

The Impact of Social Media Use on Social Interaction of Students of The Faculty of Medicine, Jenderal Soedirman University

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Abstract

Social media is an internet-based group application that builds on the basis of ideologies and web 2.0 technologies and enables the creation and conversion of content from users that produces both positive and negative impacts. The research method uses qualitative methods and descriptive approaches with informant sources of Jenderal Soedirman University students, Faculty of Medicine. The result of this study is that the use of social media has a complex impact on students' social interactions. While social media can improve connectedness and access to information, its excessive or unbalanced use can interfere with face-to-face communication and mental health. Students need to understand and manage their use of social media wisely, while still appreciating the importance of in-person social interaction and real-world relationship building.

Keywords Media, Social, Students, Interaction, Youth

INTRODUCTION

Today's technology is growing very fast. Where technology companies are constantly providing innovation for the convenience of consumers. One of the technological developments that keep up with the times is a mobile phone. Mobile phones certainly function to make it easier for people to connect with other communities. Not only mobile phones are developing. The internet also developed along with the development of mobile phones. Mobile phones and the internet complement each other, both of which have great benefits for the people who use them. information needed by the community can be obtained quickly from various sources via mobile phones, accessible anywhere and anytime as long as needed (Sa'diah et al., 2022). According to Doni Pranata Yusuf (2017), social media is an internet-based group application that builds the basis of ideology and web 2.0 technology and allows the creation and cultivation of content from users who produce. The following is a list of important social media that can be used as a promotional event and as a means of embracing fans or potential customers, where according to Sulianta (Doni Pranata Yusuf, 2017) consisting of: (1) Facebook: Social network founded by Mark Zuckerberg and later became one of the largest social networks in the world. Well-known brands or artists generally have a Facebook page account on this network. In Indonesia, jejaring is very popular to be used as a means of selling online. (2) Flickr: A network for various images and digital photos, this network can be used to display product photos and as a means of increasing access to product websites. Through Flickr, netizens will be led to visit your website. (3) Foursquare: A network for sharing locations, including sharing places of interest, including restaurants to visit and members can comment and give testimonials. (4) Goodreads: A social network for book lovers, authors and publishers. Authors or publishers are required to have a goodreads account to monitor the feedback of book lovers. According to Nasrullah (Kartika Mariskhana, 2018) social media is a medium on the internet that allows



users to percentage themselves and act, collaborate, share, communicate with other users and form social bonds virtually. Social media is a series of social media-based applications built on Web 2.0 technology that allows users to create and exchange User Generated Content (Aviarni et al., 2020). Social media is also defined as a suite of communication and collaboration tools that enable many types of interaction that were previously unavailable to the general public (Brogan, 2010). Unlike traditional media such as newspapers, magazines, radio, and television, the interactions that occur are inherently very limited, making it difficult to include a significant amount of interaction. In addition, in the past one still had to try to approach the person directly to get to know someone new in the past, greet and communicate to others directly. However, with the advancement of technology, there is no longer any need to greet others directly. With today's technological advancements, humans only need to download applications provided by application developers. Mobile phones used today have many applications, and currently people only have to choose which applications to download (Xiao, 2018). The presence of social media will certainly have a positive impact and a negative impact.

The positive impact of the internet and social media is that individuals can increase their creativity to design their media content, can send and receive messages from various parties anywhere and anytime and there are still many positive impacts. However, it is undeniable that the arrival of social media also brings negative impacts such as internet addiction due to excessive use and is likely to become a person who is aloof and less interacting with others (Eric et al., 2015). According to Kathleen, direct communication through face-to-face is a very influential human interaction. Because although social media can connect many people, it will not be able to establish familiarity and closeness directly in the same place so that social interaction in the community will be reduced (Begley, 2010). Social interaction itself is a dynamic social relationship, which can be in the form of relationships between individuals, between groups or between individuals and groups. This social interaction is the key to all existing social life, without social interaction, there will never be a life together. Meeting individuals with other individuals directly will not necessarily form an interaction if there is no discussion, cooperation, mutual assistance to achieve a common goal (Soejono Soekanto, 1990). So, this social interaction really needs to be done because humans are actually social creatures. The negative impact and positive impact of social media, so researchers want to explain in more detail the impacts in the discussion of this article. Researchers hope this article can provide useful information for readers so that insight can be broader and can make people aware of the importance of using social media wisely.

METHOD

In this study, the author used qualitative research methods. The research method uses qualitative methods and descriptive approaches with informant sources of Jenderal Soedirman University students, Faculty of Medicine. Qualitative methods are often called naturalistic research methods because the research is carried out in natural conditions. (Sigiyono, 2009:8) Qualitative methods are defined as social science research methods that

collect and analyze data in the form of human words and deeds and researchers do not try to calculate or quantify qualitative data that has been obtained and thus do not analyze numbers (Afrizal, 2016: 13).

