



## The Role of Social Media in Forming Social Character at Panaragan Jaya Indah Village

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### ABSTRACT

Modern human life is currently lived in and with social media. Social media with the power of its internet network influences social character and life, including teenagers. Social media is an internet-based platform that allows users to create, share and exchange information, ideas and content in various forms (text, images, videos, etc.) in real-time compared to conventional media such as radio, television, magazines and newspapers. Social media plays an important role in facilitating self-expression and social interaction, but it also has the potential for negative and positive influences and a lack of social character attitudes such as tolerance, respect, togetherness, mutual cooperation and empathy. This article aims to analyze the role of social media in forming social character in teenagers in Panaragan Jaya Indah village. The method used is a qualitative research method. The research sample was 6 teenagers and 2 parents. In this study, the researcher used several data collection tools, namely through observation, interviews and documentation. This researcher used a sampling technique in the form of snowball sampling to ensure data authenticity. The research results show that the role of social media in forming social character in teenagers in Panaragan Jaya Indah village is that researchers see the ethics of social media users as being keepers for filtering information, with the ethics of social media users it can be directed towards self-development, responsibility and meaning in life together. The development of social character in teenagers can be seen from how teenagers use social media according to their needs, especially the need to learn, build friendships and build positive networks with other people.

**Keywords:** *Role Of Social Media, Social Character, Teenagers*

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## INTRODUCTION

a Social media is an internet-based platform that allows users to create, share and exchange information, ideas and content in various forms (text, images, videos, etc.) in real-time. According to experts, social media is a group of internet-based applications that are built on the basis of Web 2.0 technology and ideology and allow the creation and exchange of user generated content (Yusup, A et al., 2023). According to Michael Cross (2013) social media is a term used to combine, exchange information, and use web-based messages (Suryaningsih, 2020). Social media plays an important role in facilitating self-expression and social interaction, but also has the potential for negative influences such as idealized body image and unrealistic norms. Social media has various functions including as a platform for communication, various information,

seeking entertainment, and even as a business promotion tool. The development of technology and social media has influenced the way teenagers find their identity, with their ability to share photos, videos and stories but also has an impact on teenagers' behavior and thinking patterns. Therefore, the complexity of the relationship between social media and social character at this critical phase of development requires a deep understanding of its positive and negative impacts. The role of social media in everyday life is very diverse and continues to grow along with the increase in technology and information dissemination for teenagers. Regarding how the use of social media has an impact on teenagers, this is also widely discussed directly by the public. This means that social media in its use has a role that shifts society's culture, not only in social interactions. The use of social media has become integral to our lives, especially children and teenagers. Therefore, there is a need for guidance for teenagers to be wiser in using social media because everything is on social media. "Children and teenagers don't really understand which content is good and which is not so good. So, the task is to provide guidance to them to be able to use social media well so that they can continue to progress, be creative and innovative."

When viewed as a whole, according to McQuail there are 6 (six) perspectives in seeing the role of social media in social life, especially in modern society, including (Denis McQuail, 2019).

1. Seeing mass media as a window on events and experiences. The media is seen as a window that allows the public to see what is happening out there, or the media is a means of information to find out about various events even though they are not directly at the scene. Through this role, the media functions as an intermediary that connects the real world with public perception, creating images that appear to be direct or authentic even though they have gone through a filtering process. As a window into the experience of events, social media develops narratives that sometimes give the impression of closeness or participation in major events, such as international sporting events, crises, or elections. However, in the process, the media also has the power to direct or influence the audience's perception by highlighting certain aspects and ignoring other aspects, which sometimes raises issues of bias or framing. Social media is in the highest position in people's lives because it is often used when communicating and is used by all groups. Apart from being used for regular communication, it can also be used for selling. For example, someone who sells clothes can promote their goods via WA, FB, IG or other types (Khatimah, 2018).
2. The media is often considered as a mirror of events in society and the world, implying a faithful reflection. According to the American Marketing Association, brand image is said to be a form of reflection of the brand personality of the brand being consumed. Brand image is something that consumers believe in a brand which is depicted through their thoughts, feelings and hopes. Brand image is also the perception and belief held by consumers where this is reflected in self-associations in consumers' memories (Siregar & Rasyid, 2023). As a mirror of events, social media allows anyone to become a "citizen journalist" or reporter of daily events.
3. Viewing the mass media as a filter, or gatekeeper who selects various things to pay attention to or not. Refers to the digital platforms Facebook, Twitter and Instagram in filtering information or other forms of content based on the standards of their managers. In this context, social media is seen as a gatekeeper who determines which content is more likely to be seen by its users based on algorithms and the

