 1 student stated that they were not active. Figure 3 shows the duration of the use of social media by students of SMK Kesehatan Binatama. 10.1% of students stated that they use social media between 0-2 hours a day, 40.4% said 2-5 hours, 36.4% said 5-10 hours and 11.1% more than 10 hours. Following up on the survey results, the SMK Kesehatan Binatama and Master of Informatics University Ahmad Dahlan agreed to work together to organize training with wise and ethical themes using social media on 30-31 August 2022 in the format of the community empowerment program (PRODAMAT). The purpose of this program is to provide an overview of social media, information about hoaxes, cyberbullying and the ITE Law. The program also educate students and give awareness what they should do as well as should not do with social media. The target participants for this training are students in class X with a total of 97 students from 3 classes. It is hoped that this activity can provide benefits to students, namely to be wiser and maintain ethics when using social media and hopefully social media can be used for more positive things.

METHOD

PRODAMAT was conducted in the form of a Webinar. The implementation time, which is on 30-31 August 2022, will be conducted online via google meet where participants are at the SMK Kesehatan Binatama Laboratory. The implementation of the PRODAMAT is divided into three

sessions according to the time of the class that is the training participant.. Referring to Nasution et al. (2019), the Webinar method in this PRODAMAT is organized into three stages, namely the pre-activity stage, activity implementation, and post-activity stage. The pre-activity stage consists of:

1. Conduct a pre-test survey to determine the suitability of the target participants, The following is a list of questions in the pre-test survey in Table 1.
2. Prepare materials and activity proposals based on survey results.
3. Prepare the necessary correspondence.
4. Discuss with management of the school to determine the time and location of the program.
5. Discuss with the school regarding the participants who will take part in the activity.
6. Develop a rundown of activities in coordination with the school.

Table 1. Questions on the pre-test survey

No	Question
1	How old are you ?
2	Are you an active user of social media?
3	How many hours a day do you use social media?
4	How much do you know about the do's and don'ts on social media?
5	How well do you know about the truth of the information received from social media?
6	How sure are you about the security of your social media accounts?
7	How much do you know about the ITE Law?
8	How much do you know about hoax news and cyberbullying?

The second stage is the implementation of activities consisting of:

1. Implementation starts at the hour, carried out in three sessions on two days, Tuesday 30 August 2020 at 12.30 – 14.30, continued the next day, Wednesday 31 August 2022, 07.15 - 11.30.
2. Implementation is done online via google meet. All of the presenters are online while the participants are in the SMK Kesehatan Binatama Laboratory.
3. The number of participants is 97 people consisting of a combination of three X classes.
4. Submission of material through powerpoint, demonstration, and equipped with examples of the latest technological developments related to social media.
5. Filling out a post-test survey using google form which is intended to determine the level of understanding of students after participating in service activities.

The third stage is post-activity which consists of:

1. Drawing conclusions from the results of the activities based on the post-test survey that has been carried out.
2. Compile the final report of the implementation of service activities.
3. Publish the results of service in scientific journals.

In order to know the effectiveness of this program, it is necessary to conduct an evaluation to measure the level of understanding of the participants, and to determine the success rate of the Webinar (Nopriyanti et al., 2022) . The evaluation was carried out at the end of the session after the presentation of the material was completed by giving a post-test survey questionnaire. The survey was filled out by participants using a google form link containing six statements with answer scores as shown in the Table 2 (Saputra et al., 2022) .

Table 2. Survey filling score guide

Score	Evaluation
5	Very Know Once
4	Very Know

3	Know
2	Don't know
1	Really Don't Know

The survey results from the google form are then analyzed and calculated using the average score whose final value will be converted into the criteria for the level of understanding. Based on the calculation of the questionnaire (Saputra et al., 2022) carried out, there are five criteria for the level of understanding with a range of values as in Table 3. This service will be concluded based on these criteria and can be concluded successful if the final average score is included in the criteria for Understanding (U), Very Understanding (VU), Very Understanding Once (VUO), and concluded not being successful if it is included in the criteria Do not understand (NU), and Really don't understand (VNU).

