

Restrictions On The Use Of Social Media To Create A Smart Younger Generation in Samosir Regency

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Abstract: *The goal to be achieved from this devotion is to increase public understanding and knowledge, especially in Samosir regarding the use of social media where the community, especially students, is expected to be able to streamline the use of Social Media and block the use of social media that can have a negative impact. Proper use of Social Media can have a positive impact and improve achievement in school level students so as to improve and create superior generassi that excel in Samosir Regency. Then it is also expected that students will not only use social media for negative and unhelpful purposes but are able to use the internet, especially social media in helping and being learning and creative work and creative, so that the fulfillment of increased income in the tourism aspect then has an impact on the fulfillment of family needs and the achievement of family welfare in Samosir regency. Simanindo State High School located in Simanindo District located in Samosir Regency is a school located in the area of tourism objects with 70% of parents of students and their communities earning income from tourism activities in Samosir.*

Key Words: *Social Media, The Younger Generation.*

1. INTRODUCTION:

Samosir Island is a vullkanik island in the middle of Lake Toba in North Sumatra Province. Samosir Island is located within the newly expanded Samosir regency in 2003 from the former Toba-Samosir Regency. Samosir Island is one of the tourist destinations in North Sumatra. The rapid development and highly developed tourism sector resulted in local and international tourists increasing the number of visitors. So it greatly affects the pattern of people's minds and lives. The number of foreign tourists both domestic and foreign has influenced the use of samosir regency community technology.

But the rapid use of technology also has an impact on the use of technology, not only in adults but higher numbers of use of technology, especially the internet in adolescence. The use of the internet especially social media that is not appropriate causes many negative impacts caused by one example of lack of proper use of time even there is no time limit at the time of social media use which results in productive time for teenagers as a younger generation to develop, hone the talent and creativity of the younger generation. If the use of social media is not restricted and not directed to activities and goals that have a positive impact, then it can be ascertained that in the future the samosir district simanindo community especially the younger generation of adolescents will experience achievement setbacks and even more severe impacts increasing the age of dropouts.

The problem of samosir regency community is actually almost the same in all regions that experience rapid technological progress and are not balanced with knowledge of the negative and positive impacts of the internet and how to filter the negative impact. Weaknesses and problems faced by the people of Samosir Regency, Increasing school-age social media users, especially high school levels that increase and continue to grow from year to year but less balanced with knowledge and debriefing understanding of the negative impact caused, Lack of Knowledge about the negative impact of social media that is not controlled and filtered, in more serious cases can even lead to criminal cases so that it can damage the future and the career of the young generassi who experienced this, lack of knowledge about the use of social media properly and correctly, the right way and ethics when using the internet, especially social media, resulting in negative impacts caused, for example for the most and simplest cases, namely the lack of proper use of time even the absence of limits on social media use so that time spent is wasted and reduces study time.

Strategies in solving the problems faced by Simanindo State High School 1 are Training in Limiting the Use of Social Media to create a smart young generation in Samosir Regency such as: Understanding training on the negative impact of social media use and Training on Restrictions on social media use.

2. METHOD

2.1 Approach Methods Offered

The Community Service Team utilizes the location of the study room in Simanindo District 1 State High School to be used as a place of socialization and workshops and also Social Media Use Restriction Training to create a bright young generation in Samosir Regency. The approach methods offered by the community service team, namely:

- Lectures and Discussions

Lectures and discussions are the way used by community service teams using the 30% method in the form of theory and 70% in the form of direct practice with Sma Negeri 1 Simanindo Samosir Regency. Lecture materials (training) are given to participants. After completion of the lecture continued with discussion (Q&A) and direct practice in the field.

The lecture materials are:

- Socialization lecture the negative impact of Social Media Use for young people, especially school-age teenagers in Samosir Regency.
- Lecture The use of positive and negative impacts of social media on students of State High School 1 Simanindo, Samosir Regency
- Direct practice using mobile phones, smartphones and androids each way to limit and block some porn sites and websites that are rushed, is carried out on trainees consisting of teachers, administrative employees and especially for school students.

The benefits of limiting the use of Social Media to create an intelligent younger generation can be described as follows:

- Proper use of social media that can have a positive impact from using especially teenagers such as promoting tourism objects or royal products and harvesting from samosir regency.
- Use of social media to help students learn from Simanindo State High School 1.
- Restrictions on the use of social media both in terms of time and features that can damage the younger generation.