preferences of each user. User Role as Gatekeeper On social media, each user can also act as a gatekeeper by choosing to share or like certain content. These actions influence algorithms and the further dissemination of content across their networks, reinforcing the collective's role in filtering information. They need to be taught about online ethics and privacy, how to manage their time wisely, as well as the ability to filter the information they receive via social media (Indriyati, 2023).

4. Mass media is often seen as a guide, guide or interpreter, which translates and shows direction regarding various uncertainties, or various alternatives. Social media includes various websites and applications that allow interaction between users through posted content, such as text, images and videos. The main characteristics of social media include, interactivity, namely users can communicate with each other, user-generated content, namely users create their own content that can be shared. And accessibility can be accessed by anyone in the context of citizen journalism, information disseminators on TikTok social media have a greater responsibility in conveying their information so that the news they share can be accurate, objective and impartial, because TikTok social media is more vulnerable to fake news (Amalia & Taufik, 2024).
5. Mass media as an interlocutor is not only a place for information to pass but also a communication partner that allows interactive communication to occur. Social media Social media acts as an interlocutor because it allows dialogue between individuals or groups and a wider audience. Social media users can express opinions, disseminate information, and interact directly with other people. By using features such as comments, private messages.

Not much different from the role of the mass media itself, the perspective in looking at the role of the media according to McQuail above basically wants to show that the role of the media in social life is not only as a means of entertainment or releasing tension, but rather the content and information presented have a significant role in social processes. The role of social media cannot be separated from the function of the media itself when carrying out its role, social media functions to inform, educate, entertain, social monitor, monitor the behavior of the public and those in power.

Character is a set of traits, behaviors and values possessed by a person that distinguishes him from other people. In the context of psychology, character often refers to the moral or ethical traits an individual possesses, which determine how a person acts and reacts to certain situations. In terms of terminology, character is a stable personal attitude and the result of a progressive and dynamic consolidation process, integration of statements and actions. Character is also often understood as a manifestation of a person's personality which is reflected in attitudes, behavior, speech, actions and way of life in society. If his behavior is good, he is called having a good personality and vice versa (JASMINE, 2021). Social character includes tolerance, respect, togetherness, mutual cooperation and empathy, behavior that individuals have in social interactions, this includes the ability to collaborate and communicate with other people. Character is usually formed through life experience, education, and interaction with the social environment. A comprehensive and consistent approach to all of these aspects will support the development of positive social character. In addition, religious values should also be a guideline in his life by carrying out religious teachings comprehensively as stated in QS. Al-Mumtahana verse 8.

