

LITERATURE STUDY: THE IMPACT OF SOCIAL MEDIA ON THE BEHAVIOR OF GRADE IV ELEMENTARY SCHOOL STUDENTS

Fatmawati¹, Yusrizal²

¹Universitas Negeri Medan, Medan, Indonesia

²Sekolah Tinggi Keguruan dan Ilmu Pendidikan Amak Bakti, Medan, Indonesia

* Corresponding email: fatmecincau22@gmail.com

ABSTRACT

This research analyzes the impact of social media use on the behavior of fourth grade elementary school students. This research is qualitative research with a Systematic Literature Review (SLR) approach. This research collects secondary data from various journals and related literature. The research results show that social media has both positive and negative impacts on student behavior. Positive impacts include ease of access to information, increased creativity, and support for social interaction and learning. However, negative impacts such as impaired concentration, decreased quality of direct interactions, potential for cyberbullying, and exposure to inappropriate content were also found. In an educational context, collaboration between teachers and parents is very important to direct the use of social media wisely, in order to minimize the negative impacts and maximize the benefits. This research recommends the need for intensive supervision and digital education for elementary school students to encourage positive and responsible use of social media.

Keywords: *Social media, education, elementary school, impact of use..*

INTRODUCTION

The development of technology and information has brought significant changes to people's lives, including in Indonesia. One concrete manifestation of the development of social media is the increasing use of social media in various circles, including elementary school children (Intan Rachmawati &

Ratnaningrum, 2024). Social media is now no longer only used by adults, but has also become part of children's daily lives in interacting, learning and seeking entertainment. Even though it provides various benefits, such as easy access to information and the ability to communicate quickly, uncontrolled use of social media at an early age can have both negative and positive impacts on the behavior of grade IV students at SDN 101830 Tanjung Selamat.

The emergence of social media has become a pattern of social behavior that has experienced a shift in existing culture, ethics and norms. Indonesia has a very large population with many ethnicities, races and religions which have great potential for social change (Rini et al., 2021). A number of groups and ages, almost all Indonesian people have social media as a tool for communicating. Social media is mainly used to disseminate information and plays an important role among students. The development of social media has made sharing and communicating knowledge and information easy (Kusuma, 2020).

Social media has influenced life in society. Changes to the balance of the social system, including containing values, attitudes and behavioral patterns among society. The use of social media has positive impacts such as ease of obtaining and conveying information and negative impacts that arise such as the emergence of groups in the name of religion, ethnicity and behavior patterns that sometimes deviate or offend existing norms. The development of the social sector is progress in the field of communication. This positive impact has made it easier for people who communicate long distances to connect with people who are in distant places through social media (Sarina, 2024). Social media is an internet-based medium that not only allows users to express themselves, but also to create social relationships virtually through interaction, collaboration, sharing, and connecting with other users. In social media, the three forms of socialization in social media are introduction, communication and collaboration (Nurfitri et al., 2021).

As we know, various social media platforms present various types of content, not only educational content, but also entertainment, mukbang, information, culture, and so on. The presence of diverse content on social media certainly has its own influence on its users, both positive and negative. Social media can even influence the behavior of those who use it (Intan Rachmawati & Ratnaningrum, 2024).

As teachers and parents, it should be our obligation to provide a good example for children in the increasingly large development of social media which makes it easy for children to access the internet and search for information on it freely (Mutiarapuradireja et al., 2024). Therefore, it is important for parents and teachers to supervise and guide children when using social media. Wise use, caution in interactions on social media, and filtering information are important aspects that educators must teach students.

Collaboration between families and schools is also very necessary to monitor and limit children's use of social media (Nadiva Putri Ananda, 2024).

Facing the challenges of the digital era, educators in Indonesia have adjusted the curriculum, and several institutions are now starting to integrate social media in the classroom. However, the challenges faced are not only related to integrating technology in the curriculum, but also thoroughly understanding the positive and negative impacts of using social media on the development of elementary school students. Everyone now has access to social media which is easy to use to exchange information and communicate remotely. The impact of social media has the potential to change the condition of the nation's children. The moral character and behavior of individuals are as important as the condition of the country as a whole. The benefits and interactions on social media are very often felt. Currently, social media is developing very rapidly, and has become an important part of people's lives in the digital era in Indonesia (Ramli et al., 2024).

