

The Impact Of Social Media On Social Behavior Children In The City Of Surabaya

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Abstract.

The primary issue with this study is how much children who are thought to have a strong interest in character development and child protection use communication media. Children in Surabaya City may be perceived to be influenced by the information and knowledge that the media presents. Qualitative research is the kind that this is. Data is acquired through Three methods: documentation, interviews, and observation. Techniques for data analysis are documented, data is gathered, and analysis is done to give categories meaning. The Snowball Sampling Technique is used to choose and determine research subjects. The snowball sampling technique is a method for selecting and collecting samples within a network or relationship. In Surabaya, a study on children's social and communication media has led researchers to conclude that communication media is necessary for the community, regardless of social class. These days, finding communication media takes a lot of work. The extensive usage of communication media among children and teenagers in the community proves that communication media has also reached all age groups. It cannot be disputed because young people are particularly susceptible to falling prey to the adverse effects of media. Not only may using communication media have significant effects, but it can also have adverse effects that can influence users earlier than youngsters who are quick learners and highly curious. Children's performance can improve if they are given access to unfavorable, unreasonable, or inappropriate things for their age. In this instance, parents' involvement in the supervision process is crucial. Effective communication offers insight into children, obviating the need to do things to adolescents and children, as supportive parents are the primary institution in shaping a child's character, attitude, and behavior.

Keywords: Social Behavior, Communication Media, and Child.

I. INTRODUCTION

In social life there are many the changes and new discoveries that we encounter which day by day it becomes more diverse, based on needs primary, secondary and tertiary, that is adapt to life's needs society, its changes and discoveries covering things from small to large scale which is very big and always changes every day, This obviously can't be avoided anymore, that is will indirectly cause change structures and patterns in society itself. Social change is a change to patterns behavior, social relationships, institutions, and structures social at any given time [1]. This shows that In society there are changes in interactions between each other when they do actions and actions for what is done. These changes are not we can only find it in urban communities course but these changes have also penetrates the lives of people in the region rural areas for reasons of subsistence public [2],[3]. The most striking change is that What we often encounter are changes in sectors information and communication technology. In development of modern society technology and communication media are increasing day by day increasingly rapidly as it spreads internet and cellphone use. Use internet and communication media in life personal is now increasingly common, characterized by everyone has at least one piece of technology communication media. This is the most and can be we find it all over the region, especially in the region urban [4], [5]. Use of communication media in this era modern is no longer hard to find, in fact, all of them people already have communication technology. Matter this indicates that it is no longer difficult to obtain this communication medium.

The ultimate communication medium widely used are cell phones or cellphone, this is caused by the media [6]. This communication is easier and more practical for easy to use or carry anywhere operated and also in terms of benefits, so more people are using media this communication, this communication media

also has various features that help humans in carry out activities. The characteristics of social media used by Surabaya children are not much different from those of Surabaya cyber media (cyber) because social media is one of the cyber media platforms. However, social media platforms have distinct personalities, such as networks, blogs, simple online diaries or microblogs, media sharing, social bookmarking, shared content media, and wikis. The spread of communication media has affected specific age groups and all age groups, from young children to elderly adults. As a result, technology and communication media have become a child's friend and have diminished their desire to play and learn, especially when it comes to content that is not both, like pornographic and violent video games and movies, believed to negatively influence both children's behavior and children's abilities [7], [8]. They become imitators reliable. They are smarter than we think, more smarter than it looks, so don't underestimate it child at that age. They become imitators hand. They are more intelligent than we think, more brighter than it looks, so don't underestimate it child at that age [9], [10], [11].