Table 3. for understanding level

Average (x)	Understanding Criteria
X 4.2	Very understanding once
3,4 < X < 4.2	Very understand
2.6 < X < 3.4	Understand
1.8 < X < 2.6	Do not understand
X 1.8	Really don't understand

RESULTS

The implementation of PRODAMAT activities at the SMK Kesehatan Binatama was attended by 97 students from class X on 30-31 August 2022 which was divided into three sessions. This online activity was opened with remarks from two service supervisors via online using the google meet platform and remarks from the school in this case represented by the vice principal for student affairs. Figure 4 shows the welcome process from the supervisor of community service activities and school representatives.

Figure 4 shows the opening speech made by the supervising lecturers and representatives of the school conducted online but the participants gathered at the SMK Kesehatan Binatama Laboratory. After the opening of the direct activities at the Webinar on wisdom and ethics using social media for the first session, the next two sessions, the second and third sessions, were held the next day. The Webinar itself contains knowledge and insight about statistics on social media users, definitions of social media and its types, positive and negative effects that can be obtained from social media, tips and tricks on using social media, information on recognizing hoaxes and cyberbullying, the ITE Law and safety tips using social media. Figure 5 and Figure 6 show the implementation of wise and ethical Webinars using social media.

The activity was officially closed after the third session was over, the closing speech was presented by the Head of the SMK Kesehatan Binatama, it can be seen in Figure 7. At the end of the activity the PRODAMAT implementation team also provided a challenge in the form of audio/visual/video content about wise knowledge and ethics using social media and not using social media. forget that participants are asked to fill out a post-test survey to find out the benefits that participants get.

The results of the survey are obtained from the calculation process and become material for evaluation. The post-test survey was conducted using a google form at the end of the session by providing six statements, filled by 75 students out of a total of 97 students as presented in the Table 4.

Table 4. Post-test Survey Results

No	Question	Total Score (∑)	Average (X)
1	This training gave me additional knowledge/insight about what can and should not be done on social media	288	3,84

No	Question	Total Score (∑)	Average (X)
2	This training made me more careful about receiving information from social media	296	3.94
3	This training made me understand more about the security of social media accounts	265	3.53
4	This training made me know the UU ITE	259	3.45
5	This training allowed me to identify fake news and cyberbullying	246	3.28
6	Wise and ethical training using social media like this if held again I would recommend it	288	3.84
	Average(x)		**3.64**

DISCUSSION

Based on Table 4, with the six statements given, the total score is 1642 with an average of 273.667 for each question. This score is obtained from the results of filling out the survey after the activity based on the reference in Table 2. The average of each question is obtained from the sum of the overall average of each question divided by the number of statements. So the final result is 3.64. The average of all these questions is the reference for the assessment of this service based on the reference in Table 3 so that it is included in the criteria for very understanding with a percentage of 72.8% obtained from the comparison ratio between the value of 3.64 with the maximum score that can be achieved, which is 5, while at five of the eight questions in the pre-test survey, the average result of the five questions was 2.96 with a percentage of 59.20%. The recap of the pre-test results can be seen in Table 5.

Table 5. Pre-Test Survey Results

No	Question	Total Score(∑)	Average (X)
1	How much do you know about the do's and don'ts on social media?	319	3,28
2	How well do you know about the truth of the information received from social media?	272	2,80
3	How sure are you about the security of your social media accounts?	321	3,30
4	How much do you know about the ITE Law?	254	2,61
5	How much do you know about hoax news and cyberbullying?	272	2,80
	Average(x)		**2,96**

Figure 8 shows a comparison of the level of understanding of participants before and after service activities. Of the 97 participants who filled out the pre-test survey, it can be concluded that the entry criteria are at (U) or understand the score 2, 96 and the percentage 59, 2%. After the service activities are carried out and the post-test survey is filled again yang filled by 75 students it can be concluded that the participants fall into the criteria (VU) or understand very well with a score of 3.64 and a percentage of 72.8%.

