



TWO SIDES OF SOCIAL MEDIA: AN ASSISTANCE ON YOUTH USING SOCIAL MEDIA IN TUBAN DISTRICT

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Abstrak

Tujuan dari pendampingan ini adalah untuk mengeksplorasi peran beragam dari program bantuan yang didedikasikan untuk membimbing dan mendukung pemuda dalam penggunaan media sosial di Kabupaten Tuban, khususnya di Kecamatan Montong. Seiring dengan remaja dan dewasa muda yang semakin beralih ke platform online untuk berkomunikasi, berbagi informasi, dan membentuk identitas, kebutuhan akan bimbingan yang konstruktif menjadi sangat penting. Mengakui potensi transformatif media sosial dalam kehidupan pemuda, artikel ini bertujuan untuk memberikan wawasan tentang inisiatif yang bertujuan untuk memberikan bantuan dan pembimbingan. Metode pendampingan yang digunakan adalah berbentuk seminar dan praktik. Berdasarkan program pendampingan yang dilakukan untuk pemuda di Kecamatan Montong Kabupaten Tuban, dapat disimpulkan bahwa penggunaan internet telah diadopsi secara luas oleh pemuda. Namun, penggunaan tersebut belum sepenuhnya dimanfaatkan untuk keuntungan baik individu maupun institusi di tempat kerja masing-masing. Selain itu, dapat dikatakan bahwa melalui seminar ini, pemuda memperoleh wawasan dalam berbagai aspek, mulai dari memanfaatkan media sosial untuk branding hingga mendapatkan informasi lebih lanjut tentang internet dan dampak ekonominya, aspek positif dan negatif media sosial, serta etika media sosial. Saran dari penulis adalah harapan bahwa kegiatan serupa dapat terus dilaksanakan secara berkelanjutan. Selain itu, disarankan untuk memasukkan aspek literasi digital yang lebih mendalam dalam kegiatan-kegiatan selanjutnya.

Kata kunci: *Pendampingan; pemuda; sosial media.*

Abstract

The aim of the assistance was to explore the multifaceted role of assistance programs dedicated to guiding and supporting youth in their use of social media in Tuban District, especially in Montong Sub District. As adolescents and young adults increasingly turn to online platforms for communication, information sharing, and identity formation, the need for constructive guidance becomes paramount. Recognizing the transformative potential of social media in the lives of the youth, this article aims to shed light on initiatives aimed at providing assistance and mentorship. The mentoring method used was in the form of seminars and practical sessions. Based on the mentoring program conducted for the youth in the Montong Sub District Tuban District, it can be concluded that internet usage has been massively adopted by the youth. However, this usage is not yet fully harnessed for the benefit of both individuals and institutions in their respective workplaces. Additionally, it can be said that through this seminar, the youth gained insights into various aspects, ranging from utilizing social media for branding to obtaining more information about the internet and its economic impact, the positive and negative aspects of social media, and social media ethics. A suggestion from the author is the hope that

similar activities can continue to be implemented continuously. Furthermore, it is advisable to incorporate more in-depth digital literacy aspects in subsequent activities.

Keywords: *Assistance; youth; social media.*

INTRODUCTION

In the era of pervasive digital connectivity, social media has become an integral part of the lives of today's youth, shaping their perceptions, interactions, and aspirations. The vast landscape of online platforms offers unprecedented opportunities for self-expression, learning, and connection. However, it also presents challenges and risks, particularly for the younger generation navigating this dynamic digital realm. A survey by the Association of Indonesian Internet Service Providers (APJII) notes that internet penetration in Indonesia has reached 78.19 percent in 2023, covering 215,626,156 individuals out of the total population of 275,773,901 people (APJII, 2023)