TikTok has become one of the most widely used social media nowadays, which allows people to communicate, create interesting short videos equipped with filtered music and other interesting features (Asfuri et al., 2023). TikTok is the most popular platform, where users can express their creativity. TikTok content, which is often called "FYP" (For You Page), is an important feature that presents selected content. This characteristic of the fyp feature often appears when users use tiktok. Due to TikTok being a short, interesting video application, TikTok's popularity has increased rapidly in recent years. In Indonesia, more than 100 million users, most of them school-age teenagers, have downloaded the video-sharing app which includes a messaging feature. This seemingly great enthusiasm increases the likelihood of abuse turning into abuse (Khoir et al., 2024).

For example, when students or children spend too much time playing TikTok, children often don't realize that their time is being wasted and forget about tasks that should be prepared, such as studying, eating and praying. Therefore, parental participation is very helpful in ensuring that children do not misuse the social media they use. This also affects their time to go to school and meet their friends. Children often talk about the videos they see on apps, which can influence their learning process (Salsabila et al., 2021). It can be concluded that although technological advances in social media can be accessed by anyone, without supervision, their use has the potential to have a negative impact on users

METHOD

This research uses the System Literature Review (SLR) method to analyze and collect relevant literature regarding the impact of social media on student behavior. This research was carried out by collecting in-depth information and data using research journals or other references, to obtain

answers and a theoretical basis regarding the problem. researched. The source of this research is secondary data. Secondary data comes from journals. Data analysis techniques are carried out by sorting the sources that have been obtained, then summarizing them into scientific information.

RESULTS AND DISCUSSION

Based on a literature review conducted by the author, several studies/journals were found that discussed social media analysis of student behavior at the elementary school level. Based on the analysis of these journals, the author obtained several important findings related to this topic. The following is a list of scientific articles used as study material in this research:

Table 1. List of Scientific Articles Used as Study Material

No	Title	Conclusion	Other, Year
1.	Analysis of the Impact of Using Social Media on Attitudes, Behavior and Character of Elementary School Students	The conclusion that can be drawn from this journal is that the attitudes, behavior and character of elementary school students have their own positive and negative impacts. Such as the positive impact of social media on the attitudes, behavior and character of elementary school students, including students being able to make friends or communicate well and increase and increase their self-confidence when they are in class, and also students can also become more active individuals in participating in learning in class. class with friends. Then, apart from the positive impacts, there are also negative impacts that social media can have on behavior. The attitude and character of elementary school students, including frequently using social media, will certainly interfere with students' learning, students will become lazy about studying at home, then social media will become a place for cyberbullying on social media, and students will lose their manners and manners. because he too often says inappropriate words that often appear on social media.	Intan Rachmawati & Ratnaningrum, (2024)
2.	The Influence of Social Media on	The conclusion that can be drawn from this journal is based on the perspective	L.Fazry, N.Apsari,

No	Title	Conclusioan	Other, Year
	Cyberbullying Behavior among Teenagers	of the cyberbullying system among teenagers, social media has a complex relationship. At a very vulnerable age, teenagers still really need parental control and a healthy environment, because the environment around them participates in children's involvement in cyberbullying. To respond to this, it is linked to chaos theory, it is necessary to take corrective action such as communication between parents and children and the surrounding environment.	(2021)
3.	Use of Social Media Among Elementary School Children	The conclusion that can be drawn from this journal is that the use of social media at SDN Citapen 1 is mostly done by students in high classes with varying intensity of use of social media due to several factors, namely adequate facilities and infrastructure for use or access, and financial support in use. social media which aims to have communication links with friends and relatives who are far away.	Andara et al, (2022)
4.	The Impact of Social Media on Teenage Consumer Behavior in the Digital Era	The conclusion of this journal is that social media influences various aspects of purchasing behavior, including brand preference, buyer satisfaction. Advertising on social media that is interesting and informative can encourage consumers to try new products. Social media content that is tailored to the interests and needs of the audience can increase engagement and encourage buyers.	Hunaifi et al, (2024)
5.	The Impact of Social Media on Education in Elementary Schools	The use of social media in elementary schools has a huge influence on learning. Social media facilitates learning, students' social engagement, but they can have disadvantages including damaging students' focus on learning. Therefore, controlling the use of social media in an educational context requires a balanced strategy.	Nadiva Putri Ananda, (2024)
6.	Analysis of the Impact of Using Social Media	The technological impact of using social media on bullying behavior in terms of elementary school students'	Ananda & Marno, (2023)

