

The Dark Side of Social Media as a Threat on Social-Cultural Resilience

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Abstract

Progress technology has brought social media that gives convenience for users to interact and communicate with a user others without restricted distance and time though there is side dark to the important use of social media understood. Study this aim identify side dark social media that can become a source threat to endurance social culture. Study this use approach qualitative descriptive. Study this utilize secondary data as ingredients study. Data collection with the use of study documents. Results study show that side social media dark as conflict, cyberbullying, separatism and speech hate is very dangerous and have the potential Becomes threaten endurance social culture because become the wrong tool for inciting and complaining sheep public To use interest politics and economics parties certain until could break the split union. Because that, needed the right way as expected digital literacy could add knowledge public in media socially wise, intelligent, and positive. Besides, in addition, digital literacy is also expected to make the public capable choose Useful information to improve the quality of self and life.

Keywords

the dark side of social media;
resilience social culture; digital
literacy



I. Introduction

Development technology moment is very fast allowing us to combine three aspects in one medium, namely telecommunications, data communication, and communication mass. Three aspects give convenience for we could communicate and interact with other people without being limited by distance and time one means communication that is considered the most effective and efficient for delivering and sharing information to an audience is social media. Wagner's research (2017) shows that innovative technology as the presence of social media has to make mechanism communication change and happen enhancement interaction useful communication between individuals and also between consumers and companies.

Study Baracella et al. (2018) shows that social media own duality, that is side bright and side dark. Baracella et al. focus on the side of social media dark with the use seven-block framework shaped by work nest bees developed by Kiezmann et al. (2011) to categorize social media functions and rated them as sidelight social media. Baracella et al. find that from each block of social media function the own side dark that has role enough significant to activity destructive social media users like posting news or purposeful content for provoke social media users other or spread news no clear source and authenticity.

Mohammad Nuruzzaman's research (2018), found that progress technology information and communication no seldom utilized to use show the existence and spread of the ideology of groups of extremists and radicals, such as ISIS. Temporary that's the

research of Muhammad Tisna Nugraha (2019) showing that height level development technology has given birth to various innovation that delivers benefit in the form of social media that make it easy for a man to interact and communicate multidimensional as well as multilateral. However, research also explains that there is side dark or accompanying negative present with the existence of social media, such as conflict, *cyberbullying*, separatism, and even disintegration of the nation.

Based on several results studies, can we know that the wrong use of social media or not enough appropriate could bring impact negative that gives rise to threats in the form of disintegration of the nation? Because of that, the focus problem in a study is to identify how the dark side of social media could become a threat to endurance social culture and how methods of prevention.

II. Review of Literature

2.1 Socio-Cultural Resilience

Endurance social culture is condition dynamic culture a country that has tenacity and toughness to develop strength nationally in the face and overcome all shape threats, distractions obstacles, and challenges well from in nor abroad, as well as by direct nor no straight away (Lembaga Ketahanan Nasional, 2012). Endurance social culture owns essence in the form of arrangement and maintenance of life social culture, where every citizen can develop ability personal and all the potential based on Pancasila values.

John T. Cacoppo et al. (2011) (in Hanita, 2020) defines endurance social as the ability to build, join contribute and maintain connection positive, and for survival and recovery from pressure life and isolation social. Markus Keck and Patrick Sakdapolrak (2013) (in Hanita, 2020) stated endurance social covers three dimensions, namely:

- a. Ability overcomes, that is the ability of the perpetrator social to overcome and measure all types of threats direct with source available power.
- b. ability adaptive, i.e ability to perpetuate social for study from experience and adjust self to challenges and risks new in life every day.
- c. Ability transformative, that is ability to perpetrator social compile institutions that grow well-being individually and resilience social sustainable if occur crisis moment this and the future.

Order social bound by norms, standards, and rules however for the moment this arrangement social could with easy violated and intervened with the present technology communication through social (Rachbini, 2018) media. If not handled fast and precise slow gradually could grind even destroy the norms and rules that become system protection in life social culture public until cause many many things that are not good exposed or scattered in space public.

2.2 Social Media

Social media is an example of a relatively recent development of information technology (Marbun *et al*, 2020). Andreas Kaplan and Michael Haenlein in Dhevina (2017) define social media as group Internet-based applications that are built on the foundation of Web 2.0 ideological and technological enabling creative and exchange content artificial users. Whereas Van Dijk in Nasrullah (2015) states: that social media is an existence-focused media platform facilitating users for work and collaboration. Temporary that, according to Philip Kotler and Kevin Keller (2016) social media is means for sharing information in the form of text, images, video, and audio between a consumer

with the consumer, the consumer with the company, as well as the company with the company.

In general, social media own three functions, namely: first, the designed facilities to use expand interaction social public by using the internet and web technologies. Second, social media could transform communication unidirectional from one media institution to many audiences becomes communication in two directions or dialogic between many audiences. Third, social media has succeeded transform the public from only user contents message Becomes creators, distributors, and users' messages alone (Prawiro, 2018). Besides three functions, when this is social media be one means for conveying opinion or sharing opinion with other people around the world. With so, social media make users writers, journalists, and commentators at the same time.

III. Research Method

Study this use approach qualitative, which is something method with a deep process that refers to traditional methodology to use explore problem man (Creswell, 2019). Study this focus on method descriptive that seeks describe characteristics phenomenon moderate social researched. Object study this is news in online media that contains narration phenomenon willing social media users to do whatever even until it's dangerous safety and humiliation self alone. Data used in research this collected through method studies documents or studies literature.

