THE IMPACT OF SOCIAL MEDIA ON MILLENNIAL LIFE IN THE 21st CENTURY

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ABSTRACT

In the 21st century, the sophistication of technology is increasing rapidly, without us realizing that social media is becoming our daily social needs. Social media poisons all people regardless of gender and sees age restrictions, from men and women and young children to adults. Social media is a place or place to socialize between one person and another through virtual without any time and distance restrictions. Socialization through virtual can be done in a media message, phone media, even virtual face-to-face that only requires an internet connection and tools such as gadgets, MacBooks, laptops, etc. Such sophistication has a significant influence on our lives. There are so many activities that we can do through social media, with easy access, so that anyone can use it. However, such sophistication makes parents neglect the development of their children. And reduce interaction or social activities in the community. Based on these problems, this study aims to provide information, understand further and answer questions regarding the definition of impact, the definition of social media, impact of social media throughout the 21st century, and proper use of social media. Such influences can be positive and negative influences. The method research used is descriptive qualitative with literature review analyzed from information 20 journal articles with a range of 2019-2021. The results of this study are the facts of the use and influence of social media that occur in today's life. This research has limitations, namely, only limited to the daily media use in Indonesia and the impact that arises.

Keywords: *Impact, Social Media, Teens*

INTRODUCTION

The development of technology is a development that we can feel. For now, the story gives a change to the pattern of human life. The rapid growth of technology provides many conveniences to us, such as education, employment, business, communication, and so forth. At this time, social media has been able to reach broad and share information in the form of text, audio, and video easily and quickly. So that social media can influence lifestyle, the culture of society, and human perspective. Social media sites of various shapes and types, but the most widely used and commonly followed by teenagers are Instagram, Twitter, Whatsapp, Facebook, etc. Accessing social media has become routine among millennial teenagers.

The use of social media can have a positive impact and a negative impact on its users. The reason for this research, namely to find out how big the impact given by social media, and to find out how to overcome these adverse impacts. As we know, social media is not only in certain circles. Ranging from children to adults are already dependent on social media. Therefore, the role of parents is needed at this time to give direction to children so as not to be addicted to universal social media. Because of addiction to social media, many changes from children today no longer contain the values taught by parents in the past, such as not knowing manners, paying less attention to the ethics of methods, etc. So, parents should pay more attention to children using promising approaches and communication to understand which side is positive and the negative side of social media.

Without exception, teenagers are involved in it. In teenagers with the age range of 12-24 years, that is a time when teenagers experience a terrible condition, making it easier for teenagers to be affected by things around them without thinking about the good and bad first. Nowadays, many adolescents experience bullying, harassment, forming body-shaming behaviors, etc., which can result in depression, anxiety, fatigue, envy, and can even lead to death by suicide. Therefore, social media should be used wisely, according to its direction and proportions.

This study contains the definition of impact, definition of social media, impact of social media in the 21st century, proper use of social media. The results of this study are expected to provide information on the impact of social media in the 21st century to reduce the harm or negative impact of social media use.

METHOD

The method used in this study is the qualitative-descriptive method with *literature review*. The qualitative descriptive way is research that produces descriptive data in writing that contains event symptoms or an event that has happened or ever occurred. A literature review is a review to be the basis or basis of research in previous research results that can have similar topics.

This study used 20 journal articles with a range of 2019-2021 obtained from Google Scholar. The information and data obtained are processed by reading, then analyzing, and then sorting it according to the content of the concept to be researched.

The data criteria in the form of journal articles needed are in the field of technology, especially social media, definition of impact, positive and negative impacts, and proper use of social media. From these criteria, it can be searched with keywords regarding, “technology developments”, “social media”, “impacts of social media”, “advantages of social media”, and “utilization of social media”.