2.2 Working Procedure

To realize the devotion of this community, it is first approached to the community through sausageization, either to the Principal as a stakeholder or as a user later. After socialization will be conducted training as a form of Restrictions on the Use of Social Media to create a smart young generation in Samosir Regency, the introduction of social media and the danger or negative impact caused to teachers, business and especially the students of State High School 1 Simanindo, Samosir Regency. In this activity there are also discussions and questions and answers. Furthermore, direct simulation of the use of social media and restrictions on some features and settings to make personal data more secure from cyber crime. In order for this system to continue, there will be assistance to these students. The assistance will be carried out by the implementing team and also students from the Computer System of Panca Budi Medan Development University. The work procedures that are carried out always integrate with each other. The entire series of community service work procedures restricting the use of social media to create a bright young generation in Samosir Regency at Sma Negeri 1 Simanindo, Samosir Regency can be seen in the image below:

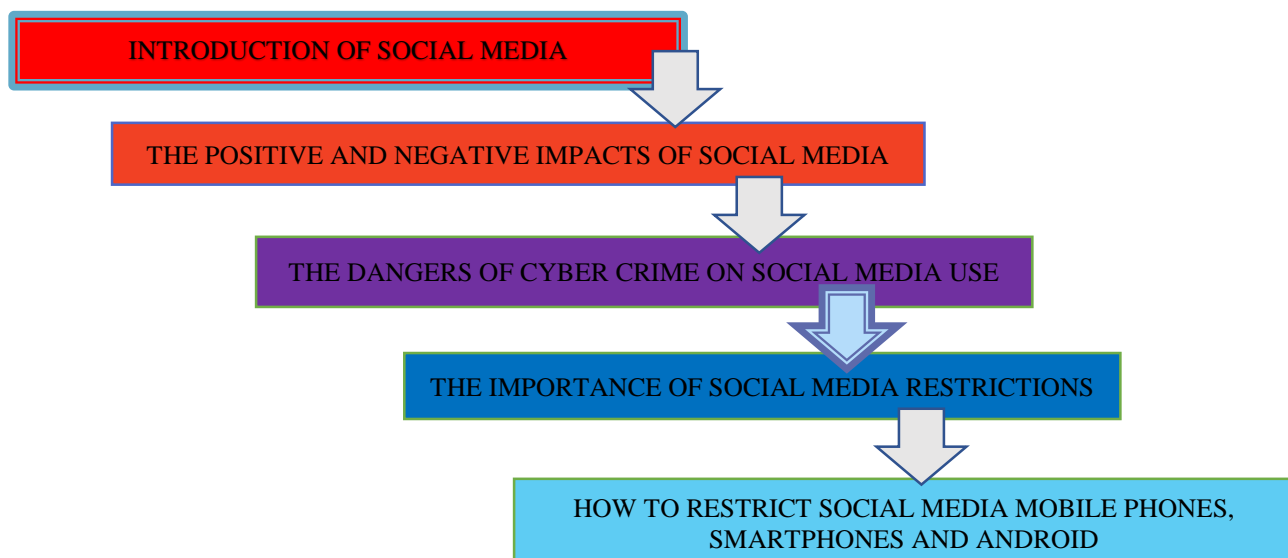


Figure 1: Working Procedure

2.3 Activity Plan

Plan for the implementation of activities that will be carried out:

- Observation.
The PKM team collects data and information about the problems that occur and are being faced by Simanindo State High School school in Samosir district. Data collection conducted by the PKM team by taking documentation and interviews directly at the school location.
- Socialistization of Technology Utilization Activities.
The PKM team counseled the students on the benefits of using technology for increased creativity and ease of performing tasks and work.
- Socialization Training in Social Media Use.
At this stage, the PKM team conducted training on the use of social media in promoting products or services related to tourism activities in students of State High School 1 Simanindo Samosir Regency.
- Training on the Negative Impact of Social Media Use.
At this stage the PKM team socialized about the dangers of improper use of social media even some examples of cases until it ended in criminal cases and also the number of cybercrimes that can harm themselves as well as organizational groups.
- Training Restriction of features on social media.
The PKM team conducted training to students of State High School 1 Simanindo Samosir Regency how to limit the use of social media by making arrangements on some features on social media.
- Evaluation of results.
At this stage, the team conducted an evaluation to find out how much impact there is a Restriction on Social Media Use to create a smart young generation in Samosir Regency.