Social media has emerged as a powerful tool that significantly impacts various aspects of our lives, fostering positive outcomes in diverse spheres (Kusuma, 2020; Rafiq, 2020; Nurhidayati, et al., 2021; Nabila and Nabila, 2022). Some key positive aspects of social media usage, include Global Connectivity and Networking. Social media platforms facilitate instant connectivity, allowing individuals to interact with people worldwide. This global network opens up opportunities for cross-cultural understanding, collaboration, and the exchange of ideas. Information Dissemination and Awareness: Social media serves as a rapid and widespread information-sharing platform. Users can stay informed about current events, trends, and issues in real time, contributing to heightened awareness and informed decision-making. Educational Resources and Learning Opportunities: Numerous educational resources are available on social media platforms, making learning more accessible. Educational institutions, professionals, and organizations often share valuable content, contributing to the democratization of knowledge. Professional Networking and Career Opportunities: Social media platforms like LinkedIn provide avenues for professional networking and job opportunities. Individuals can showcase their skills, connect with industry professionals, and explore career prospects, enhancing their professional development. Community Building and Support Networks: Social media facilitates the creation of online communities centered around shared interests, causes, or experiences. This fosters a sense of belonging and provides individuals with support networks, particularly beneficial for those facing challenges or seeking like-minded peers. Promotion of Creativity and Self-Expression: Platforms like Instagram, YouTube, and TikTok allow users to express their creativity through visual content. This has led to the discovery of new talents and the democratization of creativity, enabling individuals to showcase their skills to a global audience. Social Activism and Advocacy: Social media plays a crucial role in raising



awareness about social issues and promoting activism. Movements gain momentum through the viral spread of information, enabling individuals to participate in advocacy efforts and contribute to positive societal change. Health and Well-being Communities: Platforms dedicated to health and well-being provide a space for individuals to share experiences, seek advice, and access support for mental health, fitness, and overall wellness (Anggraeni, et al., 2022)

While social media offers numerous benefits, its pervasive use also brings about several negative consequences. Some key negative aspects of social media usage include Cyberbullying and Online Harassment: Social media platforms can become breeding grounds for cyberbullying and harassment, leading to severe emotional and psychological distress for the victims. The anonymity afforded by online interactions can escalate such behaviors. Privacy Concerns: Users often share personal information on social media, raising concerns about privacy. Unauthorized access, data breaches, and the misuse of personal information can result in identity theft, stalking, or other malicious activities. Addiction and Time Distortion: Social media can be addictive, leading to excessive screen time and neglect of real-world responsibilities. This addiction may contribute to distorted perceptions of time and negatively impact productivity and overall well-being. Spread of Misinformation: The rapid dissemination of information on social media can lead to the widespread circulation of misinformation and fake news. This can have significant real-world consequences, affecting public opinion, policy decisions, and even public health (Hasanah, 2022). Comparative Social Pressure: Continuous exposure to curated and often idealized versions of others' lives on social media can lead to social comparison and feelings of inadequacy. This phenomenon may contribute to anxiety, depression, and low self-esteem, particularly among younger users. Negative Impact on Mental Health: Excessive use of social media has been linked to mental health issues, including increased levels of stress, anxiety, and depression. The constant exposure to filtered content and the pressure to conform to societal standards can take a toll on mental well-being. Online Radicalization and Extremism: Social media platforms can be used to spread extremist ideologies and facilitate the radicalization of individuals. This poses a threat to societal harmony and may contribute to real-world violence. Erosion of Face-to-Face Communication Skills: Overreliance on digital communication may lead to the erosion of face-to-face communication skills. This can impact the development of interpersonal relationships and hinder effective communication in real-world settings (Anggraeni, et al., 2022).

This article seeks to explore the multifaceted role of assistance programs dedicated to guiding and supporting youth in their use of social media in Tuban District, especially in Montong Sub District. As adolescents and young adults increasingly turn to online platforms for communication, information sharing, and identity formation, the need for constructive guidance becomes paramount.

Recognizing the transformative potential of social media in the lives of the youth, this article aims to shed light on initiatives aimed at providing assistance and mentorship.

The assistance programs discussed herein are designed to equip young individuals with the necessary skills and knowledge to harness the positive aspects of social media. Emphasis is placed on education, responsible engagement, and the cultivation of digital literacy. Moreover, the article delves into the challenges and potential pitfalls associated with social media use among the youth, addressing concerns such as cyberbullying, privacy issues, and the impact on mental health.