If Children have been given communication media and technology as toys, then that's it will affect the acquisition process the language and what is more implied is disturbances in children's emotional development, this lead to children whose level of use the media is high, the social interaction is indirect or media, sociability tends to be low, social tendencies tend to be quiet, tend to be aggressive, resulting in increasingly rapid developments in the field technology and communication, the development of the soul Children also experience changes that need to be taken into account [12]. The hobby of playing with this new media too much will cause poor social relations children with their friends so they can inhibits thinking and social abilities. In children's lives, the use of communication media as part of information technology, media communication is like a double-edged sword [13]. On the one hand, this is the case can be helpful if used to do good and valuable things, such as looking for school study materials, discussing subjects, studying distance, and looking for teaching methods multimedia based. But on the other hand, use communication media can also lead to negative things, which then influences the child's social behavior. The intensity of children's use of communication media is considered to have a very strong influence on the formation of children's character and behavior [3], [11], [14]. Media provide relevant information and knowledge ultimately can form a perception so influence a person's attitudes and behavior. In Surabaya, the use of social media has both reasonable and unfavorable effects that might harm users, particularly young people with high levels of interest and swift influence. Inadvertently providing teenagers and kids with access to undesirable or inappropriate content may be the reason behind a drop in their academic performance. In this situation, parents' roles are critical in supervising and teaching kids to use communication media sensibly so that bad things don't happen to teenagers and kids. This is because parents are the institutions that shape kids' behavior, thought patterns, and character first.

II. METHODS

The type of research used is descriptive qualitative research. Qualitative descriptive research is a process that produces a description of people or behavior in the form of kind words, oral and written. One of the characteristics of qualitative research is descriptive, where data is collected in the form of words, images, and not numbers [15], [16], [17]. This qualitative research method is also often called a method of naturalistic research because the research is carried out under natural conditions. The type of approach used in this research is a case study. A case study is a research strategy in which the researcher carefully investigates a program, event, activity, process, or group of individuals. Cases limited by time and activities, and researchers collect complete information with using a variety of data collection procedures based on the specified time. As for the subject who is the informant in this writing, namely children and teenagers who use media communication and parents who have children who using communication media.

The snowball sampling technique is used in selecting and determining research subjects. Technique snowball sampling is a method for identifying, setting, and taking deep samples from a continuous network or chain of relationships. In practice, the snowball sampling technique is a multi-stage technique based on a ball analogy of snow, which starts with a small snowball and then enlarges gradually because of the addition

of snow when rolled into a bed of snow. In this research, two types of informants are used: the first informant from children and teenagers who use media communication, and the second informant is from parents and children who use communication media in Surabaya. Data collection techniques, namely observation, interviews, and documentation. Technique data analysis, namely recording, data collection, and thinking that data categories have meaning.

III. RESULTS AND DISCUSSION

This section describes the research in this study is a quantitative research with correlational methods

1. Results

Communication media is beneficial in the process of life in society makes everything something becomes more practical and faster in obtain information and news without having to be restricted distance and time, this is in line with what is in conveyed by Mc. Luhan, a philosopher of theory communication, which is a technology determinists who have views about technology as an extension of humans and needs, and the technology that has been created so far intends to make all activities easier humans, and an extension of the five human senses.

a. Communication Media and Social Change for Children in Surabaya

Social change is changes that occurs in social institutions in society that influences the system social, including values, social attitudes, and patterns behavior between groups of people, especially in urban society increasingly developing with the times. The theory of technological determinism confirms that changes that occur in the development technology from ancient times to the present have a significant influence on public. Technological developments such as Reka new or can also be called innovation, discoveries, and other things aims to develop technology for facilitate human activities, have a significant influence on development of social values and inner life public.