2.4 Partner Participation in Implementation

As for the form of participation of relevant parties in this PKM activity:

- a. In field observation activities (data collection) conducted by the Samosir State High School Team 1 Simanindo Regency provides complete and clear information about the problems faced.
- b. In addition, the PKM team also received assistance from the principal to be given permission to use one of the study rooms as a place for socialization and training activities.

2.5 Evaluation of The Implementation of The Service Program

Outline the evaluation of program implementation and program sustainability after completion of PKM activities in the field. Evaluation of program implementation will always be monitored by the PKM Team, The level of social media use can also continue to be monitored by the PKM Team monitored by the Ibm Team continuously and even the Team can continue to update social media owned.

3. RESULTS AND DISCUSSIONS

3.1 Program Results

- Location of Devotion

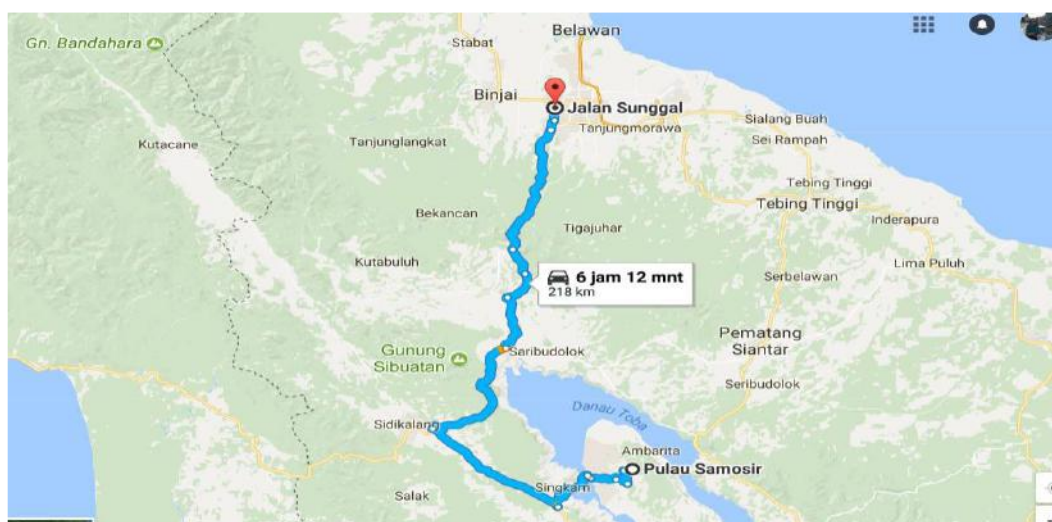


Figure 2: Partner Region Location Map with 218 Km Mileage

- **Participants of PKM Activities**

The trainees are students at Sma Negeri 1 Simanindo Samosir Regency. Trainees consisting of Students of State High School 1 Simanindo, Samosir Regency who participated in this training can be seen in the picture below:



Figure 3: Trainee

- **Material Preparation**

In terms of material, material has been inserted related to Restrictions on the Use of Social Media to create an intelligent younger generation and can improve the achievements of high school students in Samosir Regency, including:

- 1) Internet connection.
- 2) Introduction to Social Media.
- 3) Negative and Positive Impact of Social Media.
- 4) How to limit the use of social media.

- **Material Giving**

Speaker who delivered the training consisted of 3 people who already have good competence in the field of Information Computer Law and Technology, namely Dr. Onny Medaline, SH., MKn, Delivering material about the positive and negative impacts of social media, Dr. Siti Nurhayati, SH, MH, Conveying material about negative dangers in terms of law, Sri Wahyuni, S.Kom., M.Kom, Delivering material about limiting how to use social media Introduction to Social Media.

As for the implementation process, it also involves students to prepare devices and assistance in internet connections and hardware used in this training activity.

- **Student Engagement**

In the implementation of training, the participation of students is needed to support the success of training activities and to help everything related to technical training. The name of the student and the role of his activities in this PKM activity, are:

- 1) Roy Martin
- 2) Nury Junita

With the task of helping to spread training invitations to the school, helping to prepare the room where the training is conducted, and mentoring for participants.



