

## The Influence of Technology and Social Media on Student Character Building

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Sofie Raihana Tampubolon<sup>1</sup>, Feby Aulia<sup>1</sup>, Tari Lasmi Virginia Sihotang<sup>1</sup>, Asmarianti Daulay<sup>1</sup>, Gaby Sarah Giovani Sigalingging<sup>1</sup>, Rido Pratama Ginting<sup>1</sup>, & Natalia Silalahi<sup>2</sup>

<sup>1</sup>Biology Education Departement, Universitas Negeri Medan, Indonesia

<sup>2</sup>Elementary Schools Teachers Education, Universitas Negeri Medan, Indonesia

### CORRESPONDING AUTHOR

Author Name: Feby Aulia

E-mail: [febyaulia784@gmail.com](mailto:febyaulia784@gmail.com)

Post Address: Biology Education Departement, Universitas Negeri Medan, North Sumatera

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### ABSTRACT

The development of information technology can have a major impact in various aspects of life, including education. Technology can have a positive impact, such as easy access to teaching materials and online learning if used properly. However, inappropriate use of technology can have a negative impact on students' attitudes, ethics and character. This study aims to analyze the influence of technology and social media use on student character building using the literature review method. Based on the results of the research, it is found that technology and social media have a negative influence on students' morals, communication and responsibility, so in this case education has an important role to manage the negative impacts that arise with moral education, habituation and exemplary.

## 1. INTRODUCTION

In the opinion of an expertise, character is one of the important aspects in the formation of an individual's personality. Etymologically, the word "character" comes from the Greek *charassein*, which means to carve, paint, sculpt, or scratch. The meaning illustrates that character is the result of a formation process that produces dispositions, behaviors, motivations, and skills that distinguish one individual from another. Within the scope of education, the formation of student character is influenced by various factors, such as parental and teacher guidance, information media, technology, and a social environment that supports holistic child development (Agnia et al., 2021).

The view of good character has been put forward by the Greek philosopher, Aristotle, who stated that right action towards oneself and others is a tangible manifestation of good character. This opinion is in line with Lickona's (1996) view, which emphasizes the importance of three main elements in building character, namely knowing good things, wanting good things, and doing good things (Bukit & Terigan, 2022).

Character building has its own objectives, including instilling moral and ethical values to develop good behavior and positive habits. Within the scope of moral education, as stipulated in Law No. 20 of 2003 concerning the National Education System, Article 3, education aims to develop the potential of students to become noble human beings. Moral education not only introduces the concept of right and wrong, but also seeks to shape behavior in accordance with moral values through a process of learning and habituation (Fridayanthi, 2019).

In addition, the social learning theory proposed by Bandura provides a harmonious framework in understanding character building. Bandura explains that individual behavior is influenced by three main factors, namely the interaction between behavior, the environment, and the way individuals think (Sandra et al., 2022). This theory suggests that students can learn and internalize moral values, behaviors, and social skills through interactions with their social environment, whether through teachers, peers, or technological media. These interactions are key in building positive and meaningful characters for student development.

This research was conducted because the rapid development of technology and social media has become an integral part of students' lives. Although technology provides benefits in the world of education, such as facilitating learning and accessing information online, its unwise use can have a negative impact on student character building. Phenomena such as device dependence, declining ethics in communication, apathetic behavior, and increasingly widespread misuse of social media can damage students' moral values and hinder positive character formation. Therefore, this study aims to explore the impact of technology and social media use on students' character formation, and identify the role of education in managing these influences to remain positive and constructive.

The purpose of this research is to understand how technology and social media affect students' character formation and to determine effective educational strategies to mitigate their negative impacts. The main targets of this research are school students as a group that is vulnerable to the influence of technology, as well as teachers and parents as important actors in the ongoing character education process. With the results of this research, it is hoped that effective and innovative approaches can be found in utilizing technology wisely to support students' positive character building in the digital era, while still strengthening the role of the family and school environment in the process.

## 2. METHODOLOGY

This research uses a literature review approach, which aims to analyze and evaluate data from various literatures related to the impact of technology and social media use on student character building. Data collection was conducted by searching for relevant sources from journals and scientific articles published between 2017 and 2024. The data collection process began with a literature search through online databases such as Google Scholar, using keywords related to the research theme, such as "technology and student character" or "social media and moral education".

The first step in data collection was to screen the titles and abstracts of the articles obtained. This screening aimed to ensure the relevance of the literature to the research focus. After that, the selected articles were further analyzed by reading the entire content to assess its validity and credibility. The analysis was conducted using content analysis techniques, which included identifying key themes and grouping the results based on similarities and differences in findings. The data analysis process is carried out with systematic steps. First, the collected data were categorized into certain aspects, such as positive impacts, negative impacts and the role of education in student character building. Secondly, results from various sources were compared to find similar patterns or contradictions. Thirdly, the data is interpreted to gain a deeper understanding of the influence of technology and social media on student character. The results of this analysis are expected to provide a comprehensive picture of the role of technology in students' character building, as well as provide a solid basis for developing recommendations for teachers, parents and education stakeholders.

