HOW SOCIAL MEDIA AFFECT SOCIAL SKILL OF 2ND SEMESTER STUDENTS OF ENGINEERING FACULTY UNMAS DENPASAR PSDKU MATARAM IN ACADEMIC YEAR OF 2018/2019

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ABSTRAK

Penelitian ini bertujuan untuk mencari tahu apakah media sosial dapat mempengaruhi kemampuan sosial mahasiswa semester kedua fakultas teknik UNMAS Denpasar Kampus Mataram, bagaimana media sosial dapat mempengaruhi kemampuan sosial mereka, apa saja pengaruh atau perubahan yang dapat ditimbulkan. Penelitian ini bersifat qualitative – menjelaskan fenomena-fenomena sosial yang terjadi di masyarakat. Total sampelnya adalah 15 orang mahasiswa semester kedua fakultas teknik UNMAS Denpasar PSDKU Mataram. Metode yang dilakukan untuk mengumpulkan data adalah interview secara langsung

Kata kunci: media sosial, kemampuan sosial

ABSTRACT

This study aims to find out whether social media can influence the social ability of the second semester students of the Faculty of Engineering of UNMAS Denpasar PSDKU Mataram, how social media can influence their social skills, whatever influences or changes that can be caused. This research is qualitative - explains the social phenomena that occur in society. The total sample is 15 second semester students of the faculty of engineering UNMAS Denpasar PSDKU Mataram. The method used to collect data is direct interview

Keyword: social media, social skill

INTRODUCTION

Background

In this present time almost every people in the world have *smartphone.* These smartphones allow their owner to do many easy to almost impossible tasks. In addition to providing benefits (positive impact), smartphones also provide losses (negative impacts) at the same time. Being dependent and making it easier for people to do work is one example of the disadvantages and benefits of using a smartphone. It can be said that smartphone users in Indonesia are increasing from time to time, even smartphones are now included in the group of primary needs for a portion of Indonesia's population. This is because it is triggered by the growing life of the people who participated in encouraging the fulfillment of information technology advances. This is because basically human beings are social beings who need a way to communicate with others so that interactions can be established with each other

Information technology is a technology used to process data, including processing, obtaining, compiling, storing, manipulating data in various ways to produce quality information, namely information that is relevant, accurate, and timely, which is used for personal, business and government and is strategic information for decision making (Saleh and Pitriani, 2018). One result of advances in information technology is social media.

Social media is a media designed to facilitate interactive or two-way social interactions. Social media is based on internet technology that changes the pattern of information dissemination from previously one to many audiences (Saleh and Pitriani, 2018). Nasrullah (2015) argues that social networking sites or social media are media used to publish content such as profiles, activities or even user opinions, as well as media that provide space for communication and interaction in social networks in cyberspace. Social media is currently very popular with various groups and is considered quite effective by the people of Indonesia

because social media can help teenagers (students) to get information and communicate with new people. Abadi (2013) in his research revealed that students' reasons for using social media, including seeking information, strengthening connections between users, eliminating fatigue, increasing self-confidence. Some of the most popular examples of social media today include; *Instagram, Facebook and Whatsapp*.

Based on the results of observations to find data in the field, the three social media almost always exist in every smartphone of the second semester students of the Faculty of Engineering, UNMAS Denpasar PSDKU Mataram where most of the students fall into the category of millennial adolescents or *"anak jaman now"*. These three social media are very popular among students. They install these applications for various reasons.

