THE EFFECT OF SOCIAL MEDIA ON COMMUNITY SOCIAL CHANGE

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ABSTRACT

Indonesia is one of the many countries with confirmed cases of Covid-19. An increase in Covid-19 cases can have a big impact, one of the impacts is the declining quality of human resources for each individual in a company. To improve the quality of human resources, of course you have to know the management of human resources. Human resource management is the process of managing human beings from planning, recruitment, selection, training, development, compensation, career, safety, health and maintaining industrial relations to termination of employment to achieve from the company and achieve prosperity. The scope of HRM is the objectives of HRM, policy objectives and functions of HRM related to improving the quality of the company's human resources, including: 1. Planning 2. Organizing 3. Implementation 4. Supervision. The functions of human resource management in a company or organization itself include: 1. Job analysis 2. Human resource planning 3. Human resource recruitment 4. Selection 5. Training and development 6. Job evaluation 7. Compensation 8. Career path 9. Safety and health. Factors that influence the quality of human resources in a company are as follows: 1. Company culture 2. Environment 3. Technology 4. Leadership 5. Adaptation 6. Productivity 7. Motivation and recognition. The company's strategy in order to improve the quality of human resources after Covid-19, as follows: 1. Clear job description 2. Detailed work planning 3. Emphasis on technical qualifications and skills 4. Emphasis on special worker training 5.

Keywords: quality, human resources.

Abstract

Society evolves as a result of information technology development. Culture, ethics, and social standards have changed as a result of the advent of social media. A lot of social change has the potential to occur in Indonesia, a country with a sizable population and a diverse ethnic, racial, and religious culture. Indonesians of all ages and backgrounds own social media platforms and use them to gather and disseminate information to the general public. Therefore, the purpose of this study is to learn more about social media, its effects, and how it affects societal development. This study's methodology combines a qualitative strategy with a descriptive research design. methods of gathering data that include observation, interviews, and literature review. The findings of the study demonstrate how social media use has significantly altered peoples' cultural lives. People's lifestyles get more advanced as a result of social media use, which also causes dependency. Humans are no longer complicated when engaging with others since they are no longer constrained by barriers like time, place, expense, or distance. Social media, however, has the opposite effect of isolating people from their own lives. This has a significant impact on social and cultural shifts in society. For instance, social media makes people choose to communicate virtually rather than face-to-face. Because social media is thought to be able to facilitate human work and provide more benefits to people's socio-cultural lives, society is still more dependent on it. So, continue to be vigilant in your communication with loved ones, friends, and neighbours. Because it involves making an attempt to address social needs in order to avert an existential crisis by creating communication with others around us.

Keywords: Information technology, social media, and society

INTRODUCTION

The lives of individuals are prone to transformation whenever there is a new development in information technology. While social media has the power to alter personality traits and behavioural patterns, society itself gradually undergoes changes in terms of its values, norms, and other normative aspects of daily life. Indonesia is home to a sizable and diversified population, made up of various tribes, races, cultures, and religious traditions. Indonesia has many opportunities to witness socio-cultural changes in people's lives due to the country's diverse traditions, customs, ethnicities, races, and religious beliefs. From many sociological perspectives, it can be argued that all Indonesians use social media applications as a means of interaction, communication, information gathering, and dissemination around the globe.

Online media that encourages social interaction is referred to be social media, according to Rafiq (2020). Web-based technology is used by social media to transform communication into interactive discourse. Blog, Twitter, Facebook, Instagram, Path, and Wikipedia are a few of the most well-known social networking platforms today. According to a different definition provided by Van Dijk in Setiadi (2016), social media is a platform that focuses on users' existence and supports their interactions and collaborations. Because of this, social media may be viewed as an online medium (facilitator) that improves both user relationships and a sense of community.

Not everyone used social media in the past, perhaps only a small number of Indonesians, when it was not expanding quickly. However, today virtually everyone in Indonesia uses social media. This

includes not only adults and teenagers but also our old parents and grandparents. Since most Indonesians dislike those who have social media accounts, those who don't utilize it will be viewed as odd, outdated, or not sufficiently current. Social media clearly has a significant impact on a person's life. Social media appears to have grown addictive for Indonesians, especially among teens. They can't go a day without checking social media for practically 24 hours, and they are unable to live without their iPhones.