The data collection selection technique used is literature study. Based on the book "Library Research Methods" listed on page 3, literature study is a series of activities related to the methods of collecting library data, reading, and recording and processing research materials. (1). The journals were obtained from the Google Scholar site. The search for journal articles is adjusted to the criteria, namely, in the field of technology that focuses on social media. The use of journal articles as reference material for this research. This journal article contains the results of research by experts so that it can be ascertained the truth.

The data analysis technique is carried out by focusing on the impact obtained from the use of social media and relating it to conditions in the 21st century to find out how to overcome it. (1) Data reduction, namely the activities of sorting and centralizing data according to predetermined criteria, namely regarding technological developments, social media social, social media impact, benefits of social media, and use of social media. (2) Data presentation, namely presenting search result data through Google Scholar regarding technological developments, social media, the impact of social media, the benefits of social media, and the use of social media. (3) Concluding the data, connecting all the data obtained to produce a conclusion at the end of the study.

RESULTS

This study obtained 20 journal articles with a range of 2019-2020 obtained from Google Scholar and one website obtained from the West Java BAZNAS website. The details of the number of journals based on their contents, namely nine journals on the influence or impact of social media use, seven journals on the use of social media in today's life, three journal relationships in the use of social media, and one journal ITE Law. one website about the impact of the Covid-19 pandemic.

There are 7 journal articles in 2019 that discuss the following, the impact of social media on adolescent behavior at this time, use social media as a means of literacy, the relationship between the use of social media and the impact of adolescent behavior, the relationship between adolescent learning activities and the time of using social media, adolescents, the factors that shape body shaming behavior in social media today, the use of social media such as YouTube as a learning suggestion, and legal efforts to crack down on insulting behavior (Body Shaming) on social media according to criminal law and the applicable ITE Law.

There are 13 journal articles in 2020 with the following titles, the impact of social media on social changes that occur in the community, the impact of social media on student achievement, the level of addiction to social media, the impact of social media on the development of children's intelligence, the psychological impact that occurs to victims of Cyber Bullying, the use of Zoom meeting media during the Covid-19 pandemic as a means of online learning, the use of Tik-Tok social media as a means to provide good and correct hand washing directions to prevent Covid-19, utilizing social media for online marketing media during the Covid-19 pandemic, the use of Instagram social media in libraries, the relationship between students' ability to think critically in the use of social media during the Covid-19 pandemic, the impact of social media on adolescent development, changes in learning media during the Covid-19 pandemic, impact in the use of media he socializes on adolescent mental health, as well as 1 website regarding the impact of the Covid-19 pandemic on education.

DISCUSSION

Social media is a place or place to socialize between one person and another through virtual without any time and distance restrictions. Socialization through virtual can be done in messaging media, telephone media, even virtual face-to-face that only requires an internet connection and tools such as gadgets, MacBooks, laptops, etc. Such sophistication has a significant influence on our lives. There are so many activities that we can do through social media, with easy access, so that anyone can use it. The influence gained from the use of social media can be a positive influence and a negative influence.

Definition of Impact

Influence is an effort or force that can change something else. Influence there is a causality of something that affects the fragrance. Influence can also be said to be something connected with the thing that touches it. On the other hand, influence is an effort that can trigger something to change. Then it can be drawn the common thread, if one of the so-called influences changes, then there will be a causal or reciprocal that occurs. (2)

Influences are divided into two, namely positive influences and negative influences. A positive influence is Peru's ingredients that lead to better things or an advantage. In comparison, negative influences are changes that lead to less good or worse things than before or a disadvantage.

Definition of Social Media

Social media is a medium that allows people to interact, participate, and exchange information and news without any restrictions on distance, time, and space. These interactions can be text, audio, or audiovisual. Media comes from Latin, namely "*Medium*" which means an intermediary. The intermediary of a message is forwarded to another. According to Van Dijk, social media is a platform that provides facilities for online activities. (3)

Social networking is a site where people can create a personal web page freely, connecting with others to communicate or exchange information and news. The largest social networks that are already universal include Facebook and Twitter. Facebook was created in 2004 by Mark Zuckerberg. Meanwhile, Twitter was founded by Jack Dorsey, Christopher "Biz" Stone, Evan Williams, and Noah Glass in 2006.