CONCLUSIONS AND RECOMMENDATIONS

Training activities with wise and ethical materials using social media have been successfully held with the expected results. Participants' knowledge and insight, namely students can increase with information regarding what can and cannot be done when using social media, information about hoaxes and cyberbullying and the ITE Law can be understood properly. The

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survey results also showed an increase in the knowledge provided from the understanding criteria to the criteria for very understanding with an increase from the average score in the pre-test 2.96 with a percentage of 59.2% to the average score in the post-test 3.64 with percentage 72.8%. There was an increase in understanding of 13.6% so that this activity can be a provision for participants as a basis for behavior in using social media both for themselves and as information to others.

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APPENDIX
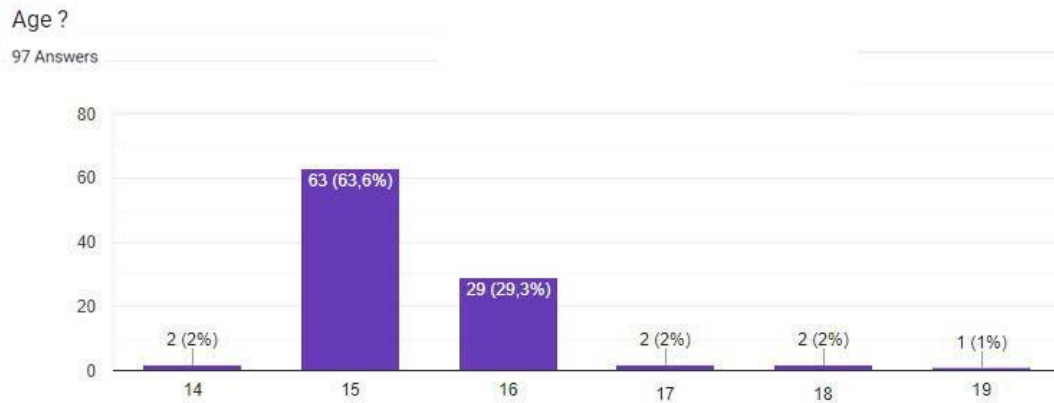
Figure 1. Age of SMK Kesehatan Binatama students

Figure 2. Student activity using social media
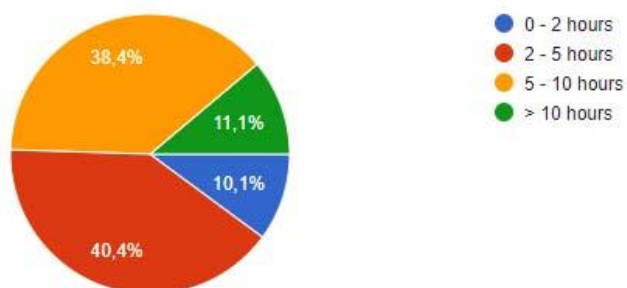
Figure 3. Number of hours students use social media
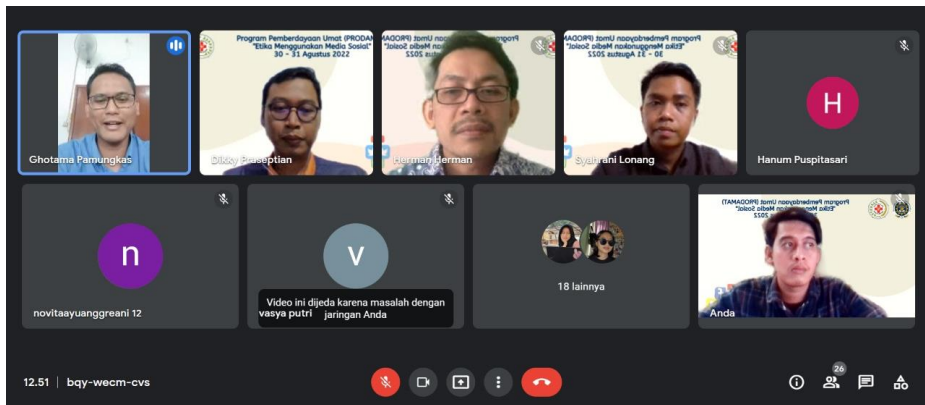
Figure 4. Remarks by the supervising lecturer and the school