Through compelling narratives, real-life examples, and insights from experts in the field, this article strives to capture the nuances of providing assistance to youth in using social media. It aims to foster a comprehensive understanding of the various dimensions involved in guiding the younger generation towards responsible and mindful online practices. Ultimately, this article seeks to contribute to the ongoing discourse on digital citizenship and the positive role mentorship can play in shaping a healthy relationship between youth and social media.

There were many assistance and mentoring on the use of social media carried out previously, for example, Astuti and Nurdin (2020) focused on Digital marketing assistance for the development of tourist villages using social media in Gunung Kidul Yogyakarta. This service initiative concentrated on enhancing the promotion and visibility of tourist villages by generating marketing content for distribution through Instagram and WhatsApp Business social media platforms. Two key activities were undertaken: firstly, conducting training sessions on creating promotional video marketing content, and secondly, acquiring support equipment for promotions through social media. The marketing content in this service initiative takes the form of promotional videos. The video materials were crafted through the empowerment of youth and members of the Wana Lestari Forest Farmers Group, guided by experts from ITDA. The objective of this assistance is to enhance the capabilities of youth and Wana Lestari Forest Farmers Group members in independently creating promotional content videos. The procurement of mobile communication equipment is anticipated to boost the frequency of promotional activities through videos on Instagram and WhatsApp Business social media channels.

Another assistance was carried out by (Wijayanti, 2020). The community service initiative was conducted in Tangerang Selatan for a micro-business (UMKM) named Dapur Nagih. The adverse effects of the COVID-19 pandemic on Indonesia had a particularly detrimental impact on micro-entrepreneurs, especially those in Tangerang Selatan. The enforcement of Large-Scale Social Restrictions (PSBB) by both central and local governments significantly limited consumer access to these micro-business operators. The objective of this



community service was to enhance the entrepreneurial knowledge and skills of business owners in leveraging social networks for sales. The service involved mentoring activities encompassing the creation and training on the use of social media for product sales, along with continuous monitoring and evaluation. The outcomes following the mentoring sessions revealed an improvement in consumer access to the supported micro-businesses, evident in increased orders and turnover. This initiative aims to serve as a model for other micro-business operators affected by the COVID-19 pandemic, offering a potential solution to the challenges they face. Besides, there were also some mentoring or assistance programs carried out by (Riwoi, et al., 2022), (Fauzi, et al. 2020), (Ma'rifah, et al, 2023), (Gunarso B.S., et al. 2021), (Sari and Hutabarat, 2020), (Sholeh, et al. 2020), (Handayani, et al. 2020), (Purnomo, 2020), and (Rohati et al. 2023). The similarities of the previous assistance with this are having the same thought to the use of social media, but for the difference, the current assistance comprehensively gave insights on the internet dan social media starting from the theories up to the implementations, specifically for self dan institutional branding. Besides, there was also discussion on the ethic of using social media. The aims or objectives of this assistance were to provide a comprehensive understanding of the social media platform's dual impact on the lives of young individuals. Participants embark on an insightful journey, examining the positive aspects of social media, such as its role in fostering connectivity, community building, and knowledge sharing.

METHOD

The assistance was carried out in Tuban Regency, specifically conducted at the ITB Tuban Hall with participants consisting of young people from villages in the Montong District. The mentoring is conducted by providing materials related to the internet, the economic changes since the advent of the internet, social media, including both the positive and negative aspects, social media ethics, and the utilization of social media for self-branding and institutional branding. The assistance was carried out on October 14, 2023.

The process or steps in the implementation of this mentoring are divided into three stages: the preparation stage, the implementation stage, and the evaluation stage. In the initial stage, which is preparation, the writer engages in discussions with the technical implementation team regarding the specifications or detailed material that will be presented during the training. Additionally, participants are selected from villages specifically located in the Montong sub-district of Tuban Regency.