The Impact of Social Media Today

In the 21st century, where times are all sophisticated. The use of technology has become commonplace for all of us, regardless of age or gender. However, the sophistication of technology is also accompanied by the increasing use of social media. In today's use of social media, many people ignore its influence. A lot of power gained from the use of social media exceeds the limits. Here are some examples of the negative impact of social media use that we are used to today.

The first impact, which is on the level of addiction to social media. For now, it can be said that 24 hours social media accompany us. Many teenagers are already addicted to social media, social media that is often stolen, such as Whatsapp, Instagram, Twitter, Tik-Tok, Telegram, and so on. The results of the demographic study of the frequency of social media use included 26.4% of school students using social media for less than 3 hours in a day. (4)

The second impact, the impact on the development of the child. The role of parents today is very needed in paying attention to the growth and development of children. Not a few parents now have given gadgets to underage children. It is introducing the less good and forming a high level of addiction. As is the case in using You-tube social media, You-tube can be used by toddlers to the elderly. The use of You-tube is very influential on the development of intellectual intelligence, emotional intelligence, spiritual and social intelligence. (5) The use of You-tube can reduce the interest in learning in children, so it isn't suitable for the child's achievements. However, You-tube can also be used to learn with good supervision and to mentor parents.

Not always give a negative influence, there is also a positive influence of social media on the development of children that can be seen from the learning achievements of learners, namely simplifying the learning process, making it easier to interact with others as a means of adding insight, supporting in the provision of material in the form of video or audiovisual.

The third impact, impact on adolescent behavior change. Behavior is a response that occurs because of the interaction between the individual and the surrounding environment to think, behave and argue. (6) Social media gives a lot of changes to the behavior of children or adolescents today that no longer contain the values taught by parents in the past, such as not knowing manners, lacking attention to ethics, manners, etc. Today's teenagers are very indifferent to the circumstances or circumstances surrounding it. The increased selfishness that only thinks of itself without thinking of others or the environment is one of the influences of

social media. As for the influence that leads to adolescent sexuality. Adolescence is the phase in which physical, psychological, and intellectual growth occurs. This makes teenagers have a great curiosity, have curiosity about new things, tend to accept challenges, and love adventure. The availability of means to fulfill the wishes of youth can lead to inner conflict. If something is taken inappropriately without careful thought, it can lead to a significant risk. Like risky sexual behavior, this can interfere with his physical and psychosocial health. In this 21st century, with the sophistication of social media, teenagers quickly access everything related to pornography. The information can be in the form of photos or videos that make a fantasy in teenagers. It is very detrimental. Teenagers will feel depressed, dropouts, lips of people around them, and ostracized society. Therefore, the use of social media among adolescents should still be within the limits and need the assistance of more mature people.

The fourth influence, change in social society. Social media, our way of life, way of view, and human way of thinking change. Social media brings social change that eliminates the norms that exist in the community and reduces interactions or social activities in the community. It can also cause conflicts between groups containing Tribe, Race, Religion, Intergroup (SARA) elements. Social media makes people no longer need to meet and communicate in person. This forms an increasingly closed pattern of society. (2)

The subsequent influence, cyberbullying activities occur. Many crimes occur on social media, one of which is cyberbullying. Cyberbullying is bullying committed on social media. Cyberbullying can be rants, insults, intimidation, harassment. Victims who get cyberbullying will feel a loss of confidence, haunted by feelings of incapacity, anxiety, insomnia, distress, and will always feel sad. It is very dangerous to his psychological condition. The psychological impact seen from the results of research conducted by Riauskin & Soestio (2005), namely victims feel uncontrollable emotions such as anger, upset, grudge, fear, stress, shame, sadness, threatened, and uncomfortable, until there are victims who feel depressed and want to commit suicide. (7)

The last influence, the formation of body shaming behavior. Body Shaming is to give negative criticism or comments to a person's physical appearance, making the person feel insecure about his physical state. It causes distrust and always feels lacking with the physical possessed.