Sari *et al* (2018) state that the use of social media can have a positive or negative influence depending on how we use it. The positive impact of the use of social media for students, among others, can be used as a medium to find information, media for dialogue with friends regarding learning and so on. Meanwhile, the negative effects of using social media for students include, students becoming addicted and neglecting their obligations, students become less reactive with their surrounding conditions

Many experts believe that social media can affect one's social abilities. Social ability is the ability of individuals to communicate effectively with others verbally and nonverbally according to the situation and conditions at the time, where these skills are learned behaviors (Hargie, Saunders, & Dickson in Gimpel and Merrel, 1998). Michelson (in Prawitasari et al, 2002) social skills are skills that can be achieved by taking the training process, related to how to establish good interactions, while Arends (2008) states that social skills are behaviors that drive good relationships and strengthen the formation of collaboration between one person and another. Social skills include the ability to communicate, establish relationships with other people, respect themselves and others, listen to opinions or complaints from others, give or receive feedback, give or receive criticism, act according to the norms and rules, etc.

Based on the background, the research problems can be formulated as follows; can social media affect the social ability of the second semester students of the Faculty of Engineering UNMAS Denpasar PSDKU Mataram? How can social media affect the social ability of semester two students at the Faculty of Engineering UNMAS Denpasar PSDKU Mataram? What influences and changes can be made by social media to the second semester students of Faculty of Engineering UNMAS Denpasar PSDKU Mataram?

RESEARCH METHOD

This type of research is a qualitative case study with a qualitative approach method. The main purpose of qualitative research is to understand phenomena or social phenomena by focusing more on the complete picture of the phenomena being studied than to describe them into interrelated variables. The hope is to get a deep understanding of phenomena and then produce a theory (Rahardjo, 2010). This is in accordance with the objectives of the research and problem formulation, namely; what influence and changes can social media have on the second semester students of the Mataram Faculty of Engineering UNMAS Denpasar PSDKU Mataram? How can social media influence the social skills of second semester students at the Mataram Faculty of Engineering UNMAS Denpasar PSDKU Mataram?

Data collection techniques carried out in this study is using direct interview techniques. This technique was used because it was felt to be very suitable with the conditions in the field where all second semester students of the Faculty of Engineering UNMAS Denpasar PSDKU Mataram were relatively few samples / objects of research (15 people). Arikunto (2010) states that when a subject <100 should take the entire population into a sample. In addition to using interview techniques, document research techniques are also carried out to find evidence or relevant research results so that the theories that are later used are expected to strengthen the results of this research.

RESULT AND DISCUSSION

Based on the results of interviews with a total number of samples of 15 people it is found that social media has a significant effect on students' social skills. This statement is proven by the answers of 11 out of 15 students (73.3% of the total sample) where they agree that there is a change in the interaction relationship in their social environment; (1) they become more active in interacting with fellow students, office friends, neighborhood, and family. (2) They also express more expressiveness to show their existence and feelings without worry. This statement is supported by Hargie, Saunders, & Dickson (in Gimpel and Merrel, 1998) that adolescents with social skills will be able to express feelings both positive and negative in interpersonal

relationships, without having to hurt others. Social skills bring teenagers to be more courageous to speak, expressing any feelings or problems faced. Research conducted by Sherlyanita & Rahkmawati (2016) finds that the use of social media which is equal to social interaction directly will have a positive impact. (3) Besides the two things mentioned above, they also state that it is easier to find new friends, relations, or friendship networks from social media. The reason is that they are easier to find new friends with the same background on social media compared to finding new friends in their real everyday environment. There is little shame and worry when it comes to establishing new friendships in their daily real life. 10 out of 15 students (66.6% of the total sample) think there is a sense of shame to greet or open new discussion with people who are meeting for the first time, and 5 out of 15 students (33.3% of the total sample) feel worried that they would arise misunderstanding at the beginning of their friendship with someone they just knew. This statement is supported by several research results from experts, including; Arends (in Sari et al, 2018) states that social skills are behaviors that encourage good relationships and strengthen the formation of collaboration between one person and another. Pratiwi (in Sari et al, 2018) agrees that students who have low social skills in community life will have difficulty in building relationships so students will make relations through social media. Agustriana (in Sari et al, 2018) and Umbara (in Sari et al, 2018) argue that individuals who have a low level of social skills will have difficulty expressing their opinions. Therefore the use of social media can help students get used to interacting. The more often students establish relationships with other people, the students' social skills in understanding, expressing opinions will be more honed.