Because social boundaries are gone thanks to social media, people can interact whenever they want, anywhere. Social media has a significant impact on a person's life, which cannot be disputed. Therefore, millennials need to utilize social media wisely, whether it's for posting comments or creating and disseminating information. Social media is utilized for more than just sharing significant events. Social networking is utilized for many more things besides only making friends and doing business, like finding a life partner. Social media's modern development has changed society. Modern society's patterns of culture, ethics, and customs have changed as a result of the advent of social media. In Sarkawi, the findings of Nasrullah's research (2016)

Social media is an online platform that enables individuals to present themselves and connect, collaborate, share, and communicate with other users in order to virtually forge social ties. Social media refers to social meanings in three different ways: through cognition, communication, and cooperation. Social media has undeniably evolved into a modern form of communication. People's life are affected in a number of different ways by this. Social media's existence has significantly changed how people communicate. Additionally, he made public the findings of his study, which indicated that social media and the internet are widely used in Indonesia. A total of 62 million individuals have registered and have accounts on Facebook, which represents an increase of 38 million internet users, or nearly 15 percent of the population. The study also reveals that the typical Indonesian internet user connects and uses their mobile device for over three hours of social media browsing. The question of how to use social media to make communication in society effective in the fields of marketing, politics, and education is raised by the fact that Indonesia has a large population of social media users, which undoubtedly creates an opportunity to maximize social media's presence as a communication media. The study also reveals that the typical Indonesian internet user connects and uses their mobile device for over three hours of social media browsing. The question of how to use social media to make communication in society effective in the fields of marketing, politics, and education is raised by the fact that Indonesia has a large population of social media users, which undoubtedly creates an opportunity to maximize social media's presence as a communication media. The study also reveals that the typical Indonesian internet user connects and uses their mobile device for over three hours of social media browsing. The question of how to use social media to make communication in society effective in the fields of marketing,

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Then, according to Rafiq (2020), using social media has advantages for users in that it makes it simpler for them to build relationships with other people, makes it easier for them to perform their jobs, and fosters friendships because users are no longer constrained by geographic distance and time constraints. This is no longer an issue while performing social interactions because news is delivered rapidly and is, of course, affordable. Social media has the negative impacts of keeping close friends and family at a distance and making it easy for distant friends and family to become closer. Additionally, face-to-face interactions will decline, internet users will enable addiction and can cause conflicts. Today's realities in Indonesia necessitate an adaptable mindset and government accountability. Social media has significantly altered people's socioeconomic lives across practically all levels and social strata. The sociocultural cycle must actually alter and evolve for it to proceed. The authors are interested in conducting study on "The Impact of Social Media on Social Change in Society" since the government in Indonesia needs to regulate social media freedom.

METHOD

This study's methodology combines a qualitative strategy with a descriptive research design. A qualitative approach is a method of conducting research that yields descriptive information in the form of spoken or written words from subjects and discernible behaviour. Data from the interviews are employed in this qualitative study in the form of narratives and phrases. Descriptive research is used to describe or analyse a research result, but it is not employed to draw more general conclusions. It is not required to consider what percentage of informants is sought or must be determined because samples are not employed in qualitative research to reflect the community. A purposive sampling strategy is employed in qualitative research, and the chosen sample represents the data. The depth and capacity to give completeness of the data is the target; the quantity of information is not the primary goal or target. Children, adults, and senior citizens who frequented the workplace served as the study's subjects.

The following is the data collection strategy I employed for this study:

1. The direct observation of neighbourhood activities is used in the observation approach.

2. The interview approach, which involves conducting one-on-one interviews with respondents and other informants.

3. The approach of the literature study, specifically the creation of a literature review that is in line with the investigation, using both printed and online sources.

Data gathering, data reduction, data display, and drawing and verifying findings are the four parts of the data analysis, which incorporates qualitative data analysis from Miles and Huberman in Rijali(2019). Therefore, inductive analysis was used to assess the data in this study. Triangulation of sources can be used to examine the accuracy of the data. Comparing and rechecking the level of confidence in data gathered through various methods and tools by comparing the outcomes of interviews amongst research participants is the checking technique and the validity of this data.