Figure 5. Webinar how to use social media wisely and ethically

Figure 6. Webinar Participants
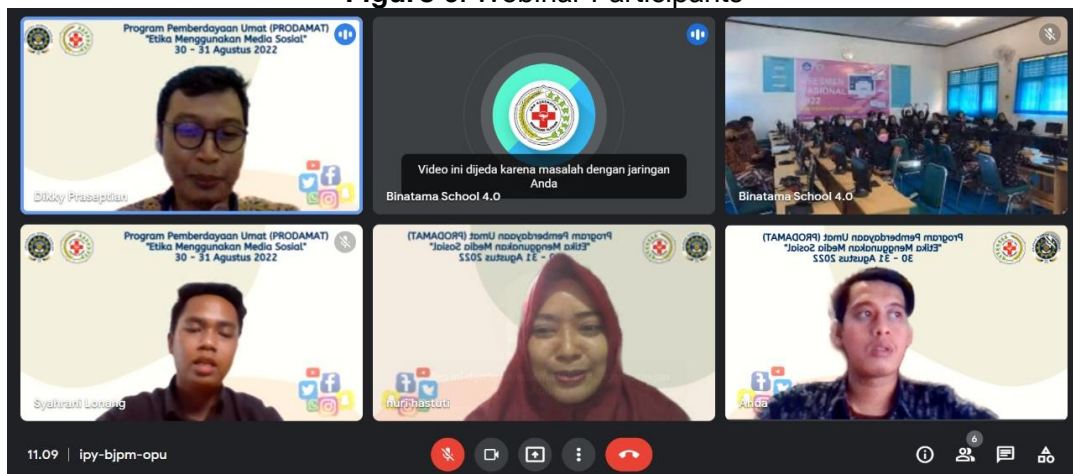
Figure 7. Closing of the event by the Head of the SMK Kesehatan Binatama

Herman[1], Imam Riadi[2], Dikky Praseptian M[1a)], Faiz Isnan Abdurrachman[1], Syahrani Lonang[1]
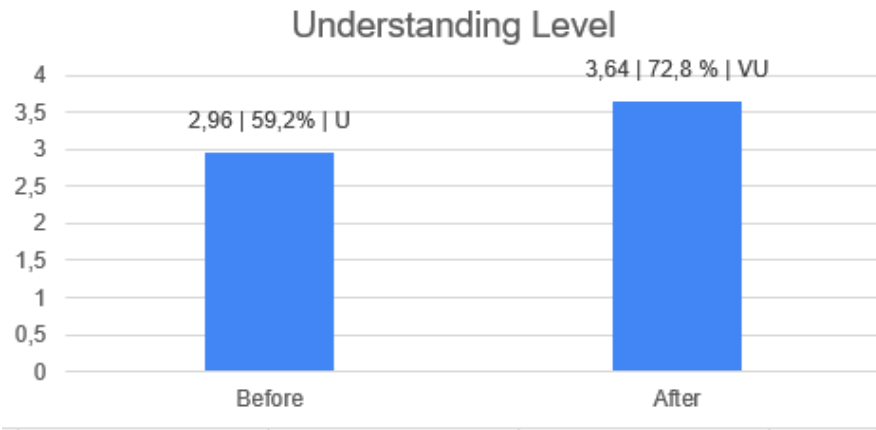
Figure 8. Comparison of understanding levels before and after the webinar