No	Title	Conclusioan	Other, Year
	Technology on Bullying Behavior Among Elementary School Students in View of Students' Self-Confident Character Values in the Educational Context.	self-confident character values causes the use of social media to negatively influence elementary school students' self-confident character values. Social media can be a platform where students are vulnerable to negative comments arising from social media, harassment, or bullying from peers. This journal explains that several other factors outside the use of social media have a stronger influence on students' self-confidence.	
7.	Analysis of the Impact of Using Tiktok Media on Student Learning Motivation in Elementary Schools	TikTok does not always have a negative impact on students. The fact is that students' use of the TikTok application can have a positive influence on students' motivation and interest in learning. Like TikTok content regarding interesting education, students can find it easy to find explanations of study materials. This convenience creates a feeling of enthusiasm for learning. However, there are also bad impacts if we use TikTok excessively, causing students to become addicted or dependent on using TikTok which can have an impact on mental and physical health.	Bujuri et al, (2023)
8.	Analysis of the Influence of Social Media Through the Digital Tiktok Application as a Persuasive Media on the Implementation of Communication Ethics in Students	Social media users, especially students, need to learn how to use the internet and social media well and wisely. Because the freedom we find on the internet and social media is still limited by the morals and ethics that already apply in society. Especially when using TikTok social media, don't let it lead you into a negative direction.	Lovita et al, (2023)
9.	The impact of TikTok social media on the behavior of fourth grade	The conclusion of this journal is: a. The use of TikTok social media by class IV at MI Uki Sipuntanrae Cakkela elementary school is because	Ramli et al, (2024)

No	Title	Conclusioan	Other, Year
	students at SD MI Uki Siputanrae Cakkela, Cakkela Village, Kahu District, Bone Regency	<p>many of them already know how to use smartphones with TikTok.</p> <p>b. The impact that TikTok social media has on the behavior of class IV students at the MI Uki Siputanrae Cakkela elementary school consists of negative impacts and positive impacts. The negative impact of using TikTok makes children play with their smartphones more often than studying at home and the resulting positive impact is that TikTok can be a medium of entertainment when they are bored and can also increase children's creativity.</p>	
10.	Analysis of the use of the TikTok application on changes in social behavior of SDN 2 Temulus students	The use of TikTok to change the social behavior of students at SD Negeri 2 Temulus. Especially for fourth grade students at SD Negeri 2 Temulus, the use of TikTok every day can be seen from how often students use TikTok in the school environment, either with the teacher's knowledge or secretly without the teacher knowing. It seems like students who initially don't know TikTok will be diligent in studying and vice versa, after getting to know TikTok their social behavior will change.	Risnawati et al, (2022)
11,	Positive and Negative Influences of Using Social Media	<p>Conclusions that can be drawn from the following journal:</p> <p>a. The activity of utilizing social media is very important among teenagers at the Qurrotu A'yun orphanage.</p> <p>b. The method used is learning or socialization.</p> <p>c. The results of socialization activities with Qurrotu A'yun Batam children by providing knowledge about the positive and negative impacts of social media.</p>	Anggraini et al, (2022)