RESULTS

Social media is an online tool that facilitates interaction or communication without face-to-face contact, utilizing sophisticated web-based technological capabilities that can transform direct conversation into indirect communication. Currently, Facebook, Instagram, Twitter, Tiktok, Snapchat, YouTube, Google, Blogspot, and other social media platforms are widely used by the general public. By converting information from monologue media to conversation social media, social media that uses the internet enables individuals to communicate with one another more easily and use the internet network. In the meantime, social media is a medium for social contact, easy communication with others, and material that is freely accessible to everyone, according to Triastuti et al in Harahap et al (2021). Social media has become a requirement of daily living in today's culture. Social media helps us do our jobs better than without it. This is evident from the increased use of social media among Indonesians.

Therefore, social media is a tool that people use to communicate and share with others online. Users can access social networks, forums, Wikipedia, and blogs from anywhere in the world. Social media encourages participation from the general public by allowing for open contributions, comments, and the quick, simple, and seamless delivery of a variety of news. The Bulletin Board System (BBS), a platform for announcing meetings and other events, was the first kind of social media to emerge in 1978. It established history's first virtual community. Additionally, the development of User Net in 1979 encouraged people to begin using virtual communication through articles and bulletins. Social media was mainly used for sharing at the time, and there was no online friend network. With the launch of the Six Degrees service in 1997, a new online friendship network was born. Users of this site can make friend lists and profiles. Blogger and Live Journal first appeared in 1999. Through their personal blogs and journals, users of this site can communicate and share their writing.

With the launch of Friendster in 2002, social networking started to expand quickly. Users of this site can make profiles and digitally connect with others from all over the world. The youth of the day were drawn to Friendster at that time. Facebook, a revolutionary social media platform, was created in 2004. Following that, social media applications such as Twitter, Instagram, Google, and others began

to appear. Other friendship networks with distinct criteria, like My Space for music and LinkedIn for business or job, emerged as a result of this success. It becomes harder for people to escape the social media trap as more applications continue to appear over time. In fact, many people report feeling empty after a day without using social media. That is as a result of social media's integration into modern day living. Even our conduct, interpersonal connections, and mental health have been impacted by social media.

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Social media is a place where one can establish a personal web page and connect with everyone who joins the same social media to exchange information and communicate. If conventional media employs print and broadcast media, then social media uses the internet. Social media encourages anyone interested to engage, make criticism, publicly discuss, and exchange knowledge fast and unlimitedly. It's easy and doesn't take long for someone to create an account on social media. Teenagers have social media where they usually upload personal activities, stories, and images with their peers. More active as teenagers on social media then they are deemed hip and cool. But kids who don't have social media are generally considered as old-fashioned, out of date, and socially inept.

The rapid rise of social media is also because everyone seems to have their own media. If traditional media such as television, radio or newspapers demand huge money and a large workforce, then social media is another scenario. Social media users can access via a wide free internet network and can do so effortlessly. Social media users can also freely discuss and voice thoughts without feeling concerned. This is because on the internet, especially social media, it is incredibly easy to misrepresent identities or commit crimes.

Social Media Impact.

Social media has had a tremendous impact on people's life in various dimensions, such as in political, social, economic and cultural elements. In addition, using social media also has various positive and harmful impacts that do not touch people's lives in the least.

The Positive Impact of Social Media

This makes it simple for us to communicate with a large number of people. With social media, we can easily engage with anyone even our favorite musicians who also utilize well-known social media such as Facebook and Twitter.

Expanding association

Social media helps us to have many connections and a large network. Of course this has a beneficial impact on people who desire to get friends or life partners from far away places or foreign countries.

Distance and time are no longer a problem

In the era of social media like today, long distance relationships are no longer a huge impediment because we can still contact with other people at any time even though we are separated by a considerable distance.

It's easy to express yourself

Social media provides new tools for humans to express themselves. Ordinary folks, shy people, or people who are constantly afraid about expressing their ideas in public are now able to express themselves freely.

Dissemination of information can take place swiftly

With social media, anyone can share new information at any moment, so that other people can also acquire information shared on social media at any time.

Cheaper cost

When compared to traditional media, social media requires a cheaper cost because we only need to pay internet fees to be able to access social media.

