

Analysis of Opportunities and Threats of Social Media in Shaping Students' Character from the Perspective of Islamic Education

Hanif Syairafi Wiratama^{1,*}, Hafidz²

^{1,2} Faculty of Islamic Studies, Universitas Muhammadiyah Surakarta, Surakarta, Indonesia

Abstract

Social media is a social structure that comes from individuals and organizations bound by their users' similarity. Social media is online media (online media) that is used as a means of online social interaction on the internet. On social media, users can interact with each other, communicate, share networking, and various other activities online. Social media was created to meet human requirements because humans, as social creatures, were created to socialize. Because the development of the times is getting more advanced, the main goal of which is to facilitate users or users of social media so that they can connect with someone in one country, even between countries and between continents, practically and not waste time or provide convenience for users to socialize. However, in the current modern era, social media does not function as usual; it turns out that it influences the character education of students who use it, whether it's a positive or a negative influence, such as showing off on social media or others. Strengthening the formation of student's character through character education in the current context is very relevant to overcoming the moral crisis that is happening in schools and universities. Whether it is admitted or not, there is currently a worrisome crisis involving students in the school environment.

Keywords: Social Media, Character Education, Opportunities and Threats.

Introduction

One of the goals of education is to develop students who have character, can understand and implement the knowledge and knowledge obtained, and can process and transform into perfect human beings. In this case, there is a need for a coaching and education process carried out in schools/madrasas and the family and community environment.

Formal educational institutions, as implementers, have an important role in carrying out educational programs. Moreover, with the full-day school program, students automatically spend more time in the school/madrasah environment than at home. However, this cannot be separated from the problems faced. The problem of education is not new in Indonesia's education system. In line with the development of the times, science and technology. Therefore, education must also be able to keep pace and produce the latest discoveries to support and produce students who can compete according to their respective competencies. Schools/madrasas face two equally difficult things in facing the development of the globalization era. If you do not want to accept and keep up with the development of the times with technology and information, you will be left behind. If you are too free to give room for movement, many negative things can affect education in terms of behavior, morals, and association of students.

Education is said to be successful, one of which is the formation of students' morals because the attitudes, behaviors, and characters reflect the knowledge and education obtained. The higher the educational knowledge obtained, the higher a person can implement both behavior and competence in practicing knowledge in the world of work. Morality is the behavior possessed by humans, both commendable or moral morals and reprehensible or moral *madzmumah*. Allah SWT sent the Prophet Muhammad PBUH to improve morals. Every human must follow what He commands and avoid His prohibitions. Faith is a solid storehouse of morals. It can create self-awareness for humans to adhere to noble norms and moral values. However, on the contrary, man-made creeds run by the steps of human lust and instill the roots of selfishness in their hearts. Morals receive special attention in the Islamic faith.

The Prophet (peace and blessings of Allaah be upon him) said: "I am sent to perfect the noble morals". In another hadith, he said: "Noble morals are half of the religion." One of the companions asked Him: "What is the most important gift given to a Muslim?" He replied: "Noble morals."

Islam combines a religion of rights and morals. According to this theory, religion encourages every individual to have noble character and make it an obligation (taklif) on his shoulders that can bring rewards or punishment to him. On this basis, religion does not express its moral teachings alone without being burdened by a sense of responsibility. Even religion

* Corresponding author: g000210290@student.ums.ac.id

considers morality as a refinement of its teachings. Because religion is composed of beliefs (creeds) and behavior. And morals reflect this side of behavior.

However, with the development of the times, science and technology also affect the morals of students a lot. One of the sophistications of science and technology is social media, better known as social media, which has many features such as Facebook, Instagram, Twitter, TikTok, WhatsApp, and so on. Many children at the elementary school level now have accounts and use them on social media. Therefore, the author will discuss what social media is. How are the opportunities and threats of social media in forming students' morals seen from the perspective of Islamic education?