Social character provides social cultivation such as tolerance, respect,

togetherness, mutual cooperation and empathy which teaches how to build high social values in life so that it can create peace on this earth. This social character cultivation is not only explained but also practiced. **Tolerance** is an attitude of mutual respect and acceptance of differences between individuals or groups. In a social context, tolerance is very important to create harmony and harmony in a multicultural society. The importance of tolerance can prevent social conflict, strengthen solidarity between individuals and encourage an inclusive and peaceful environment. The character of tolerance itself means the attitude and behavior of every child in socializing, accepting existing differences by prioritizing respect and appreciation (Rahnang et al., 2022). **Appreciate** in the context of social character, it means giving recognition and appreciation to other people, which includes respecting their views, feelings and existence. The importance of respect can build positive relationships in the sense that respecting other people can strengthen social bonds and create a supportive environment. Apart from that, it can also increase cooperation when individuals feel appreciated, they are more likely to work together and contribute to the group, reducing conflict. This attitude of mutual respect can minimize conflict and increase tolerance in differences. **Togetherness** is an important aspect of social character which emphasizes positive interactions between individuals in society. This concept includes mutual respect, empathy, and cooperation to achieve common goals. The Importance of Togetherness Education is not only about individual learning, but also about the development of social and interpersonal skills. Togetherness and cooperation are very important values in everyday life (Pransiska et al., 2023). Togetherness can increase a sense of unity and oneness within a community, and help overcome conflict. **Mutual cooperation** is a culture of cooperation that involves active participation from community members in completing tasks or activities for the common good. This concept reflects social values such as solidarity, care and shared responsibility. The formation of the mutual cooperation character forms the character of individuals who are caring, responsible, and able to work together and the implementation of mutual cooperation can take various forms, such as activities to clean the environment, help others in emergencies, and participate in social activities. The core principles of mutual cooperation include collaboration, mutual respect, and working together to find solutions to problems that affect everyone. The spirit of mutual cooperation encourages people to work with each other and become more aware of their local communities (Armi Maulani Aries, 2022). **Empathy** is the ability to understand and feel the feelings of others. In a social context, empathy plays an important role in building healthy and respectful relationships. The importance of empathy can build social relationships. Empathy increases connections between individuals and strengthens mutual trust, reduces conflict. By understanding other people's perspectives, empathy can help reduce conflict and increase cooperation. Character development in empathy encourages individuals to be more caring and responsible for the surrounding environment.

Factors that influence social character, namely the family, can influence the family environment, providing a basis for the development of social character. Parents' values and behavior are often modeled by children. Apart from that, these peers have a big influence on teenagers' behavior and attitudes, including social norms and group identity and social media is very influential. With the increasing use of social media, teenagers are exposed to a variety of social interactions that can shape their character. Character is an action that occurs without any further thought because it is ingrained in the mind. If teenagers behave impolitely, of course that person has manifested bad

behavior. On the other hand, if someone behaves honestly, of course that person has manifested noble behavior. We hope that by holding character formation, teenagers in Indonesia will have good character, have noble morals, nothing else. Carrying out acts of violence that violate the laws and norms that exist in our country (Adi Wijaya, 2018).

Adolescence is a developmental transition period between childhood and adulthood characterized by physical, emotional, social and cognitive changes. Adolescence typically begins around 10-12 years of age and continues through 18-24 years, depending on cultural and biological context. Adolescents experience rapid growth in height and weight, as well as hormonal changes that affect the development of reproductive organs and secondary sexual characteristics. Teenagers are basically individuals who are struggling to find their identity. This, if they are faced with circumstances and environments that are contradictory to religious values, can certainly cause them to fall into negative things, inner misery, doubt, anxiety, or even a situation where they cannot control themselves. This is what causes some teenagers in this country to fall into actions that harm themselves and erase their future. So a young person needs awareness to avoid negative things that could have a bad impact on his or her future. Apart from that, religious values must also be a guide in life by implementing religious teachings as a whole as stated in the QS. Al-Baqarah verse 208 (Khoir et al., 2024)

The problem faced by teenagers in understanding the role of social media in Panaragan Jaya Indah Village Rt 07 Rw 02 is the lack of supervision from parents or family. This makes teenagers feel free to use social media, which often leads to abuse. As a result, the teenager's character can be affected, including the tolerance, respect, togetherness, mutual cooperation and empathy that have been taught, even the very sad attitude of mutual respect can be seen from how the teenager is when he is close to his parents or the people around him. They tend to imitate various videos they see, including content that they should not watch. Social media has a big influence on the way they think, behave and interact. Therefore, it is important for teenagers to understand that the role of social media must be used wisely and according to needs, not as a tool to follow negative trends that can damage their character.