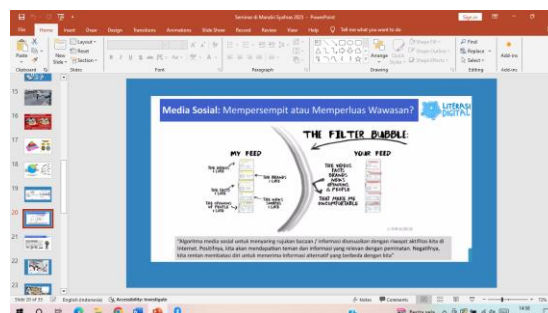
Moving on to the second stage, the implementation involves dividing the training material into two parts. The first part is presented by the writer and focuses on social media, while the second part is delivered by another speaker and pertains to the usage of a specific application. The mentoring is conducted

interactively, with the presenters actively engaging with the participants. Participants, in turn, respond to short questions posed by the writer.

Finally, in the last stage, the evaluation takes place. Various aspects are considered in the evaluation process, especially concerning the timing of the implementation. Delays during the event are noted, impacting the allocated time. Additionally, other evaluations indicate the need for continuous follow-up related to digital literacy programs like this to enhance insights and knowledge among rural youth.

RESULTS AND DISCUSSION

Engaging and thought-provoking, this seminar delves into the multifaceted nature of social media, specifically tailored for the younger generation. This event aims to provide a comprehensive understanding of the platform's dual impact on the lives of young individuals. Participants will embark on an insightful journey, examining the positive aspects of social media, such as its role in fostering connectivity, community building, and knowledge sharing. Expert speakers will navigate through strategies for leveraging these positive sides to empower youth, enhance networking, and promote meaningful engagements. Conversely, the seminar will critically address the negative ramifications of social media, shedding light on issues like cyberbullying, mental health concerns, and the manipulation of information. Through open discussions and practical advice, attendees will gain invaluable insights into navigating the darker sides of these digital platforms.



Picture 1. Seminar Material About Social Media

Interactive sessions, workshops, and panel discussions will equip attendees with tools, tips, and guidelines to maximize the benefits of social media while

mitigating its potential drawbacks. Participants will leave the seminar armed with a nuanced perspective and a toolkit to navigate the complexities of social media, ensuring a more responsible and informed online presence.

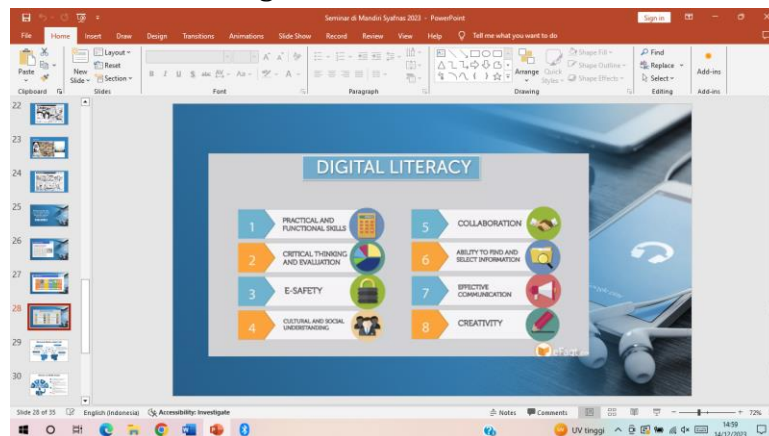
The economic dimension of social media usage is multifaceted and impactful. Firstly, social media platforms serve as lucrative spaces for businesses to market their products and services. Through targeted advertising and user analytics, companies can reach specific demographics, boosting sales and brand visibility. Influencer marketing has also surged, where individuals with large followings monetize their platforms by promoting products, contributing significantly to the economy.