RESULT AND DISCUSSION

The Impact of social media on Adolescent Social Interactions

Basically, social interaction is a social relationship related to relationships between individuals, between groups of people, and between individuals and groups of people. Social interaction between human groups occurs as a whole between these groups and usually does not involve the personal membership of its members. Social interaction here begins with the presence of two or more people who use tools to communicate with each other (Soekanto, 2007). Currently, a communication tool that is on the rise is through gadgets by utilizing social media as a facilitator. In fact, there are many positive impacts and negative impacts due to social media, especially related to the process of social interaction in the community, be it students, adolescents to adults, of course, it has an impact on all of them. However, the impact depends on how people interpret their use of social media (Harfiyanto et al., 2015). The following explains the impacts of social media on people's social interactions:

Positive Impact of social media on Community Social Interaction

The communication relationship with social media is actually very close. Because the presence of social media makes communication between people faster and easier, on the other hand, it can be done anytime and anywhere, one of which is with social media. Whether it's via chat, phone or video call. Without realizing it, the existence of social media has had a profound impact on human life as individuals and society in general. The existence of new information and communication technology has changed human behavior when using technology. This causes humans to find new ways to search for information. This is not just two-way communication but the communication process is intertwined symmetrically (interacting communication members can communicate directly with each participant and act simultaneously as message senders and message receivers) (Sari et al., 2018). According to research conducted by Aviarni et al (2020) with the emergence of various social media, people can make friends and share information with others without anytime and anywhere. Social media itself is a new interaction media that creates space for people to share, tell stories, and communicate their ideas or innovations. As a result, people will be able to move around the virtual space and interact with others. Students who study far away from their peers can use social media to reconnect with friends they haven't seen in a long time. Therefore, such students can get emotional support from previous social interactions. Some other positive impacts according to this study are as follows:

Increase Cooperation. The existence of social media millennial generation can also cooperate in terms of education, such as sharing educational information or discussing related to education in the space provided by social media. Cooperation is a form of social interaction. So that the interaction remains established. It seems that the use of social media has a positive impact, one of which is that teenagers who use social media can easily access



information about school activities so that the information they get is always up-to-date. Can reduce disputes and opposition. The presence of social media certainly has a great influence on social interactions in society, especially communicating indirectly or through cyberspace. In cyberspace, users are free to express whatever they want to convey, whether it is personal information or general information. With social media as well, users can stay in touch with each other, strengthen brotherhood and friendship. Because on social media itself, there are no rules or restrictions to comment, so other users are free to comment anything. Can expand your network of friends. It is very clear that with social media the number of friends owned can increase because users can add anyone to become friends. Changes in social relations, or changes in the equilibrium of social relations, changes in all forms of social institutions in society that affect social systems, including values, attitudes and patterns of behavior between groups. offering. Social Community Groups can communicate directly with the President through social media to convey suggestions, criticisms, and constructive ideas. If the traditional method requires people to first become members of the DPR / DPR or demonstrate in front of the president's office to express their aspirations, this method now tends to be abandoned.

Negative Impact of Social Media on Social Interaction of the Community

Social media can alienate people who have been close. Where social media users will be trapped in it, so they will ignore people in the surrounding environment. Reduced face-to-face interaction with the community so that the quality of direct interaction will also decrease, on the other hand with the existence of mobile phones and social media teenagers tend to be hyperpersonal and make teenagers in the village less sensitive to the surrounding environment. Minfluence national stability. There is also a background of social inequality that often invites comments and leads to conflict. One example is that deviant social behavior patterns are often bombarded on social media as same-sex groups such as gays and lesbians.

Efforts Are Made to Reduce the Negative Impact of Social Media on Community Social Interaction. Many people today do not understand the importance of direct communication between people. On the other hand, direct (face-to-face) communication has many advantages over electronic communication. But in reality, most people like to communicate in cyberspace, and everything happens in cyberspace, but keep in mind that what is seen in cyberspace does not always correspond to physical reality. Feedback and responses from other parties are rare when communicating online (Husna, 2017). Therefore, efforts need to be made to reduce the negative impact of using social media above, namely as follows:

Supervision and control of parents to children, because the problem of less social interaction due to social media mostly also occurs in children. So parents need to supervise children's activities with their mobile phones (Aziz & Nurainiah 2018).

For adolescents and people who have been addicted to social media, it is expected to use social media wisely, limiting its use according to the main function of social media so that direct interaction with the community can be established normally (Aziz & Nurainiah 2018). If someone has been addicted to social media and tends to change his personality in

terms of social interaction in the community, then he can make counseling efforts with a psychologist to direct the person back to being someone who has a social life such as communicating well with the surrounding environment, avoiding actions that can damage his morals, care, tolerance for others can grow again well (Elmansyah, 2017).

CONCLUSION

The impact of social media use on student social interaction can be summed up as follows:

1. **Increased Connectedness:** Social media allows students to stay connected with their friends, both near and far. They can interact with each other, share thoughts, and maintain social relationships through social media platforms. This can increase connectedness and strengthen social bonds between students.
2. **Changes in Communication Patterns:** The use of social media has changed student communication patterns. They can communicate instantly through direct messages, comments, or group chats. However, these interactions are often virtual and may not provide the same social experience as face-to-face interactions. These different communication patterns can affect interpersonal communication skills in actual social situations.
3. **Low Face-to-Face Communication:** Reliance on social media can reduce face-to-face social interaction among students. They may prefer to communicate through text messages or social media platforms rather than meeting in person. This can reduce the ability to read body language, facial expressions, and voice intonation, which are important aspects of effective interpersonal communication.
4. **Influence on Mental Health:** Social media can have an impact on students' mental health. Social comparison, addiction, and an emphasis on a perfect self-image on social media can lead to stress, anxiety, and depression. This can affect overall social interaction, as college students may focus more on comparison and validation from others through social media rather than developing healthy, authentic social relationships in the real world.
5. **Access to Information and Opportunities:** Social media can provide easy and quick access to information, educational opportunities, and social activities. Students can join study groups, campus organisations, or attend events and seminars via social media. This can expand their social network and increase interaction with other students who have similar interests and goals.

Overall, the use of social media has a complex impact on students' social interactions. While social media can improve connectedness and access to information, its excessive or unbalanced use can interfere with face-to-face communication and mental health. Students need to understand and manage their use of social media wisely, while still appreciating the importance of in-person social interaction and real-world relationship building.



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