IV. Results and Discussion

4.1 The Dark Side of Social Media

Some users do not yet realize that room open presented by social media's side dark was to be meant for spreading information fake, propaganda, speech hatred, and even media to catch member new for the aim that is not good as network narcotics, terrorism, or network radicalism other. Often social media is also used for inciting and complaining to the sheep public to use interest politics and economics parties certain who have objective no good, that is break split union.

In the article on KumparanTech written by Sattwika Duhita (2017) entitled "*Seeing the Dark Side of Social Media*", stated that addiction to social media realized or not has become a 'disease psychic' experienced part big social media users moment this. Duhita strengthen his statement with a study Dabi-Elli Dube entitled "*Internet, Social Media Addiction Linked to Mental Health*" which revealed that issue one's mental health-related close with the duration they surf on social media. The longer someone uses up time for social media, then the more susceptible they are to issue mental (Duhita, 2017) health.

Social media is a very influential change in connecting social users with shape background groups certain as ethnicity, race, religion, and views on politics. Difference background underlying back-formation group the should become something power that can strengthen endurance social and cultural. But what happened precisely conversely, differences and groups the often trigger offense between one group with group other until becomes conflict very influential social condition endurance social culture.

4.2 Speech Hate on Social Media

Based on results of a survey conducted by the Association of the Indonesian Internet Service Provider (APJII) for the 2019 quarter II/2020 period was recorded that total Internet users in Indonesia reached 196.7 million souls which means experienced a 23.5

million increase or 8.9% if the compared the year 2018 (Bayu, 2020). Characteristics of social media in which content by users give freedom to user forget creative with free and show existence they to social media users other. If in share information and freedom get creative to make something content for uploading to social media always pay attention and adhere to norms and rules of social culture as well as applicable law, of course, will produce something good and useful for the public but what happened moment this precisely on the contrary.

To show existence, social media users often put forward opinions or make content that is not normal and even violates norms and rules of social culture as well as applicable law. An article written by Andi Muh Hendarwansya (2019) revealed that side social media dark could result in loss to teenagers as a decline in desire to study and communicate in the real world, interference in the level of understanding language, and lack of attitude and empathy for the environment in the real world because tend to attach importance to self alone with use up time surf in cyberspace.

Case from behavior current social media users this happen and be a threat for endurance social culture is rampant content, narration, and comments containing speech hatred or *hate speech*. According the results study about the phenomenon of speech hatred for comments on social media in Indonesia, especially Facebook, by Atwar Bajari revealed that although a status uploaded by someone or a group of certain characters is neutral or not lead to one issue certain, comments pitched speech hatred permanent could found. This thing because existence a background process social media users Act thus, that is events produced become something news that can be correct or even false (Tempo.co, 2022).

One case speech hates on social media could we see from news on the online media www.nasional.kompas.com entitled "Inspection" against Abu Janda, tail nudge guess Racism and Arrogant Islam". Permadi Arya or Abu Janda reported to Bareskrim National Police by the Indonesian Youth National Committee (KNPI) on January 28, 2021, on guess speech racism in his tweets against ex-commissioner Komnas HAM Natalius Pigai and SARA against religion. Abu Janda write on account Twitter @permadiaktivis1: "*Kapasitas Jenderal Hendropriyono: Mantan Kepala BIN, Mantan Direktur Bais, Mantan Menteri Transmigrasi, Profesor Filsafat Ilmu Intelijen, Berjasa di berbagai Operasi Militer. Kau @NataliusPigai2 apa kapasitas kau?*". According to Chairman KNPI Media Field of Law Risza Lubis, Abu Janda has very clearly spread speech hatred through the word "evolution" it uses and aims to insult shape physique from a group of the same ethnicity with Natalius Pigai.

From the case, they appear to have occurred a very significant shift in life's social and cultural public moment. Users are often not enough wise about the media social and even abuse it. instead, put forward an opinion or comment on one content, happened precisely throw words that contain elements of demeaning, insulting, or hatred to party another.

4.3 Needs Digital Literacy

Social media that has nature participatory, open, and connecting between users and the community is means share information, shaping virtual communities, and discussion forums. Social media serve room open until every social media user could become a producer of information, respond to every piece of information, and build a virtual community for discussion. This is one side impact positive from the presence of social media. Because of that, to anticipate and reduce the threat side social media dark from things the requires the cooperation of all parties to use take step strategy in the form of the ability for criticizing true information obtained. This is one part of digital literacy that can

give knowledge and improve awareness of social media users until could media social by wise, intelligent, and positive as well as not violate laws and regulations applicable legislation. Literacy digital is also expected could make social media users more understand ways to access and sort useful information to use to upgrade their quality of self and life.

V. Conclusion

The presence of social media allows us to more easily communicate and interact with other people without restricted distance and time. One social media site makes it easy for users each other share information and discussion. However, on the other hand, the presence of social media makes something shift good from method looking public in show existence self in face something problem or challenge.

The phenomenon that has happened around the public moment this caused by the way social media users share information and creativity and make something content for uploaded on their social media accounts without paying attention and following norms and rules of social culture as well as laws that apply in society. Phenomenon the has show side social media dark has to make existence shift the social culture that is direct or no direct could become a threat to life social and cultural society, because of that, needed something steps strategic to anticipate threats. Digital literacy is one of the steps expected strategy could give knowledge to the community so that they can use social media with wise, intelligent, and positive. Besides digital literacy, it's important to embed values of kindness and wisdom early through education kindness, and based tolerance until the public could sort out useful information to use to upgrade the quality of self and life.

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