Moreover, social media has birthed a new wave of entrepreneurship. It enables individuals to create and market their own businesses at minimal costs, tapping into global audiences. Platforms like Instagram, Facebook, and TikTok serve as storefronts, allowing entrepreneurs to showcase their offerings and generate income, fostering a vibrant ecosystem of small businesses. Additionally, social media contributes to the gig economy by offering various freelance opportunities. Content creation, digital marketing, graphic design, and other freelance services thrive on these platforms, allowing individuals to leverage their skills for income generation. Lastly, the data generated from social media usage fuels a burgeoning industry of market research and data analytics. Companies analyze user behavior, preferences, and trends gleaned from social media platforms, guiding their strategies and product development, further contributing to economic growth. Overall, the economic impact of social media usage is substantial, influencing traditional business models, fostering entrepreneurship, and creating new avenues for income generation and market insights.

Social media has emerged as a powerful tool for individuals to craft and showcase their personal brand. Platforms like LinkedIn, Twitter, and Instagram offer opportunities for self-promotion and professional networking. Through consistent and authentic content creation, individuals can establish their expertise, share their accomplishments, and build a digital presence that aligns with their career goals.

Visibility and Networking: Social media platforms enable individuals to amplify their visibility among peers, industry professionals, and potential employers. Engaging content and interactions foster connections, opening doors for collaborations, job opportunities, and mentorship. **Thought Leadership:** Regularly sharing valuable insights and expertise positions individuals as thought leaders in their respective fields. By offering unique perspectives, knowledge, and solutions, they garner credibility and trust among their audience, boosting their personal brand. **Career Advancement:** Effective self-branding on social media can lead to career advancement opportunities. Employers often review candidates' online profiles, and a strong personal brand can differentiate individuals and

enhance their chances of landing desired roles.



Picture 2. Digital Literacy

Social media plays a pivotal role in enhancing institutional branding for businesses, organizations, and educational institutions. It offers a platform to shape perceptions, connect with stakeholders, and reinforce brand identity.

Brand Awareness and Engagement: Through strategic content creation and storytelling, institutions can increase brand awareness and engage with their audience. Sharing success stories, behind-the-scenes content, and interactive posts fosters a sense of community and loyalty among followers.

Customer/Community Relations: Social media facilitates direct communication between institutions and their audience, allowing for real-time engagement and feedback. Addressing concerns promptly and transparently can strengthen trust and build a positive reputation. **Recruitment and Talent Acquisition:** Institutions can use social media to attract top talent by showcasing their culture, values, and opportunities. Engaging content highlighting employee experiences can be influential in attracting skilled individuals. In conclusion, leveraging social media for self and institutional branding offers avenues for visibility, networking, credibility, and relationship-building. When used strategically and authentically, it can significantly enhance both personal and institutional reputations, fostering growth and opportunities.





Picture 3. Workshop Activities About Social Media

Ethics in social media usage involves adhering to responsible conduct, respecting privacy, promoting honesty, and maintaining integrity in online interactions. Here are key aspects of ethical considerations in using social media. **Privacy and Consent:** Respecting individuals' privacy rights is crucial. Users should obtain consent before sharing personal information, photos, or videos of others. Respecting privacy settings and refraining from sharing sensitive information without permission is imperative. **Authenticity and Truthfulness:** Upholding honesty and authenticity is fundamental. Misrepresentation, spreading false information, or engaging in deceitful practices negatively impact trust. Users should strive to share accurate, reliable content and refrain from creating or spreading misinformation or fake news. **Respectful and Inclusive Communication:** Social media should be a platform for respectful dialogue and inclusive interactions. Avoiding offensive language, hate speech, bullying, and discrimination contributes to a safer and more inclusive online environment. **Credible Sourcing and Attribution:** When sharing content, crediting and acknowledging original sources is essential. Users should give credit where it's due, respect copyrights, and avoid plagiarism or intellectual property infringement.

Cybersecurity and Digital Well-being: Protecting oneself and others from cyber threats, scams, and phishing attempts is an ethical responsibility. Promoting digital well-being involves advocating for healthy online habits, such as limiting screen time and supporting mental health in digital spaces. **Accountability and Transparency:** Taking responsibility for one's actions online is crucial. Acknowledging mistakes, correcting misinformation, and being transparent in online engagements contribute to a trustworthy online presence. By embracing ethical principles in social media usage, individuals contribute to a more responsible, respectful, and trustworthy digital community. These ethical guidelines ensure that social media platforms serve as spaces for positive interactions, knowledge sharing, and meaningful connections while upholding moral standards and respecting others' rights.