No	Title	Conclusioan	Other, Year
12.	Analysis of the impact of social media on character education of elementary school students	This journal analyzes the impact of social media on the character education of students in elementary schools, highlighting how free, unsupervised use of social media can influence children's morals and behavior.	Syifa Mutiara Puradireja et al, (2024)
13.	The Impact of Social Media (Tiktok) on the Character of Politeness of Grade VI Elementary School Students	This journal discusses the impact of social media TikTok on the polite character of class VI elementary school students, focusing on the polite behavior of class VI students at SDN Buncitan 404, Sidoarjo. Students use TikTok for entertainment and to express creativity through content on TikTok, children tend to spend hours accessing TikTok, teachers and parents need to increase supervision of the content accessed by children and limit the time they use gadgets.	Nabilah & Suprayitno, (2022)

The development of technology in the current era has experienced very rapid progress. This has a significant impact on various aspects of life, including in daily activities. One of the positive impacts that can be felt is the ease of establishing communication, especially with our loved ones who are in far away places (Intan Rachmawati & Ratnaningrum, 2024).

In the field of education, precisely at SDN 101830 Tanjung Selamat, technology makes it easier for teachers to communicate about student development at school with parents. That way, teachers can easily convey information about students through various platforms, such as WhatsApp, email, and so on. Conversely, parents can also monitor their children's development directly through communication with teachers facilitated by social media (Fazry & Apsari, 2021).

In a formal educational institution, the principal has a great influence to regulate the education system policy within his/her authority. The principal is also the person who has the authority to regulate students' study time and can communicate externally with the local government, community leaders or anyone who can participate in school development (Andara et al., 2022).

The use of social media is generally correlated with increased behavior among fourth grade students. Social media generally presents content that promotes a lifestyle that can influence the mindset and behavior of adolescents (Hunaifi et al., 2024). This can cause psychological stress and the urge to follow what is seen on social media.

Social media can help students learn more, become more involved, and interact with others, but it is important to remember that they also carry dangers (Nadiva Putri Ananda, 2024). However, the freedom and anonymity of social media can also lead to the spread of content that embarrasses, harasses, or intimidates others. Social media cannot replace direct social interaction in the real world. Lack of opportunities to interact directly with peers can hinder the development of social skills and self-confidence in elementary school children (Ananda & Marno, 2023).

One application whose impact is still questionable is TikTok, the TikTok application is a unique and fun application that can be used by all groups, without exception. This application encourages more people to express their creativity and make it valuable to others (Bujuri et al., 2023).

People are now encouraged to spend more time at home than doing activities outside. This condition encourages them to look for practical entertainment without having to leave the house. In addition to entertainment, TikTok is a platform to express and develop creativity by creating innovative content (Lovita et al., 2023).

Moreover, in today's era, social media has positive and negative impacts from the use of social media, for example when students spend a long time using electronic devices at home, such as playing TikTok, they usually do not realize that their time is wasted and ignore the tasks that must be done, such as eating, studying, and praying. Therefore, the role of parents and teachers is very important to ensure that their children do not misuse technology. This affects the amount of time they spend going to school and interacting with friends. Children often share stories about movies or things they have watched on the application, which can affect the learning process (Ramli et al., 2024)

As can be seen from the relationship between TikTok usage and learning motivation, when an application is understood as something fun and interesting for users and is itself related to motivational elements for learning, then the application is likely to be an aspect that can be used to increase students' learning motivation. (Risnawati et al., 2022).

The positive impact of social media itself makes it easier for us to connect with more people, expand relationships, distance and time are no longer obstacles. (Anggraini et al., 2022) and the negative impacts arising from the use of social media, one of which is that TikTok offers a variety of preferences, which often lead to misuse of features and vulgarization of content. Some content is disturbing because there are no effective and appropriate value principles, there is content that is in accordance with its function, but there is also content that is not appropriate (Lovita et al., 2023). This can also cause children to imitate the content they see on social media. However, it is undeniable that smartphones are important today. (Mutiarapuradireja et al., 2024).

With the advancement of technology, it is undeniable that children will be exposed to social media, and TikTok is one of the most popular and

favorite social media platforms for children today. The TikTok application allows students to create videos based on their own creations and watch videos made by other students from all over the world. Accessing this application requires software such as a cellphone, laptop, or computer. Laptops and computers are heavy and difficult to carry, so cellphones are often used to run TikTok while traveling (Nabilah & Suprayitno, 2022).

