SOCIAL MEDIA REVIEW ARTICLE: ANALYSIS OF CHANGES IN COMMUNITY BEHAVIOR TOWARDS THE USE OF SOCIAL MEDIA AND THE IMPACT OF SECURITY RISK THREATS

ARTIKEL TINJAUAN MEDIA SOSIAL: ANALISIS PERUBAHAN PERILAKU MASYARAKAT TERHADAP PENGGUNAAN MEDIA SOSIAL DAN DAMPAK ANCAMAN RISIKO KEAMANAN

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Abstract

Social media and security are a combination of two inseparable elements between social media and security, the security context referred to here is the security of social media users in communicating and resilience to potential risks due to the use of social media. Through social media platforms, such as Instagram, Facebook, Tik Tok, and Finteres which provide various features to facilitate interaction between social media users. Changes in today's information technology have brought major changes to all levels of society. With the birth of social media, behavioral patterns have shifted quite significantly, both in terms of ethics, culture and social norms. The research method used is quantitative descriptive through a descriptive analysis process. This study explains the behavior of new media usage activities by the Digital Community / Gen which includes motivation, habits or behavior, and security of social media access. Security can also be found in the data we use in the process of using social media, because when using communication access on a digital platform, there is a direct risk that all data directly related to the communication process can be known by other parties.

Keywords : Social Media Platform, Behavior Change, Security and Risk Threats.

Abstrak

Sosial media dan keamanan merupakan penggabungan dua elemen yang tidak terpisahkan satu dengan lainnya antara media sosial dan keamanan, kontek keamanan yang dimaksud disini adalah keamanan pengguna media sosial dalam melakukan komunikasi dan ketahanan terhadap potensi resiko akibat penggunaan media sosial. Melalui flatform media sosial, seperti Instagram, Facebook, Tik Tok, dan Finteres yang menyediakan berbagai macam fitur untuk memepermudah interaksi para pengguana media sosial. Perubahan teknologi informasi masa kini membawa perubahan besar terhadap semua

lapisan Masyarakat. Dengan lahirnya media sosial menjadikan pola prilaku mengalami pergeseran yang cukup signifikan, baik dari sisi etika, budaya dan norma sosial. Metode penelitian yang digunakan adalah deskriptif kuantitatif melalui proses analisis desriptif. Penelitian ini menjelaskan perilaku kegiatan penggunaan media baru oleh Masyarakat / Gen Digital yang meliputi motivasi, kebiasaan atau perilaku, dan keamanan akses media sosial. Keamanan bisa juga terdapat pada data yang kita gunakan dalam proses menggunakan media sosial, karena pada saat menggunakan akses komunikasi pada flatform digital, secara langsung berisiko terhadap semua data yang terkait langsung dengan proses komunikasi tersebut dapat diketahui oleh pihak lain.

Kata Kunci : Platform Media Sosial, Perubahan Perilaku, Keamanan dan Ancaman Resiko

1. INTRODUCTION

Social media and security is the combination of two elements that are not inseparable from one another other between social media and security, context the security in question here is security social media users in do communication and resilience to potential risk consequence use of social media. Through social media platforms, such as Instagram, Facebook, Tik Tok, and Finteres which provide various type feature For make it easier interaction of social media users. Increasingly active in using social media, then the more increase opportunity for they For build connection more near with others, improve interaction and expanding range communication, good through approach individual and approach more online communities strong. The growth of social media today side by side with user with various type needs and orientation, use mobile phone smart and internet penetration is experiencing improvement, especially in the next generation millennials and Gen Z, of course interest to interaction via social media the more tall.

Change technology current information bring change big to all layers of society. With the birth of social media make pattern behavior experience enough shift significant, good from side ethics, culture and social norms. Most of Indonesian society in particular has and is active using social media as one of the means communication in convey information and to obtain information.

In definition, social media is an online media, with its users Can with easy participate, share and create Contents includes blogs, networks social, wiki, forums and virtual worlds. Blogs, social networks social and wiki are the most common form of social media used by people all over the world. Impact positive from social media is make it easier We For interact with many people. On the side In addition, the use of social media also has level sufficient risk high, so that require social media usage must have a level of caution and security in do communication Network. Free association, distance and time No Again problem, more easy in express self, distribution information can in progress in a way fast, cost more cheap. While impact negative from social media is keep away the people who have close and vice versa, interaction in a way look at advance tend decline, making people become addicted towards the internet, giving rise to conflict, problem privacy, vulnerable to influence bad for other people. The existence of social media has influence life social in society. Changes in connection social (social relationships) or as change to equilibrium of relationships social and everything form changes

in institutions community in the a society, which influences system social, including inside it values, attitudes and patterns behavior between groups in society. Change social positive like convenience obtain and deliver information, obtain profit in a way social and economic. While change socially inclined negative like emergence groups social movements in the name of religion, ethnicity and patterns behavior certain that sometimes deviate from existing norms.