Negative Impact of Social Media

Keeping close people distant and vice versa. People who are stuck on social media have a huge negative, which is the possibility of disregarding people in their daily life.

Face-to-face interaction tends to decline

Because it's easier to engage through social media, someone will be even more lethargic to meet other people in person.

Make people become addicted to the internet

With the practicality and simplicity of accessing social media, people will become increasingly dependent on social media, and will eventually become addicted to the internet.

Vulnerable to the harmful influence of others

As in everyday life, if we don't select the people who are in our social circle, then we will be more exposed to undesirable influences.

Privacy issues

With social media, whatever we submit may be instantly seen by others. This of course can show our personal concerns. Therefore, it is advisable not to upload things that are private to social media.

Causing conflict

With social media, anyone is free to voice opinions, opinions, ideas and so on, but excessive freedom without any control sometimes creates potential for conflict which finally leads to a divide.

The Influence of Social Media on Social Change in Society

According to Cahyono AS (2016) Social change is a change that occurs in the structure of society that can impact patterns of social interaction in something that can grow human character towards a better process or vice versa. Socio-cultural change originates with two different viewpoints. The first is seen from the notion of sociology and the second is seen from the concept of anthropology. However, socio-cultural changes can be regarded as changes that include practically all areas of the socio-cultural life of a community or population. In principle, this system is more about acceptance of changes in the new system carried out by the community designed to improve the quality of life and standard of living.

With the presence of social media as a new technology, of course, the way of human life will also change. Some of the changes are the rising efficacy and efficiency of humans in collecting information without being hampered by time, place and charges that are not too expensive. From an economic aspect, there is increasing public interest in social media, not a few of our individuals gain from doing business through social media. Then individuals will be increasingly dependent on social media, and

this will disrupt their daily lives. Accessing social media at any time has become a new human need to always update information since social media has become a more actual source of information compared to previous media.

The usage of social media plays a vital part in the system of socio-cultural transformation in society. Social media is a significant part in socio-cultural development. In social media cultural borders have been obliterated, meaning that in using social media, people no longer have differences across cultures. For the community the use of social media has positive and bad implications. The positive impact of using social media for the community has clearly dragged many socio-cultural changes towards a better life, while the negative impacts of using social media for society tend to lead to socio-cultural changes by abandoning the customs and ethics that have existed so far in culture. Indonesian society.

The emergence of social media has led to changes in human life habits. These changes can make human existence better, for example, if we look at it from an economic standpoint, today we have seen that many people gain from social media, specifically by doing business through social media. Thus society will now depend on social media. This happens as a result of the effect of regular people's lives. People currently open social media about three hours a day, it can be claimed that social media is establishing a new human need.

In addition to the positive impacts that have been highlighted, negative influences also often exist in society. With social media, people regularly clash with each other. Communities often use social media as a weapon to divide unity, for example by propagating fake news. Unknowingly, social media has substantially influenced changes in the system that has existed in society so far. When seen from the background of social interactions, the influence of media Social change towards socio-cultural change is produced because humans interact too easily with each other with social media, resulting in social interaction reality will diminish and people would choose to engage through social media. Humans no longer need to meet face to face with other humans to interact.

The quick evolution of the times has led individuals wanting to construct sophisticated technologies as part of modernity. That's a lot of social media in society. With the existence of social media, it quickly brings changes in society, particularly changes in culture, changes in lifestyle, and other changes. The influence of social media might be forward or backward, thus there will be positive and negative repercussions from social media itself.

CONCLUSION

The use of social media has created various changes in people's cultural life. People's lifestyles get more advanced as a result of social media use, which also causes dependency. Humans are no longer complicated when engaging with others since they are no longer constrained by barriers like time, place, expense, or distance. Social media, however, has the opposite effect of isolating people from their own lives. This has a significant impact on social and cultural shifts in society. For instance, social media makes people choose to communicate virtually rather than face-to-face. However,

In essence, we must be able to distinguish between life in the real world and life in cyberspace. Maybe its existence can give numerous benefits, and some individuals can even generate money from its existence in cyberspace. But in the end our real existence will be affected by our life in cyberspace. So, continue to be vigilant in your communication with loved ones, friends, and neighbors. Because it involves making an attempt to address social needs in order to avert an existential crisis by creating communication with others around us.

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