Initial survey results show that many teenagers do not participate enough in activities in their environment, such as religious activities including reciting the al-Barzanji Koran or taking part in the studies of ustadz and ustadzah, as well as social activities such as mutual cooperation and community service. This can be seen from their attitude which often ignores or does not listen to these activities, apart from that the influence of their peers often encourages them to do things that are not actually in accordance with their principles and prefer to play on social media. Even though there are many choices of social media applications such as Instagram, Facebook, and WhatsApp, teenagers tend to prefer TikTok or online games. This is because TikTok makes it easy for them to follow popular trends, while online games provide fun and the sensation as if they can make money. In fact, these activities often only waste time and make them forget to use their time in more useful ways, such as reciting the Koran or taking part in social activities in their village. Tik Tok is an application that provides unique and interesting special effects that users of this application can easily use to create cool short videos that can attract the attention of many people who see them. This application is a social network and Chinese music video platform which was launched in September 2016 (Salsabila et al., 2021). Apart from that, TikTok also offers various advanced features such as Live, InstaStory, and Tiktok tv. However, excessive access to social media TikTok can have negative impacts, such as feelings of rebellion,

escape, or dependency, which usually occur in adolescence and can continue into adulthood. Adolescence is a transition period between childhood and adulthood which is characterized by physical, cognitive and socio-emotional changes. On TikTok, many teenagers choose this platform as a place to express their feelings or share the problems they are experiencing, for example through InstaStory, videos or photo captions that describe their feelings. This kind of activity further strengthens the role of TikTok in teenagers' lives, both as a place for self-expression and as part of their social life.

Through interaction or communication with teenagers at home with their parents or family, they can be taught about the negative and positive impacts of social media. They need to be encouraged to avoid things like cyberbullying, hoaxes, or other negative behavior, and instead be directed to use social media productively, such as for learning, sharing useful information, or developing talents. Thus, social media can be a positive tool for building better character.

Research that is relevant and becomes a reference is first written by Journal written by Fabianus Fensi with the title "The role of social media in forming the character of Bhineka Tunggal Ika high school and vocational school students" in this research, currently the life of modern humans is very closely related to social media. Social media, with the support of internet networks, influences human lifestyles and actions, especially young people, teenagers and students. With characteristics such as fast dissemination of information, the ability to store large amounts of data, interactivity, and freedom to create content, social media has become more popular than conventional media such as radio, television, newspapers, magazines, or newspapers. Social media provides many benefits, including as a learning tool that allows users to learn more about the world. However, the use of social media can also have negative impacts, such as health and social problems, and ethical and moral violations. Therefore, the use of social media must follow the ethical standards that apply in society. Complying with these standards is essential for social media to function as a responsible public platform. Ethics in the use of social media acts as a guard that filters information. Thus, social media can be directed to support meaningful and responsible self-development in social life. The use of social media will be beneficial if it is directed at needs such as learning, making friends, and building positive networks with other people.

Second written by Chontina Siahaan with the title "The role of social media TikTok in shaping the character of teenagers," the research results are TikTok, concrete evidence of a new social media that is very popular with the public, especially teenagers. Tiktok has become a place for teenagers to express themselves in public so that they can be known by many people or simply to entertain themselves. The aim of the research is to determine the influence of social media Tiktok on adolescent character through thought processes and behavior. The research results show that TikTok is a part of social media that is widely used by teenagers to express attitudes and behavior that can be seen by other people using online media. In general, TikTok social media has two impacts, from positive to negative. So, attention and vigilance is needed for teenagers when using TikTok. Every content that is broadcast and watched by teenagers must be interpreted well so that they can form good characters.

The third was written by Arifatul Khoir with the title "The use of TikTok social media and its impact on adolescent moral education." This research found that social media is a forum for people around the world to express opinions and the issues they face. Children grow up surrounded by mobile devices and interactive social networking sites like Tik Tok. This research uses qualitative research methods. The

results of the research show that social media has two sides for teenagers. The use of social media has positive and negative impacts on teenagers. This research concludes that parents and teachers play a deeper role in shaping children's character through digital literacy. Therefore, this research recommends a synergy between schools as formal education, parents as informal education, and society as a laboratory for children (Khoir et al., 2024). What differentiates this research from previous research is the research objectives, time and research context of the theory or literature used.