Concerns about security on social media was also put forward by Nuha et.al (2018) in study they, network social on line become source threat level carry on For intelligence and criminals cyber diversion focus attack they to Network social. This show that characteristic use Network social become means moving threat with easy from One user to other users (Bozart, 2010). Channel Network social play role important in facilitate penetration threat security, geographical, political and social according to Mansour in Zolait (2016). Internet, telephone mobile, and network social on line everything introduced during the years growth generation millennials. Generation millennials is " population original" technology compared to generation other, no care skills technology individual they, are seen as " immigrants " (Hershatte and Epstein, 2010) which makes they are vulnerable targets to threat privacy and security cyber.

Due to the rise of social media platforms and the potential vulnerability to security social media users especially to privacy and cyber security in approach communication security, so that writer try do analysis by Compiling articles about social media and communication studies security. So that objective from writing article This namely, 1). Want know influence to change behavior of society use of social media . 2). Want to know threat security to privacy social media users.

This article discuss a number of related dimensions with social media and impact against communication security, including : 1) Social Media Dimension, Social Media is is a medium on the internet that allows every user express / represent himself in activity interaction, collaboration, sharing, communication with other social media users , and form bond social emotional virtually. Social media makes it very possible individual For make page personal and interactive with friends, share information, and communication. There are some social media platforms the biggest one often used including : Facebook, Instagram, and Twitter. 2). Privacy, is right somebody enjoy life in a way private and protected from highlight public. " Privacy rights " include various related rights with freedom individual and independence in arrange his life yourself. 3). Security, safety originate from the root word " safe " which means: free, protected from danger, safe, no dangerous, sure, can trusted, can reliable. While "security has the meaning of " atmosphere" safe" tranquility, tranquility (Peter Salim, 2002). In literature police, definition security in a way general is or condition free from disturbance physique and Psychic protected safety soul and guaranteed property object from all type threat disturbance and danger" (Awaloedin Djamin, 2004). Already goods Of course understanding This different with understanding security (security) at first, because understanding This more refers to the concept of " security and order" society "that we normal use or also called security general / public security.

2. RESEARCH METHOD

Method research used is descriptive quantitative through survey. Research This explain behavior activity the use of new media by the Digital Generation/Society which includes motivation, habits or behavior, and security social media access. Study descriptive make an effort describe characteristics sample related phenomena, situations, and events observed (Thyer, 2010, p.120). Research descriptive also concerning the investigation For find more explanation Good through measurement distributed variables use answer questions such as "who, what, when, where, and how", although No intended For measure influence intervariable.

According to Nawawi (1991:63) research descriptive as procedure breakdown problem, investigated with describe or to depict condition subject or object research (individual, institution, society, etc.) moment Now based on the apparent facts as existence, use make conclusions as results analysis problem study.

3. RESULT AND DISCUSSION

In the Results and Discussion segment this , writer will outlined a number of changes that include aspect culture in the public especially for users media social . Taking from Gillin and Gillin's opinion (Soekanto , 2009:263), changes social is as a Variation from pattern life that has been accepted , good Because changes condition geographical , cultural , material , composition population , ideology and Because existence diffusion or discoveries new in the neighborhood public .

From the statement on concluded that change social can happen for the existence of discoveries new or also modifications in the society , one of which is is modification in technology increasing digitalization develop with various type features so that created the existence of social media in life public as we watch moment This . The changes that occur in this society include : lifestyle . communicate or interaction , language , style dressing , and others , where This all enter into the influence big daily life caused by social media platforms.

a. Communication style : Before If We want to speak something or only For tell a story We need time For each other meet , but after the existence of social media We can communicate between one and the other only via social media such as Instagram, Facebook , Twitter , etc. Of course there is Lots very features that can used by social media users depends from their respective needs . Many of public confess that they more like communicate via social media because can save time without must face to face face . So that in a way No direct matter This has change style We communicate and interact between fellow.