Figure 4: The students are practicing social media training

3.2 Discussion of the Results of PKM Activities

Overall, the results of socialization activities to create a smart young generation in Samosir Regency are going well, because broadly speaking, it has been in accordance with the plan on the proposal submitted. The number of students and business people who participated in this training was 30 people, with the percentage of attendance as planned. The presence of participants at the training that lasts a day shows good results, where participants attend and participate in this training activity (see attachment to the list of attendance of training activities).

In the process of training activities, each participant conducted his own experiment directly using his own device (Laptop) or mobile phone. With the pattern of one participant and one hanphone or one pesert 1 computer, it allows participants to learn while doing (learnng by doing). The delivery of training materials is carried out with the help of LCD Projector, so that the communication process can take place properly, especially during the delivery of material in the form of step-by-step tutorials.

A total of 30 participants consisting of students of State High School 1 Simanindo Samosir Regency did pre- and post-test insight knowledge about social media for learning support. Based on the results of the above test, it can be known the progress of the test participants' knowledge regarding social media material as a promotional material for tourism objects that have been delivered. This shows that they know the dangers of social media and can improve the achievement of students.

After the implementation of socialization restrictions on the use of social media to create a young generation who are intelligent in Samosir Regency in promoting tourism objects in samosir regency, it appears that their knowledge increases significantly. It is seen that on average they have cultivated an additional adequate knowledge about what has been established. Therefore, it is expected that trainees can utilize this knowledge to further optimize, implement, social media in improving the achievement of students in Samosir Regency.

3.3 Overview of science and technology transferred to partners or trainees

Tourism is one of the subjects that became an interesting topic among internet users. The number of topics is discussed to create many accounts, both blogs, twitter and facebook that specifically discuss information about tourism, be it official accounts belonging to certain companies, travel community accounts, or personal accounts.

One of the famous is Trinity Traveler whose real name is Perucha Hutagaol. His habit of writing down his experiences while traveling to various places in his personal blog account, www.naked-traveler.com, made many

internet users interested in reading it, so gradually made him famous and became a travel writer. His writings on the blog were even then booked into several series.

In addition, many more accounts on Twitter are trusted by followers in looking for information about tourism, even though the authors are just ordinary people who happen to have a hobby of traveling. This phenomenon of behavioral imitation of unknown people is very interesting. The imitation of behavior through social media can occur quickly as presented in the Theory of Social Learning proposed by Albert Bandura³ that one of the social learning processes of an individual is through the imitation of model behavior that is considered appropriate to be imitated.

In the context of the dissemination of information through social media, the models that are imitated are those who are considered to have experience in a particular object. The high level of experience of a model is evidenced by the large number of followers or readers who read the experiences that he spread through social media. For example, trinity traveler account that has a lot of followers (or referred to as followers) on social media facebook under the name Trinity Traveler, twitter under the name @trinity, and in his personal blog, www.naked-traveler.com for telling his experiences in traveling. Marischka Prudence on her twitter account @marischkaprue and her personal blog, www.marischkaprudence.blogspot.com

The authors also open the opportunity for their readers to comment on what they write, so that the communication process becomes reciprocal, not just one-way. This process of interaction is very important in the use of the internet, especially in social media.





In the spread of tourism promotion, Indonesia is not left behind in utilizing technological means in its delivery, as well as social media. The website owned by the Ministry of Tourism and Creative Economy, namely www.parekraf.go.id and www.indonesia.travel is basically expected to act as a medium of tourism promotion in Indonesia. Not only the website, the ministry also has a twitter account @indtravel and facebook account indonesia travel as a communication bridge with their promotional goals.

But the existence of these accounts seems still not maximal because the communication delivered is still one-way and does not involve its users. Though this communication process is very important in creating relationships with promotional goals, namely internet users, thus creating their trust in government accounts.

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4. CONCLUSION:

With the process of training activities to each participant who conducted his own experiment using his own device (Laptop) or mobile phone. (learning by doing), and training materials are carried out with the help of LCD Projector, so that the communication process can take place properly, especially during the delivery of material in the form of step-by-step tutorials, so that students as participants know the dangers of social media and can improve the achievement of students.

The implementation of socialization restrictions on the use of social media can create a generation of bright young people in Samosir Regency in promoting tourism objects in samosir regency, it appears to increase their knowledge significantly. Proper use of Social Media can have a positive impact and improve achievement in school level students so as to improve and create superior generassi that excel in Samosir Regency.

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