Then the importance of this research was carried out because the researcher was interested in the use of social media for teenagers which can form social character, where initially teenagers show a lack of participation in activities in their environment and a lack of supervision from parents and people around us which can result in the growth of an indifferent attitude for teenagers. With interaction or communication, teenagers when at home with their parents or family can be taught about the negative and positive impacts of social media. This research is very important to carry out because it is to strengthen social character in teenagers which is valued positively and we can evaluate the role of social media in character formation and find ways to improve the quality of tolerance, respect, togetherness, mutual cooperation and empathy towards others. (Panigoro et al., 2022). The positive things that can be gained from using Tik Tok are many new things discovered, such as general knowledge, religious content, or for business.

## **METHOD**

The research method used is qualitative field research (field research). This research uses descriptive qualitative research. The descriptive research method is Qualitative research namely research that originates from an inductive mindset, which is based on objective, participatory observation of a social symptom (phenomenon). (Hafsiah Yakin, 2023). By conducting direct observations at the research location, the author was able to obtain the data needed according to the determined research focus. After conducting observations in the field, the researcher then dig deeper into the information through interviews and strengthened it with documentation. The researcher made the village of Panaragan Jaya Indah Rt07 Rw02 as the research object. Meanwhile, the research subjects were parents. In order to strengthen the data to explore information on the impacts resulting from the use of social media by their children and productive teenagers aged 15-18 years (middle teens) because this phase is a transition period from childhood to adolescence which is marked by the emergence of physical changes so that teenagers often experience difficulty in adapting to these changes. Therefore, in this phase there needs to be extra assistance and direction efforts in order to form the basis of good behavior.

In this research, researchers used several data collection tools, namely through observation, interviews and documentation. The data sources used are primary and secondary data sources. Primary data, which is collected directly from the original source through interviews, surveys or experiments, is usually considered more accurate and relevant because it is directly related to the research context. Meanwhile, secondary data, which comes from existing sources such as publications or reports, allows researchers to save time and resources, although it needs to be further checked regarding its reliability and suitability (Rukhmana, 2021). This data was taken from interviews with teenagers, parents and local people in Panaragan Jaya Indah village. Meanwhile, secondary data sources are taken from books and journals that are relevant to the object under study. Then this research uses a sampling technique in the form of

snowball sampling, which is a procedure for taking samples from a population. Where snowball sampling is a non-probability sampling method (samples with unequal probabilities) (Lenaini, 2021). and data triangulation to ensure data authenticity. There are three methods used in data analysis techniques, namely data reduction, data presentation and data verification.

## RESULTS AND DISCUSSION

### The Role of Social Media

Errika Dwi Setya Watie based her definition of social media on the category of new media, which is a term to describe the characteristics of media that are different from existing media (television, radio, magazines and newspapers) which she classifies as old media. Social media is always connected to developments in the internet era (Fensi, 2020). Social media is an online media, with its users being able to easily participate, share and create content including blogs, social networks, wikis, forums & virtual worlds. Blogs, social networks & wikis are the most generic forms of public media used

citizens throughout the world (Efendi & Rafdiansyah, 2023). In fact, nowadays the use of technology for human life touches almost all of life. With the presence of technology, humans are greatly pampered in carrying out daily life activities. Among the rapid changes is information technology (the internet) which has reached rural areas. This change makes it quite easy for people to obtain fast information, easy access to finance, and even supports the business activities and businesses they carry out. Internet technology offers a number of features that make it easier to access information and work, such as very fast access to electronic mail, searching for information in seconds (*browsing*), seamless virtual communications, and video access *streaming* whose popularity has shifted the existence of television broadcasts. One of the conveniences of internet technology is the use of social media as a virtual communication forum between people. Applications such as Tik Tok, for example, have been widely used by teenagers in this country as *trend* in associating to maintain the existence of television broadcasts.

There are at least three roles of social media, namely:

1. Networked social media is considered the basic infrastructure of social media, because of the integration of computer use with the various hardware required. A communication process is only possible if there is a network that connects the computer to the internet.
2. Social media is providing information in social media, information is very important, information is a means of creating self-representation. Social media is also a place where people interact with each other.
3. Social media is a place where various information or events or occurrences are stored. With this function, it is not surprising that an event that took place five or ten years ago could appear now as if it were information or an event (Fensi, 2020).