The criminal legal efforts for the perpetrators of body shaming, namely, for perpetrators of verbal body shaming, will be subject to Article 310 of the Criminal Code with the threat of

9 months in prison. And for perpetrators of body shaming directed directly to the victim in the form of a written narrative through social media will be subject to Article 311 of the Criminal Code with the threat of a sentence of 4 years in prison. (8)

In addition to the negative influence of social media use, there is also a positive influence from social media. Here are some examples of the positive impact of social media utilization today.

Utilization of social media as a means of literacy. Because social media contains information and the latest news, anyone can access it just by needing an internet connection. (9) In social media also contains a lot of knowledge that can be accessed through google, google scholar, chrome, and so on as a support for learning activities. Social media is used as a means of literacy because the application is easy, does not require a significant cost, can be done at any time, just by opening the smartphone that we have, to arouse readers' interest. Applications that contain reading material such as comics or novels, namely Webtoon, Wattpad, and others.

In addition, during the pandemic Covid-19, almost all daily activities are done online or online, as well as learning activities, work, and others. The application supports these activities, such as the Zoom Meeting application. Zoom a meeting to a meeting media by using video. Eric Yuan is the founder of Zoom Meeting and inaugurated 2011 its headquarters in California. (10) With the Zoom Meeting application, it is easy for us to do school activities, lectures, or face-to-face work online or online. Social media is expected to help the learning process and facilitate interaction between lecturers and students during the pandemic Covid-19. Using technology as one of the main tools to obtain information in the digital age, social media becomes one of the options in the online learning process, especially in the future pandemic covid-19. Nevertheless, the activities carried out remain less conducive as they are offline face-to-face.

During the Covid-19 pandemic, there was also a lot of socialization done by utilizing social media. For example, the use of Tik-Tok social media as a means of socializing handwashing movements. Since the beginning of 2020, Tik-Tok has become a popular culture in Indonesia and even worldwide. Tik-Tok is a music video app that was initially used as entertainment lip sync songs. Tik-Tok is currently a popular culture, which is why Tik-Tok is a means of socializing the proper handwashing movement and as often as possible during the Covid-19 pandemic. The millennial teens of Tik-Tok users are more interested in watching socialization videos handwashing with videos that are packaged simply. (11)

The impact of the Covid-19 pandemic can also be seen in the existing economy. Social media can be used to improve the economy by doing E-commerce as a product marketing medium. Buying and selling activities are done online, just by clicking, paying, and waiting for the product to come. Without wasting time and effort. E-Commerce is an excellent solution to the active trade in the current pandemic that has not ended.

CONCLUSION

Social media is a place or place to socialize between one person and another through virtual without any time and distance restrictions. Socialization through virtual can be done in messaging media, telephone media, even virtual face-to-face that only requires an internet connection and tools such as gadgets, MacBooks, laptops, etc. The definition of influence is an effort or power that can change something else. Meanwhile, the definition of social media is a medium that allows people to interact, participate, and exchange information and news without any restrictions on distance, time, and space.

The use of social media in the 21st century can have negative influences and positive influences. Negative influences of social media use, among others, the occurrence of addiction rates to social media, influence on child development, influence on changes in adolescent behavior, changes in colonial society, cyberbullying activities, and the formation of body shaming behavior. In addition, the positive influence obtained is the utilization of social media as a means of literacy, the utilization of Zoom Meeting for learning and work activities, utilization as a means of socialization, and as a means of trading activities with E-Commerce. Social media can have many positive impacts if used wisely, according to the direction and proportion.

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Tabel Attachment

No.	Category	Year	Total	Presentation in the literature review
1	Article Journal	2020	13	61,9%
2	Article Journal	2019	7	33,3%
3	Website	2020	1	4,7%