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also be used as a benchmark in determining business success in controlling the market. An ineffective business strategy will bring losses to business people. This is a big challenge for MSME actors who sell products only from physical stores. The impact of the Industrial Revolution 4.0 will certainly greatly affect MSME actors who are not yet technologically literate. MSMEs that still sell manually will certainly be crushed by the existence of e-commerce which actively attracts customers to shop online, especially during the current pandemic. Assistance in the use of Social Media for MSMEs equips training participants to have the ability to use Social Media Marketing optimally so that they can market products and services more broadly, which in turn will increase turnover in sales.

Then, (Fauzi, et al. 2020), in which the assistance was carried out to help the community, especially home industry players, identify the benefits of using social media in developing marketing products produced by home industries in the Pringsewu district. The subjects in this study were selected by purposive sampling involving 42 home industry players in the Pringsewu District. The result of this assistance is that home industry players have the skills to innovate in marketing products through social media Facebook, Instagram, and WhatsApp which are trending and much loved by Indonesian people. The three media are the media with the most active users that are used as a means of utilizing promotional media using social media. Aside from being a promotional medium for home industry players can also identify consumer needs and see trends that can be used as a reference for variations and product updates. Social media is an appropriate tool that can be used as a reciprocal communication medium to respond to consumers and increase market share and sales volume.

(Ma'rifah, et al., 2023) which had an assistance program to help Batik New Colet SMEs utilize Instagram social media to support online marketing and find out customer segmentation so that they can add to the knowledge of business actors in increasing business turnover. (Gunarso B.S., et al., 2021) which stated that with the Covid-19 pandemic, Indonesia's economic sector, especially MSMEs, had difficulty competing in maintaining the business. Skeptical consumer behavior, especially in the food and beverage sector, is a major challenge in developing the business. On the one hand, internet usage in Indonesia has one of the biggest numbers. Instagram social media has become the best place to sell food and beverage products. Instagram has many features that can be used in marketing products. Digital marketing calendar scheduling can answer and help MSMEs in the food and beverage sector. One way to schedule social media content scheduling is with the SOSTAC and SCAMPER framework for creating a digital marketing calendar

Then, (Sari D and Hutabarat, 2020) stated that problems with the use of social media among housewives who have been ensnared by legal cases have occurred alot, this can be seen in several cases both in print and other media. Therefore, the servants carry out counseling and assistance to housewives in the

service team partners RT.005, Kelurahan Ciganjur, Kecamatan Jagakarsa, Jakarta Selatan, to change the understandings of housewives in using social media intelligently and wisely based on Rules of Electronic Information and Transactions. The participation of the partner in this service to provide the tools and information needed for the service to make well. The method of this assistance used communication and dialogues with the target community through extension activities and finally, a simulation activity is carried out to test to increase participant understanding. This community service provides results in the form of increased knowledge and understanding of participants, namely housewives about the use of wise and intelligent social media in their daily lives based on the Information and Electronic Transaction Act so that the use of social media can provide benefits rather than bring their users caught in legal cases. Besides, there were also which had similar programs, including (Sholeh, et al., 2020), (Handayani, et al., 2020), (Purnomo, 2020), and (Rohati et al., 2023).

CONCLUSION AND SUGGESTION

Based on the mentoring program conducted for the youth in the Montong Sub District Tuban District, it can be concluded that internet usage has been massively adopted by the youth. However, this usage is not yet fully harnessed for the benefit of both individuals and institutions in their respective workplaces. Additionally, it can be said that through this seminar, the youth gained insights into various aspects, ranging from utilizing social media for branding to obtaining more information about the internet and its economic impact, the positive and negative aspects of social media, and social media ethics. A suggestion from the author is the hope that similar activities can continue to be implemented continuously. Furthermore, it is advisable to incorporate more in-depth digital literacy aspects in subsequent activities.

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