Researchers examined that teenagers who use social media in Panaragan Jaya Indah village have various motives and goals. Some teenagers admitted to using social media applications in the form of Tik Tok just for entertainment by watching entertainment video content. Others are more than just watching, but are also content creators (*content creator*) which was shared on *platform* and also disseminated through other social media that they have. According to a number of teenagers, the use of this application is done to maintain their existence in the Informan world. Not much

different from the role of mass media itself, basically it wants to show that the role of media in social life is not only as a means of entertainment or to release tension, but rather the content and information presented has a significant role in social processes. This significant role, as previously explained, is that mass media plays a role in influencing society through several contents, one of which is education. In educational content, social media tries to provide enlightenment, educate and broaden the horizons of listeners, viewers and readers. For example, in a political context, the mass media provides political education, makes the public aware of their rights and obligations as citizens, and can also get to know leaders or presidential and vice presidential candidates better through broadcast debates. The role of social media cannot be separated from the function of the media itself when carrying out its role, social media functions to inform, educate, entertain and social monitor, monitor the behavior of the public and those in power.

#### **Formation of Social Character**

Etymologically, the word character comes from the Latin *kharakter* or the Greek *kharassein*, which means to mark, or the French *carakter*, which means to make sharp or deep. In English, character means: disposition, character, nature and role. In the Big Indonesian Dictionary, character is defined as character, character, psychological traits, morals, or manners that distinguish a person from others (Study et al., 2021). Character profiles are grouped into spiritual and emotional development, religious character, honesty, responsibility, social care and environmental awareness. The central characteristics of thinking (intellectual development) are intelligence, creativity, love of reading, curiosity. Sports and movement (physical and kinesthetic development) are healthy and clean, while emotional development and creativity are caring and cooperation (Kulsum & Muhid, 2022). Character is behavior that is based on the traits inherent in a person. The formation of character education is not only based on material, but is also based on habituation activities that train students' behavior to be better. Because if there is a lack of reinforcement in the process of forming character education in adolescents, it will result in delinquency or deviant behavior from various institutions and norms that become increasingly uncontrolled in adolescents (Adi Wijaya, 2023).

The formation of social character is very important to apply to teenagers, including the characters of tolerance, respect, togetherness, mutual cooperation and empathy because character formation in teenagers can build a strong mentality and spirit. Researchers found that in the village of Panararagan Jaya Indah Rt07 Rw02, forming social character for today's teenagers is not an easy thing, especially when they are older, they are vulnerable to choosing something they want without thinking about the impact. Researchers see that parents form social character in teenagers when they are still children and the methods used are also different, some play while learning, some often give advice and others because when teenagers are cared for like this every day it will have a positive impact and the social character that is applied is reflected in teenagers. Apart from that, the feeling of comfort presented by peers in their interactions in their respective peer groups is related to socio-cultural comfort, namely comfort related to students' interpersonal relationships, including comfort in telling stories, comfort in exchanging ideas, and comfort in carrying out activities together. Most students said that they felt comfortable with their group friends, comfortable telling each other stories, confiding in themselves (confide), or telling stories about various problems related to their personal lives (Islamic Studies & Religion, n.d.).

Before conducting the research, the researcher gave a permission letter and an interview to Mr. RT. Then the researcher made observations again by looking directly at the situation in Panaragan Jaya Indah village. Conditions in Panaragan Jaya Indah village are quite good, which we can see from the activities of teenagers in carrying out religious activities, one of the routine activities that has been carried out, namely the al barzanji routine every week. However, there are still some teenagers who have not carried out religious activities and still need to be disciplined again. So parents are still trying to invite their children to take part in these activities. Then the researchers conducted interviews with parents and teenagers about the role of social media in forming social character in teenagers in Panaragan Jaya Indah village.