Literature Review

Social Media

What is social media? It must be familiar to our ears because most Indonesian people, from the young to the old, are also active as social media users. The definition of social media, according to several experts, includes

1. Definition of Social Media According to Antony Mayfield (2008)

According to Antony Mayfield (2008) who gave his idea in the form of a definition of social media where according to him the definition of social media is a media that users can easily participate in, variety, and create roles, especially blogs, social networks, wikis/online encyclopaedia, virtual forums, including virtual worlds (with avatars/3D characters).

2. Definition of social media According to Andreas Kaplan and Michael Haenlien

According to Andreas Kaplan and Michael Haenlien, the definition of social media is a group of internet-based applications that build based on ideology and Web 2.0 technology and that allows the creation and exchange of user-generated content.

3. Definition of Social Media According to Lisa Buyer

According to Lisa Buyer, the definition of social media is the most transparent, engaging, and interactive form of public relations today.

4. Definition of Social Media According to Sam Decker

According to Sam Decker, who participated in giving his role in the form of ideas in the form of a definition of social media, social media is digital content and interactions between each other.

5. Definition of Social Media According to Marjorie Clayman

According to Marjorie Clayman, the definition or understanding of social media is a new marketing tool that makes it possible to know customers and potential customers in a previously impossible way.

6. Definition of social media According to Philip Kotler and Kevin Keller (2012:568)

According to Philip and Kevin Keller, the definition of social media is a means for consumers to have a variety of text, image, video, and audio information with each other and with companies and vice versa.

7. Definition of Social Media According to Henderi, Muhammad Yusup, and Yuliana Isma Graba (2007: 3)

According to Henderi et al., the definition of social media is a social networking site, for example, a web-based service that allows each individual to build a public or semi-public profile in a limited system, list other users with whom they are connected, and view and explore a list of their connections made by others with a system.

Social media is online media (online media) that is used as a means of online social interaction on the internet. On social media, users can interact with each other, communicate, share networking, and various other activities online. Andreas Kaplan and Michael Heinlein define social media as a group of Internet-based applications that build on the foundation of Web 2.0 ideology and technology, and enable the creation and exchange of user-generated content".

The classification of social media technology takes various forms, including magazines, internet forums, weblogs, social blogs, microblogs, wikis, podcasts, photos, images or videos, social ratings, and bookmarks, by applying a set of theories in the field of research media (social presence-media wealth) and social processes (self-presentation-self-disclosure). Kaplan and Heinlein created a classification scheme for different types of social media in their Horizon Business article published in 2010. There are six types of social media, according to Kaplan and Heinlein:

1. Collaboration projects

The website allows its users to change, add, or delete content - content on this website. For example, Wikipedia.

2. Blogs and Microblogs

Users are freer to express something on this blog, such as venting or criticizing government policies. For example, Twitter.

3. Content

The users of this website share media content, including videos, photos, Ambar, ebooks, and others. For example, Youtube.

4. Social networking sites

This application allows users to connect by creating personal information so that they can connect with other people. This personal information includes photos, videos, news, vents, etc. For example, Facebook.

5. Virtual Game World

A virtual world replicates a 3D environment, where users can appear as desired avatars and interact with others as they do in the real world. For example, online games.

6. Virtual Social World

A virtual world in which the User feels like living in a virtual world, just like a virtual game world that interacts with other people. However, the virtual social world is freer and more life-oriented. For example, Second Life.

The Characteristics of Social Media

1. The message that is conveyed is not only for one person but can be to many people, for example, messages via SMS or the internet
2. Messages are delivered freely, without having to go through a Gatekeeper
3. The message conveyed tends to be faster than other media
4. Message recipients who determine the time of interaction

Development

The development of social media is as follows:

1. 1978, The beginning of the bulletin board system made it possible to be able to communicate with others using electronic mail or to upload and download software; all of this was done still using a telephone line connected by a modem.
2. 1995, Born from the GeoCities site, this site serves web hosting, a website data storage rental service that allows the website page to be accessed from anywhere. The emergence of GeoCities is a milestone in the establishment of other websites.
3. 1997, The first social networking site appeared, namely Sixdegree.com. In 1995, there was a Classmates.com site, which was also a social networking site. However, Sixdegree.com was considered to offer a social networking site more than Classmates.com
4. 1999, A site to create a personal blog, namely Blogger, appeared. This site offers its users the ability to create their site pages. Users of this blog can post anything, including personal matters, or criticize the government. So, it can be said that this Blogger is a milestone in the development of social media.
5. 2002, The establishment of Friendster, a social networking site that then became a boom, and social media became phenomenal.
6. 2003, The establishment of LinkedIn is not only useful for socializing, but it is also useful for finding jobs, so the function of social media is growing.
7. 2003, The establishment of MySpace MySpace offers ease of use, so Myspace is said to be a user-friendly social networking site.
8. 2004, The birth of Facebook, a well-known social networking site to this day, is one of the social networking sites with the most members.
9. 2006, The birth of Twitter, a social networking site that is different from the others because users from Twitter can only update their status, and the one called Tweet is limited to only 140 characters.
10. 2010, The birth of Instagram, a social networking site allowing users to share their photos easily, was initially only for iOS users. However, since 2012 it has also been present for Android users.
11. 2011, LINE, a social networking site that allows users to share photos and videos and have conversations with other users, was born.
12. 2011, The birth of Google+, which Google launched. However, at the beginning of the launch, Google+ was limited to people whom Google had invited. After that, Google+ was launched in general.

Result and Discussion

Character Formation of Students

One of the goals of Islamic education is to create human beings who are *ahlakul karimah*. Realizing students who can implement religious knowledge and teachings in daily life. Realizing students who are aware of the rules and obligations that must be fulfilled without coercion and feel burdened with these obligations.

One of the obligations that must be held accountable both in the world and in the world is related to anything that is done and done. Because humans are social creatures who cannot live alone. *Hablum mina Allah* and *Hablum minan nas*, there is a line of interaction between man and his God and man and man.

The self of others towards us will also motivate us to rise and build a better character according to our image. A positive image of ourselves, both from us and others, is very useful.

The Purpose of Character Education in an Islamic Perspective in Indonesia

In the history of Islam, the Prophet PBUH also emphasized that his main mission in educating humans is to seek the formation of good character. The most basic goal of education is to make a person good and smart. Western educational figures such as Socrates, Klipatrick, Lickona, Brooks and Goble seem to echo the echo voiced by the Prophet Muhammad SAW, that morality, morals or character are the inevitable goals of the world of education. Likewise, Marthin Luther King

agreed with the thought of the Prophet Muhammad by stating "Intelligence plus character, that is the true aim of education" Intelligence plus character is the true aim of education. In addition, character education has the following objectives:

1. Developing the basic potential of students so that they grow into a kind-hearted, good-minded, and well-behaved figure.
2. Strengthening and building multicultural community behavior.
3. Improving the nation's civilization to be competitive in world relations.

According to Said Agil, the purpose of education is to "form human beings who have faith, noble character, advanced and independent so that they have high spiritual resilience and can adapt to the dynamics of community development." Apart from the above view, the real purpose of character or moral education is for humans to be good and accustomed to the good.

In other words, it can be concluded that the purpose of character education from the perspective of Islamic religious education in Indonesia is, first, to get a person used to doing good deeds. Second, so that human interaction with Allah SWT and other creatures is always well and harmoniously maintained. The essence is, of course, to obtain the good, one must compare it with the bad one or distinguish the two. After that, you can conclude and choose the good ones by leaving the bad ones. With good character, we will be respected by people. On the other hand, a person is considered non-existent, even if he is still alive if his morals or character are damaged. Thus, it can be said that the purpose of education and training that can give birth to behavior as a character is so that the deeds arising from good morals are felt as a pleasure for those who do it.

Analysis of Opportunities and Threats of Social Media in the Formation of Students' Character

If you combine the words "Social media" and "Character education," you may find that the two words are very similar and different. Social media is a supporting tool for humans to communicate and interact. Meanwhile, character education is the process of forming and fostering a person's character or personality.

From the discussion above, a thought emerges. Can social media affect students' character education? What is the impact of social media on the formation of student character education? And what are the opportunities and threats of social media in student character education? For this reason, the author will describe the analysis as follows.

