IMPACT OF SOCIAL MEDIA USE: ANALYSIS OF CHARACTER CHANGE IN ISLAM

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Abstract. Social media is an online medium, with its users being able to easily participate, share, and create content including blogs, social networks, wikis, forums and virtual worlds. Blogs, social networks and wikis are the most common forms of social media used by people around the world. The positive impact of social media is that it makes it easier for us to interact with many people, expand relationships, distance and time are no longer a problem, easier to express ourselves, information dissemination can take place quickly, costs are cheaper. While the negative impact of social media is to keep people who are close and vice versa, face-to-face interactions tend to decrease, making people addicted to the internet, causing conflicts, privacy problems, vulnerable to bad influences from others. The existence of social media has influenced social life in society. Changes in social relationships or as changes to the balance (equilibrium) of social relations and all forms of changes in social institutions in a society, which affect the social system, including values, attitudes and behavior patterns among groups in society. Positive social changes such as the ease of obtaining and conveying information, obtaining social and economic benefits. Meanwhile, social changes tend to be negative, such as the emergence of social groups in the name of religion, ethnicity and certain behavioral patterns that sometimes deviate from existing norms.

Keywords: Social media, Character change, Islam.

Abstrak. Media sosial adalah media online, dengan penggunanya dapat dengan mudah berpartisipasi, berbagi, dan membuat konten termasuk blog, jejaring sosial, wiki, forum, dan dunia virtual. Blog, jejaring sosial, dan wiki adalah bentuk media sosial yang paling umum digunakan oleh orang-orang di seluruh dunia. Dampak positif dari media sosial adalah memudahkan kita untuk berinteraksi dengan banyak orang, memperluas hubungan, jarak dan waktu tidak lagi menjadi masalah, lebih mudah untuk

mengekspresikan diri, penyebaran informasi dapat berlangsung dengan cepat, biaya lebih murah. Sedangkan dampak negatif media sosial adalah menjauhkan orang yang dekat dan sebaliknya, interaksi tatap muka cenderung berkurang, membuat orang kecanduan internet, menimbulkan konflik, masalah privasi, rentan terhadap pengaruh buruk dari orang lain. Keberadaan media sosial telah mempengaruhi kehidupan sosial di masyarakat. Perubahan hubungan sosial atau sebagai perubahan keseimbangan (keseimbangan) hubungan sosial dan segala bentuk perubahan pranata sosial dalam suatu masyarakat, yang mempengaruhi sistem sosial, termasuk nilai, sikap, dan pola perilaku antar kelompok dalam masyarakat. Perubahan sosial yang positif seperti kemudahan memperoleh dan menyampaikan informasi, memperoleh manfaat sosial dan ekonomi. Sementara itu, perubahan sosial cenderung negatif, seperti munculnya kelompok-kelompok sosial yang mengatasnamakan agama, suku dan pola perilaku tertentu yang terkadang menyimpang dari norma yang ada.

Kata kunci: Media sosial, Perubahan karakter, Islam.

1. INTRODUCTION

The development of information technology in this modern era is increasingly rapidly in people's lives [1] [2]. The Internet is one of the media of information technology which has the fastest development of other technologies [3]. In the book Information and Communication Technology by Hendri Pondia it is stated that the internet is a collection of computers that are connected to one another in a network. Called an interconnected network because the internet connects computers and computer networks around the world into a very large computer network [4].

In general, the existence of internet media, especially social media, has an impact on adolescent behavior, not only about religion but also about how they get along, behave and from the way they look which sometimes does not comply with faculty rules [5]. In terms of religion, teenagers also often procrastinate for prayer, even when Friday prayers the teenagers often prefer to use their social media instead of listening to sermons [6]. In addition, the impact that is most often overlooked is the lack of socializing with their friends around them, they tend to prefer using social media rather than chatting with friends around them [7]. In fact, this can make it easier for teenagers to socialize directly as a place to gather, stay in touch and so on. The positive impact that is felt through the existence of social media is easy.

Social media is a system of social structures consisting of individual or organizational elements [8]. The presence of social media needs to be considered again because personal consumption can now be enjoyed in general by the social media community. This does not aim to stop the use of social media but to maximize its use according to its actual function. It is important to increase the self-awareness of every social media user considering that things uploaded can affect their self-image and relationships with others.

2. LITERATURE REVIEW

Social media is a system of social structures consisting of individual or organizational elements. Social media is a site where one can create a personal web page and connect with everyone who is on the same social media to share information and communicate [9]. This social media will make those who have the same sociality, ranging from those who are known everyday to their families, can relate to each other [10]. If traditional media uses print media and broadcast media, then social media uses the internet. Social media invites anyone who is interested to participate by giving feedback openly, giving comments, and sharing information in a fast and unlimited time.[11]

Social media removes boundaries in socializing. In social media there are no limitations of space and time, they can communicate whenever and wherever they are. It is undeniable that social media has a great influence in one's life [12]. Someone who was originally small can become big with social media, and vice versa [13].

According to the Central Team for Public Relations of the Ministry of Trade of the Republic of Indonesia in the guidebook for optimizing social media (2014), the characteristics of social media include:

a) The submitted content is shared with many people and is not limited to one particular person.
b) The content of the message appears without going through a gaptek and there are no blocking gates.
c) Content is delivered online and in person.
d) Content can be received online in a faster time and can also be delayed receipt depending on the interaction time that is determined by the user.
e) Social media makes its users as creators and actors who allow themselves to be self-actualized.
f) In social media content there are a number of functional aspects such as identity, conversation (interaction), sharing, presence (exist), relationship (relationship), reputation (status) and group (group).