Figure 1. Interview with parents. Figure 2. Interview with teenagers



### The Role of Social Media in Forming Social Character in Adolescents

Character is something that is very important in everyday life and in society (Ehwanudin and Mispani, 2023). The role of social media in shaping the social character of teenagers in the village of Panaragan Jaya Indah Rt07 Rw02 depends on the role of parents and the people around them because after all the people around them are very influential in forming social character in this research consisting of male and female teenagers. Specifically, the content consumed by boys is videos of how to play games (*games*) online, about Islamic songs, or just entertainment videos to relieve boredom. Meanwhile, the content watched by teenage girls is information about tutorials on how to dress, which they know as OOTD (*outfit of the day*), hijab creation videos, religious content, such as chanting prayers, or entertainment content. Watching Tik Tok is just entertainment for teenagers 15-18 years old and must be under the guidance and supervision of their parents. If left unchecked, they can consume entertainment that leads to negative content, such as pornography or *game online* which greatly affects their mental health and has an impact on the time spent studying (Panigoro et al., 2022).

The role of social media is very meaningful if it is used with needs such as learning needs, making friends, and building positive networks with other people. In the village of Panaragan Jaya Indah Rt07 Rw02, researchers examined 6 informants, only three informants, all of whom were young women, admitted that they mostly used social media in the form of the TikTok application, where teenagers consume sholawat content, recitations and pearls of wisdom. This was confirmed by their parents who said that their children often told them about the videos from the TikTok application that they were watching. The rest spent more time viewing entertainment

content only. Based on the facts obtained from the research location, children who are still teenagers really need knowledge, understanding of social characteristics, and assistance in using technology with the various applications contained in it.

Many of the impacts of social media use on teenagers have negative impacts, although quite a few have positive impacts on users. The negative impacts caused by excessive use make children less productive. Research findings found a decline in social characteristics such as mutual respect and tolerance. This was reflected when researchers conducted observations and interviews with a number of parents who admitted that their children were difficult to manage and give input to. According to most parents, their children are active in holding *gadget* because it has become a social trend for today's children, even though these children are still active in performing prayers, reciting the Koran, and so on, there has been a decline in mutual respect. This can be seen when teenagers take part in activities in their environment. Teenagers end up engrossing themselves in their gadgets and delaying prayer times when ordered by their parents. This is a result of their use. *smartphone* which is excessive. This tendency results in a lack of social interaction between them. Even if they gather with their peers, they are still engrossed in their gadgets, leaving behind the physical games that are common among teenagers aged 15-18 years.

In the village of Panaragan Jaya Indah Rt07 Rw02, this shows that there is a lack of understanding about social characteristics, where teenagers pay very little attention when taking part in activities in the village of Panaragan Jaya Indah or learning to do school assignments. This is coupled with the factor of families who are busy working and often do not pay enough attention or accompany the children when playing gadgets. This must be supported by a conducive child environment, namely a society that does not ignore the social character of children. After attending formal education at school, teenagers should spend their time participating in non-formal education in the community, such as special courses, TPQ, pre-school education institutions, or other types of non-formal education. The internalization of values carried out in schools and society should be strengthened by parents as companions, caregivers, educators and role models for their children. If this can be implemented then the role of social media will suit their needs.

## CONCLUSION

Research findings show a number of facts that the use of social media for teenagers has two sides that mutually influence their social character. On the one hand, the use of social media can have a positive influence on teenage children when they are accompanied by their parents in using it, so that they will gain good digital literacy and be able to choose content that is suitable for consumption by children. However, there are difficulties experienced by parents because not all parents have the time to accompany their children. Apart from that, not all parents have sufficient understanding of digital literacy, therefore the researchers give directions to spend as much time as possible assisting their children in using gadgets so that their children's character is not affected, by having the gadget in their hands and always giving them direction and advice when using social media. With such actions, teenagers will continue to have an attitude of mutual respect, tolerance and togetherness within the family and when around people around them and in the community. So that teenagers and parents in Panaraga Jaya Indah village can understand the role of social media in forming social character, researchers can provide this counseling. Thus, it is hoped that children and parents will have a good understanding of digital literacy so that they do

not make mistakes when using social media devices and any applications contained therein.

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