Benefits of Social Media

The benefits of social media for students are as follows:

1. Adaptability

With social media, students can learn how to develop the technical and social skills they need in facing the digital era. They will socialize with their best friends on social media and manage their friendships.

2. Expand your network of friends.

With social media, students can increase their network of friends without meeting and interacting in person. They will be able to create a useful community, which can contribute positively and get the latest information more easily.

3. Motivated

Forming a wide community of friends will motivate students to develop themselves from the material or opinions of their friends who are connected online.

Positive impact and Negative impact of social media

1. Positive impact

- a. Easily get and find the latest information both domestically and abroad
- b. A good and cheap promotional place gives birth to an entrepreneurial spirit from an early age.
- c. Easily adapt and socialize by increasing friendships.
- d. Easy, fast, and efficient communication media.
- e. A place to share/store photos and videos of daily activities.

2. Negative Impact of Social Media

Lately, we have been using the words social media to bring the far closer and keep the close away." Of course not. Social media allows us to communicate and interact with anyone from different parts of the world. The network is easy to connect if the place has an easy internet signal. At any time, we can access the latest information. However, social media also results in negative things for its users. When a person is engrossed in his virtual world, he will forget his real world. They will be freer and more comfortable expressing their opinions and feelings. So, this can harm its users. The negative impacts of social media use include:

- a. Individualism and egoism (Interact enough on social media, no need to interact face-to-face)
- b. Interfering with students' learning activities
- c. Danger of crime
- d. Dangers of fraud
- e. Addiction to online games
- f. Not all users are polite

- g. Disrupting communication and family life
 - h. Pornography
9. Juvenile delinquency

Conclusion

The benefits, positive impacts, and negative impacts of social media provide opportunities and threats in the formation of students' character and affect the character education provided both in the family and school environments. One of the goals of character education is to create students who can implement good ethics, good morals, good attitudes, and so on in daily life. However, social media has also eroded many of these good values in its development.

The sophistication of technology is like the fruit of *simalakama*; if it does not keep up with the times, it will be left behind all information and convenience, but if it is followed without awareness and direct supervision of users (students) by parents and teachers, then this also damages a lot of moral development of students. The development of the times and technology, especially social media, cannot be avoided or stopped because this is also the need of the world in order to welcome the era of the Industrial Revolution 4.0. So, as a driving force in the world of education, it is our obligation to be able to foster and direct students.

Social media allows students to develop their potential by easily accessing all information and multiplying friendships with peers or younger and older people. Friendship through social media does not look at time and place; wherever it is, as long as there is an internet network, communication can be established. The latest knowledge is easy to obtain, and students can learn about religion through online media.

However, this social media also poses a threat that can affect the growth and development of students in terms of character education. Among others:

1. Individualism, selfishness, and laziness will appear when children are more engrossed in their virtual world.
2. The sense of sympathy and empathy for the people around him is reduced.
3. Not being disciplined in time in activities (learning and carrying out worship) because everywhere cannot be separated from cell phones/Android.
4. The ease of access to friends makes it easy for the danger of fraud and crime to arise.
5. Uncontrolled adolescent associations because there are users who dare to access and upload something related to pornography.
6. The arrogant, showy, *riya'* and some traits that exist in *ahlakul madzmudah* tend to appear more because everything is done and what is uploaded on his account page.
7. Students easily emulate bad things by doing various negative challenge on social media.
8. Addiction to online games.

From some of the opportunities and threats of social media in children's character education above, it is clear that social media also affects children's character education both directly and indirectly, both in a short time and for a long time. Social media also affects a person's character, traits, and habits.

On social media, many things affect both positive and negative. So, in using social media, it is wise to manage its use while still receiving direction and guidance from parents and teachers. Parents and teachers should provide responsible responsibility and direct supervision. Because on television and online news, there are not a few teenagers who are victims of crime and fraud on social media.

Thus, several things need to be considered by parents and teachers, namely conducting intense coaching and supervision and giving opportunities to children to interact and socialize responsibly because social media also has certain effects on a person's physique. Try parents to always accompany their children when they are going to interact through social media. Pay attention to children's safety when opening the internet. And supervise children's associations.

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