Besides that, based on the results of interviews with students, it turns out that social media also has good influences and changes that they admit have positive and negative impacts on their behavior and habits. Same as stated by Abadi (in Sari et al, 2018) where social media influences the development of interpersonal relationships in adolescents. Social media has a positive and negative impact on users or what is called a user, but all of that is related to how to use social media every day. Whether the use of social media is balanced with direct interaction or social media dominates the communication of students with others. The positive impact that students have felt since they started social media such as Facebook, Instagram and Whatsapp, among others; (1) they become more open to various kinds of information spread on social media, (2) their views or concepts of social problems or phenomena are broader, (3) easier for them to find new information, (4) when working coursework becomes faster and more effective when circumstances do not allow them to meet face to face, (5) faster communication with friends, relations, or family with more flexible time and relatively cheaper costs, (6) lifestyle becomes more modern and dynamic. While the negative impacts can be called, among others; (1) it is easier to be exposed to hoaxes (wrong information), (2) difficult to distinguish facts from hoaxes spread, while facts are very few, (3) often exposed to cyber-bullying events, (4) staying up late causing decreased levels of health and concentration during activities, (5) becoming addicted - for example when studying in the concentration class becomes disturbed because it almost always checks social media or to reply to comments from friends or other people, (6) often wasting time (for example linger in the bathroom because of playing social media), (7) emotions become more unstable due to finding something - news or writing - that is not liked on social media, (8) becomes easier to vent negative emotions, (9) alone-together phenomenon (gathering with friends but each is busy with his smartphone (Saleh and Pitriani, 2018)) often happens without realizing it. The findings above match what was found by some experts in similar studies. An example is Fitri (2017) in the Naturalistic journal: The Study of Education and Learning says the positive impact of social media includes; add friends and open access to search for learning material, and can discuss with group friends online without having to meet face to face, while negative influences that arise include; resulting in neglect of students for important things, can be a waste of time due to non-essential chat that is not useful. As for other experts, Khairuni (2016), in his research gave almost the same results about the positive and negative influences of social media. Some of the positive influences he made were; facilitate learning activities - social media is used as a means to discuss assignments, find and add friends or meet old friends again through social networks, helping students to relieve fatigue when learning too long. While the negative effects are as follows; reducing learning time, disrupting concentration while studying at school, disrupting health due to reduced resting time which is widely used for staying up late, damaging morale - due to free access to negative content, more wasteful - most pocket money is used to buy internet packages

Then how can social media influence the social skill of the second semester students of the Faculty of Engineering UNMAS Denpasar of Campus Mataram? Based on the analysis of the results of interviews with students it can be concluded that social media can greatly change or shape new habits of students in their daily lives. Habit is a way of acting that is obtained through activities repeatedly which eventually becomes settled and is automatic (Djaali in Octaviana, 2011). Almost all students interviewed agree that some of their habits begin to change since they begin to recognize social media. Most of the samples agree that their nighttime sleep habits changed - sleeping late due to playing social media until they forget time. Some of

them also miss naps and prefer to enjoy time by playing social media. They also spend an average longer in the bathroom (while carrying a smartphone) - they do not hurry to finish bathing or defecating because they are more interested in surfing on social media. Besides being able to change the habits of students, it turns out that social media also encourages the formation of new habits, for example, is the habit of checking smartphones and social media first after waking up. Of the total examples of habits that change or emerge due to the use of social media above are harmful or negative for students. Changes or emergence of these habits are recognized by most students carried out unconsciously.

CONCLUSION

Based on the results of the interview analysis with the second semester students of the Faculty of Engineering UNMAS Denpasar PSDKU Mataram, it can be concluded that there is a significant influence of social media on students' social skills. Social media influences students' social skills by changing old habits or forming new habits that tend to lead to the negative side. Then, social media also has a positive and negative influence on students' social skills.

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