## 3. RESULTS AND DISCUSSION

In this sophisticated world, the use of technology is inevitable in all activities of human life. Currently, technology has many positive benefits, including finding learning materials, online learning, communicating with friends or family, making it easier to find news, entertainment, and many more. But when viewed from the other side, technology and social media can have a negative impact. Most humans almost make technology a necessity and eventually cause addiction. Inappropriate use of technology can affect the moral decline of a person, including students. If students have digital knowledge and skills, then they can optimize the benefits offered by technology. Conversely, if a student does not have it, they have the potential to face risks in following technological developments, such as addiction, difficulties in using technology, pornography, bullying, and spreading fake news (Nurhasanah et al., 2024).

Another negative impact of using technology and social media on student character based on research conducted by (Sapan et al., 2023), is the lack of student norm values due to the many features that are not age-appropriate. This includes a lack of manners, both in terms of nature and student communication. In some cases, there are children whose communication patterns are not good. Students often utter obscenities, insult, and even berate teachers and their own friends. Meanwhile, in terms of character, students are often difficult to be advised by teachers, the way they speak tends to be loud, or the way they dress indicates a lack of respect and politeness.

The influence of technology and social media not only affects morale, but also student responsibility. Responsibility for students is discipline in fulfilling promises and maximum effort in completing assignments. As for the negative impact of using technology related to responsibility, students often forget the time when playing cellphones so that their time will be wasted. The amount of time used in playing cellphones often makes students experience

addiction. This results in insufficient time to carry out other activities, such as studying, reading, and playing with peers. This addiction can also have an impact on children's health. When using gadgets for too long, children's brain development can be disrupted, causing obstacles in their ability to speak and express themselves (Chusna, 2017).

When it comes to the influence of technology and social media on the development of students' character and attitudes, the influence is usually more negative, while the positive influence is not as much as the negative influence that can have a negative impact on the development of students in their future. To overcome this, the role of schools is needed to prevent such things from happening. According to Koesoema (2010), character education procedures that can be applied while in the school environment, namely: (1) *Learning (teaching)*. In this case, the school applies and implements character values through learning and realizing them in the form of subjects. The strategy that can be done by the school is to apply character education to students by implementing a self-development program that is carried out regularly every week. This program is carried out in a way that a teacher is able to provide material and understanding to students about various good and bad behaviors and is able to give advice to students when starting and ending learning; (2) *Exemplary (modeling)*. Character values that have been integrated in the subject are then explained and followed properly, routinely and continuously. to the entire school community, starting from parking attendants, janitors, security officers, administrative staff, teachers and school leaders. We know that humans learn and understand from what they see. This is similar to Albert Bandura's social learning theory which says that behavior is influenced by the environment. Exemplary can occupy the most important position in the realization of character education. Where a teacher must have a good personality, so that students are able to see and imitate good behavior. Role models can also come from parents, siblings and anyone who interacts with students. Therefore, character education requires an environment that is conducive to teaching character; (3) *Reinforcing*. Students should have their knowledge reinforced in the arrangement of the environment and activities at school such as putting up banners that contain school support for the formation of commendable student characters. Reinforcement can also be implemented by involving the family and community; (4) *Habituation*. Habituation in schools can be done in various ways. Habituation of good character includes time discipline, dress ethics, social ethics, treatment of students towards employees, teachers, and leaders.

Apart from that, the role of schools in managing the influence of technology and social media on student character, as follows: (1) *Integration of Digital Education*. Education is able to teach students how to use technology and social media wisely and productively. For example, teaching digital literacy, online ethics, and how to avoid misusing technology; (2) *Character Building through Extracurricular Activities*. Schools can integrate character values such as responsibility, discipline, and empathy in learning activities and extracurricular activities that utilize technology positively. By joining extracurricular activities, students can spend their time on positive activities and the excessive use of gadgets can be reduced; (3) *Teaching Time Management and Prioritization*. As a teacher, teachers are able to help and teach their students to be wiser in managing the time they spend on social media and technology. Set time restrictions on cellphone use and encourage them to focus more on activities that support positive character development.

#### **4. CONCLUSION**

The use of technology and social media has various impacts on student character building. The positive impact is that students who have digital skills can utilize technology to find teaching materials, learn online, and expand social networks. However, if used unwisely,

technology can have negative impacts, such as moral decline, lack of manners, apathetic behavior, addiction, and neglect of responsibility. The Role of Education in Managing the Impact of Technology. Education plays an important role in minimizing the negative impact of technology on students. Improving Digital Literacy Teaching students to understand how to use technology wisely and productively. Teachers and the school environment need to provide examples of good behavior and accustom students to have ethics in technology.

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