b. Change Language : although still speak Indonesian in his daily life , but No can avoided existence usage Language foreign or the term contemporary which is also an instrument in its own right in communicate through social media . In addition to language, there are also communication models use terms , anime and other symbols in convey messages , such as upload A Photo However write A description Photo the with use Language English

or with certain emoticons and symbols , and when they even socialize use Language foreign to look more cool by opponent communication , especially discuss English , because indeed Language English is global language , and according to the community Now himself will seen cool / trendy If currently use Language English . Besides it's social media also who has create strange languages called " alay " language , such as for example Spirit become " cheeky " and so on . Consequence from factor environment and globalization too generation especially in the city cities big most No understand with Language area , for they levels Language area difficult For understood by the audience . Without realized things the happen caused by the influence of from social media and the era of globalization Now This.

c. Change pattern Interaction : The community can using the internet for open insight and broaden socializing and friendship they . They confess without face to face face and get acquainted in a way direct they can be friends with Who just from anywhere and can meet friends new on social media accounts in a way free . However need be aware Because in the era Now This so Lots happen crime in cyberspace, then from That important very guard pattern interaction moment using social media . In approach communication security , that potential risk can come closer Who just moment using social media . Society must careful in using social media , because threat privacy is very possible happen in many models. Already many became victims, such as murder , kidnapping , and crime other consequence get to know other people through social media . Of course matter This become attention We all for more alert For Don't easy believe to new people We know on social media.

d. Change appearance / fashion : There are several from those who are stylish with hair those who are painted various color , dress sexy (women) and have a western appearance and also change appearance with utilise feature in the media social to be seen More elegant and attractive , the goal is is to be able to interesting attention against communication on social media . in daily life Lots child young people who don't Want to wearing batik because Possible considered No fashionable , even though batik is characteristics typical nation Indonesia.

e. Change pattern habit : With social media development Now these people don't only can communicate will but also can transact buying and selling , such as Social commerce that combines social media and e-commerce elements , have become part important in landscape digital marketing and online sales . Social commerce enables consumer For do purchase product direct through social media platforms , such as Instagram, Facebook, TikTok, and Pinterest, which provide features shopping made easy experience shop in a way interactive . This model No only change method consumer shop but also open opportunity new for brand For build connection more near with audience , increase interactions , and expand range marketing they through approach strong online community (Hajli , 2015) to matter This cause change in the transact . In the past, people wanted to shopping for clothes or shoe must come to shop / boutique moreover formerly However Now only with social media people can buy goods . It is recognized by the Digital Gen

Society that they more like shop through online because the things they buy sometimes No There are sales in malls and center shopping , even though with shop online if We No thorough We Can become a victim of fraud or sometimes Items ordered No The same with items sent by the seller . No A little shopping community online experience case fraud , then from that , in utility whatever security in transact online must own more precision . Other things that arise consequence the existence of the internet and social media is look for A information and find information with easy without must read books , newspapers , or magazine . Even they confess sometimes If get task , they can finish it with social media help . All matter This Finally in a way No direct has change pattern habit society . So Lots the changes that occur consequence from social media , no denied that social media Already become part from living in today 's society , no except almost all layer society throughout the world , especially Indonesia.

f. Communication security : in approach communication security , use of social media by vulnerable communities very to threat Privacy . Communication security is a communication process carried out to avoid from threat or danger . In in practice , communication security is subject on object from security . that in activity communication the all something can become threat . Elements from communication security is with convey a threats and conduct related matters with something threatening security . So that the perpetrators communication on social media must truly can detect level security at the moment carry out the communication process and transaction. Security It can also be found in our data use in the process of using social media , because at the time use access communication on digital platforms, in a direct all related data direct with the communication process the can known by other parties . The experts to put forward that , progress technology can threaten users access technology the in a way open , as a user is required have level security in communicate . Lately This communication security become a very important part , especially state security , that there is information important thing to do guarded in a way conference to security .

4. CONCLUSION

Globalization is things that are not Can avoided by today's society this , especially on social media platforms . Globalization capable convincing public the world , especially Indonesia , that liberalism can bring progress and prosperity individual whether or not Community groups , so that create sophistication technology like Now this and make We follow share in enjoy sophistication technology No except , because use internet access / social media happen market all layer society . The changes that occur Don't until because too follow trend technology , up to We forget threat security that can just come approach us and family we . We certainly also have to wise in using social media , don't until because easy We interact through social media , nature social We reduced and made We as a passive society to things of a nature real . Don't until We to lock up self and only surfing in cyberspace only , so that We No socialize with the real world . Besides That It can also be used wisely make We avoid

become a victim of a crime rampant cyber happens on social media platforms . Crimes on social media and don't until make We addicted so that consumptive towards social media , so all something we need can fulfilled by social media.

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