Technological determinism is also interpreted as an autonomous structure-based technologists who later claimed that technology as a dominant factor social changes occur. The influence itself originates from the meaning culture and the uses that can be provided by the technology because it is deep technological determinism, innovation discovered by inventors in society are also addressed for society. Hence, determinism technology assumes importance to human ideas in creating later technology This technology influences social life man. From this description, it is explicit communication media and technology has become one of the drivers social changes in people's lives and making it more practical is also very necessary by society in the modern era like now.

b. Social Behavior of Surabaya Children

The social behavior of children in Surabaya appears in patterns responses between people expressed by relationships Interpersonal reciprocity, social behavior is also identical with a person's reaction to other people, behavior it is shown by feelings, actions, attitudes beliefs, memories or respect for others. Social behavior is relative to respond to other people in certain ways different. Formation of a person's social behavior influenced by various factors. Without us realizing it communication media has also taken over in the process of forming children's social behavior in use of communication media. So, media communication has an influence on the process social interactions and social relationships carried out by individuals with other individuals. So that This communication media provides changes to social behavior in children in Surabaya. Current technological advances cannot separated from public life. Various information that is happening in multiple parts of the world today. We can immediately find out, thanks to the progress this communication technology.

Now the world is felt increasingly narrow due to the rapid access to information in various parts of the world, it seems to be getting narrower because we can see what is happening in parts of the world others through developments in technology and media communication. Communication media is wrong a result of technological developments created in the form of a small device that uses it increasing due to advances in technology and communication media. Of course, this technological progress causing significant changes to occur social life and all civilization. This change also has an impact prominent on the values that exist in life

public. In life, we can see the influence of advances in technology and media is so great communication of the values espoused by public. Advances in technology and media communications such as television, telephone, and telephone handheld (cellphone), not only the internet It's only hit city residents, but that's it can be enjoyed by rural communities; if Judging from the price, communication media is not cheap stuff, so it's only used by interested people only, but the facts. Children and teenagers also use it. As a result, all good information is positive or negative ones can be accessed easily.

2. Discussion

The development of technology and communication media for children in Surabaya has resulted in benefits in line with the threat of danger that may arise if misused. Recently, children in Surabaya have been enjoying it. His free time is no longer playing, cooking, or playing with cars like children did in previous era. Kids nowadays are busy with communication media or cell phones or their popular terms gadget. Starting from watching videos on YouTube, playing games, and even having fun fiddling with the press on their social media such as Instagram, Facebook, WhatsApp ,and other social media. They use of communication media to post photos on social media or play games. However, communication media can backfire or weapons that can hurt children. In this case, the role of parents is vital in monitoring their children against abusers use of this communication medium.

As a parent, must be good at understanding or controlling about technology, especially in the use and function of media. communication itself, let alone technology or media which is used by unstoppable children as a result of the current rapid modernization that is leading on changes in individual behavior, especially on teenage children. This is due to communication media technology in Surabaya is no longer complicated to use access or use, even obtain, from things so, little by little, the children started feeling addicted or beginning to feel dependent about the communication media, whether or not. These things directly bring about changes in the lives of individuals and individuals the wider community thus brings. that impact very serious as children become addicted or dependence on media use communication. Media dependency theory or Dependency theory states that increasingly a person depends on a medium for meet their needs, then the media becomes increasingly important for people or individuals.

IV. CONCLUSION

From the results of research on the Impact of Social Media Regarding Children's Social Behavior in the City of Surabaya, you can conclude that communication media has become something that is needed by society from upper class to lower class society. Media communication is now more accessible to obtain. Communication media has also spread to social circles its popularity proves all circles and ages use of communication media in the community even teenagers and children. It cannot be denied that children and teenagers are most vulnerable to being trapped in bad influence of the media. The flow of information can be fast influence the development of children's thinking patterns leads to changes in children's behavior patterns. children and teenagers are greatly influenced by that content provided by communication media. Media use communication does not only have a positive impact.

However, it also has a negative impact can be detrimental to users, especially children easily influenced and curious high, so that indirectly, teenagers or children children can access something negative or negative not good and not appropriate for the child's age; this can cause their performance to decline, low learning achievement, even tend not to listen what their parents say, even if in let it continue, and it will be a bad thing for you development of the child's character and behavior. In this means that the role of parents is vital carry out the monitoring and delivery process understanding of children in media use communicate wisely so that things are not in want it not to happen to teenagers and children because remembering that parents are the first institution in life formation of children's thought patterns, behavior, and character.

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