The use of social media by children should not be separated from parental supervision. Parents should monitor what their children do with the smartphones they are given. Start with what the child accesses, what the child watches, and the games they play on the phone (Intan Rachmawati & Ratnaningrat, 2024) . Most social media users belong to Generation Z. Generation Z is the generation born between 1996-2009 (Lovita et al., 2023).

CONCLUSION

The conclusion obtained from the analysis of the impact of social media on the behavior of fourth grade students of SD. Namely, the use of social media has positive and negative impacts, the positive impact of the use of social media in SD is the ease of finding information, supporting social interaction in learning and individual students, increasing student creativity, and providing access to communicate with relatives in distant places. The negative impacts caused by the use of social media in SD are that many sixth grade students become lazy to study when they are at home, many follow behavior and language that is not good and wise because they see TikTok content that is not good and does not have morals and excessive use of social media can also potentially lead to cyberbullying behavior in the school environment and home environment. Thus, the researcher suggests increasing supervision of teachers and parents of students for the use of good and wise social media for students of SD so that students have responsibility for what they see and use.

REFERENCES

- Ananda, E. R., & Marno, M. (2023). Analisis Dampak Penggunaan Teknologi Media Sosial terhadap Perilaku Bullying di Kalangan Siswa Sekolah Dasar Ditinjau dari Nilai Karakter Self-Confident Siswa dalam Konteks Pendidikan. *Edukatif: Jurnal Ilmu Pendidikan*, 5(5), 2207–2217. <https://doi.org/10.31004/edukatif.v5i5.5206>
- Andara, S., Aisy, Z. I. R., Sutini, T., & Arifin, M. H. (2022). Penggunaan Media Sosial Dikalangan Anak Sekolah Dasar. *Harmony: Jurnal Pembelajaran IPS Dan PKN*, 7(1), 48–52. <https://doi.org/10.15294/harmony.v7i1.55893>
- Anggraini, R., Hanita, Suhendri, N., Shintia, Y., Amanda, X., & Safa, F. (2022). Pengaruh Positif Dan Negatif Penggunaan Media Sosial. *The*