3. RESEARCH METHOD

The research method is a way of working to collect data and then process the data so as to produce data that can solve research problems. This is as expressed by Winarno namely: "Research method is the main method used to achieve a goal, for example to test a series of hypotheses, using certain techniques and tools. This main method is used after the investigator takes into account its reasonableness in terms of the purpose of the investigation and the situation of the investigation.[14]

The role of the research methodology is very decisive in efforts to collect the data needed in research, in other words the research methodology will provide instructions for the implementation of research or instructions on how this research is carried out. Methodology implies that it involves procedures and how to test the data needed to solve or answer a research problem [15].

This research uses descriptive analysis method. As stated by Nana Sudjana and Ibrahim (1989:64) that: Descriptive research is research that seeks to describe a symptom, event and incident that is the center of attention and then described as it is.[16]

4. RESULT AND DISCUSSION

For the Indonesian people, especially teenagers, social media seems to have become an addiction, there is no day without opening social media, even for almost 24 hours they cannot be separated from smartphones. The biggest social media that are most often used by teenagers include; Facebook, Twitter, Path, Youtube, Instagram, Kaskus, LINE, Whatsapp, Blackberry Messenger. Each of these social media has special advantages in attracting the many social media users they have. [17]

However, there are several things that affect this social media user, both from the youth and the community. Like :

    a. Keep away people who are close and vice versa. People who are stuck in social media have a big drawback which is the risk of ignoring people in their daily lives.

    b. Face-to-face interaction tends to decrease. Because it is easy to interact through social media, a person will be increasingly lazy to meet face-to-face with other people.

    c. Making people addicted to the internet With the practicality and ease of using social media, people will increasingly depend on social media, and will eventually become addicted to the internet.

    d. Vulnerable to the bad influence of others As in everyday life, if we do not select the people who are in our social circle, then we will be more vulnerable to bad influences.

    e. Privacy issues with social media, anything we upload can be easily seen by others. This of course can divulge our personal problems. Therefore, it is better not to upload private things to social media.

    f. Generating conflict with social media, anyone is free to express opinions, opinions, ideas and others, but excessive freedom without any control often creates the potential for conflict which eventually leads to a split.

Islam as a religion that guides its people to always prioritize doing good in every side of life has limitations for its people in using social media wisely [2]. Islam does not have an anti-mainstream view of technological developments [18]. Islam supports it while still paying attention to ethics that guard morals and morals on the right track [19].

Here are some ethics that must be considered in using social networks:

1. Make it a Means to Spread Kindness
Information spread on social media more or less describes the clarity of the author's morals [20]. Those who have a view of spreading the benefits through writing and are broad-minded will not be in a hurry to post news. The field of reward will actually flow if every thing we preach has Islamic treasures and spread benefits [7]. Like a bee that will only look for honey, if the instinct of goodness has been activated, our senses will not be interested in creating things or writing that will cause slander. [21]

2. Remembering Hisab for All Deeds
Fully aware of the reckoning or calculation of every detail that we do can be the main controller in controlling our actions. There will be a final day at the end of the life of the world that makes humans aware of the limitations of their age [22]. The scales of good and bad become the determining point of human existence in the afterlife: heaven or hell. We

should also hold this awareness of reckoning when using social media because whatever we do with social media will also become an accountable charity record in the future.

3. **Do Kroscheck Before Opinion (Tabayun)**
If the news that is displayed is only to seek popularity and "likes" from readers without heeding the truth and slander that will be caused, this can be the beginning of misunderstanding [23]. The phenomenon of "talking fingers", which is the habit of sharing without looking for the truth of the news, often occurs [24]. Hoax news spread because of the contribution of our two thumbs [25]. For this reason, seeking the truth of the news is mandatory before spreading it [26].
"And say to My servants: "Let them speak the best (true) words. Verily, Satan stirs up discord among them. Verily, Satan is a real enemy to mankind" (Surah Al-Israa 'verse 53)

4. **"CCTV" on Both Shoulders**
Feeling always being watched by the angels of Allah's messengers on the right and left shoulders should make the body and mind think before taking action. 24-hour supervision while the heartbeat is still beating isn't it enough to be a controller in every action? Likewise with activities on social networks. Our likes, comments, or shares will be witnessed and later will be held accountable.

5. **The Room of Sincerity Without Slapping Riya**
Mission or intention only occurs in one direction, namely honesty of heart to the Owner of Life [27]. We can not see, let alone give an assessment of someone's intentions [28]. Set a mission to harvest the abundance of His rewards without expecting praise that inflates popularity. This will be the basis for us to continue to do everything positive [20], [29].

5. CONCLUSION

Social media is a system of social structures consisting of individual or organizational elements. Social media is a site where one can create a personal web page and connect with everyone who is on the same social media to share information and communicate. Social media removes boundaries in socializing. In social media there are no limitations of space and time, they can communicate whenever and wherever they are.

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Islam as a religion that guides its people to always prioritize doing good in every side of life has limitations for its people in using social media wisely. Islam does not have an anti-mainstream view of technological developments. Islam supports it while still paying attention to ethics that guard morals and morals on the right track.

Ucapan Terima Kasih

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