- 4th National Conference of Community Service Project 2022, 4(1), 1590–1595. <http://journal.uib.ac.id/index.php/nacospro>
- Asfuri, N. B., Inda, M., Rika, Y. A., Luncana, F. S., & Harbono. (2023). Pengaruh Media Sosial Tiktok Terhadap Perilaku Siswa Kelas Tinggi SD Negeri 03 Banjarharjo Kebakramat Karanganyar. *Ilmiah Mitra Swara Ganesha*, 10(1), 15–29.
- Bujuri, D. A., Sari, M., Handayani, T., & Saputra, A. D. (2023). Penggunaan media sosial dalam pembelajaran: analisis dampak penggunaan media Tiktok terhadap motivasi belajar siswa di Sekolah Dasar. *Jurnal Ilmiah Pendidikan Dasar*, 10(2), 112. <https://doi.org/10.30659/pendas.10.2.112-127>
- Fazry, L., & Apsari, N. C. (2021). Pengaruh Media Sosial Terhadap Perilaku Cyberbullying Di Kalangan Remaja. *Jurnal Penelitian Dan Pengabdian Kepada Masyarakat (JPPM)*, 2(2), 272. <https://doi.org/10.24198/jppm.v2i2.34679>
- Hunaifi, N., Mauliana, P., Firmansyah, R., Komalasari, Y., Sulastriningsih, R. D., & Dewi, S. W. K. (2024). Dampak Media Sosial Terhadap Interaksi Remaja Di Era Digital. *Artikel Faiha, Fikriyyah 2B-(1)*, 5(3), 161–174.
- Intan Rachmawati, A. S., & Ratnaningrum, I. (2024). Analisis Dampak Penggunaan Media (Aulia, dkk.) | 482 Madani. *Jurnal Ilmiah Multidisiplin*, 2(4), 482–487. <https://doi.org/10.5281/zenodo.11238728>
- Khoir, A., Ikhwan Aziz Q, & Rina Mida Hayati. (2024). Penggunaan Media Sosial Tik Tok dan Dampaknya Terhadap Pendidikan Akhlak Remaja. *Bustanul Ulum Journal of Islamic Education*, 1(2), 131–147. <https://doi.org/10.62448/bujie.v1i2.17>
- Kusuma, R. C. S. D. (2020). Dampak Media Sosial dalam Gaya Hidup Sosial. *Jurnal Efisiensi-Kajian Ilmu Administrasi*, 17(1), 15–33.
- Lovita, L., Dzakiyah, U., Angelika, R., & Natasya, Y. (2023). Analisis Pengaruh Media Sosial Melalui Aplikasi Digital Tiktok Sebagai Media Persuasif Terhadap Penerapan Etika Berkomunikasi Pada Mahasiswa. *EDUSAINTEK: Jurnal Pendidikan, Sains Dan Teknologi*, 10(1), 181–192. <https://doi.org/10.47668/edusaintek.v10i1.653>
- MutiaraPuradireja, S., Futri, E., Salsabilla, M., Wahyudin, D., & Caturiasari, J. (2024). Analisis Dampak Sosial Media Terhadap Pendidikan Karakter Siswa Sekolah Dasar. *Jurnal Sinetik*, 7(1), 8–15. <https://doi.org/10.33061/js.v7i1.9183>
- Nabilah, & Suprayitno. (2022). DAMPAK MEDIA SOSIAL (TIK-TOK) TERHADAP KARAKTER SOPAN SANTUN SISWA KELAS VI SEKOLAH DASAR Izza. *PGSD,FIP Universitas Negeri Surabaya*, 10(4), 736.
- Nadiva Putri Ananda. (2024). Dampak Media Sosial Terhadap Pendidikan di SD. *Protasis: Jurnal Bahasa, Sastra, Budaya, Dan Pengajarannya*, 3(1), 71–78. <https://doi.org/10.55606/protasis.v3i1.139>
- Nurfitri, A., Rahma, D., Octaverino, M. I. Y., & Salsabila, N. (2021). Dampak

- Media Sosial Terhadap Perilaku Pelajar Muslim Di Era Society 5.0. *AR-RASYID: Jurnal Pendidikan Agama Islam*, 2(1), 73–81. <https://doi.org/10.30596/arraysid.v2i1.10283>
- Ramli, M., Fadhilatunnisa, A., & Yasin, M. (2024). Dampak Media Sosial Tiktok Terhadap Perilaku Siswa Kekas Iv Sekolah Dasar Mi Uki Siputanrae Cakkela Di Desa Cakkela Kecamatan *Jurnal Intelek Dan* ..., 1(1), 247–257. <https://jicnusantara.com/index.php/jicn/article/view/31%0Ahttps://jicnusantara.com/index.php/jicn/article/download/31/71>
- Rini, N. M., Pratiwi, I. A., & Ahsin, M. N. (2021). Dampak Penggunaan Gadget Terhadap Perilaku Sosial Anak Usia Sekolah Dasar. *Jurnal Educatio*, 7(3), 1236–1241. <https://doi.org/10.31949/educatio.v7i3.1379>
- Risnawati, W. S., Purbasari, I., & Kironoratri, L. (2022). Analisis Penggunaan Aplikasi Tiktok terhadap Perubahan Perilaku Sosial Siswa SD N 2 Temulus. *JIIP - Jurnal Ilmiah Ilmu Pendidikan*, 5(8), 3029–3036. <https://doi.org/10.54371/jiip.v5i8.792>
- Salsabila, E. F., Hanggara, G. S., & Dwi, R. (2021). Pengaruh Media Sosial Tiktok Terhadap Perilaku Sopan Santun Siswa Smk Pgri 2 Kediri. *Seminar Nasional Virtual, Konseling Kearifan Nusantara*, 32–41.
- Sarina, M. (2024). *Analisis Penggunaan Media Sosial Terhadap Perilaku Siswa Di Smpnegeri 1 Mazino*. 3(1).