

Digital Literacy Transformation: Enhancing Awareness for Wise Social Media Use through Group Guidance

Hayu Stevani^{1*}, Itsar Bolo Rangka², Sisca Folastris³

^{1,2,3}Universitas Indraprasta PGRI Jakarta

*hayu.stevani@gmail.com

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Abstract: Social media is becoming a new need for the community at this time, especially during the Covid-19 Pandemic which is all dominated by online and students are also one of the active users in social media. The purpose of community service activities (abdimas) is to develop insights and related knowledge using good social media through group guidance services. This community service activity was held for students of SMPN 17 Depok Student Council. The implementation of this activity is carried out virtually zoom meeting by carrying out four stages in group guidance services, namely the formation stage, transition, activity (task topic), and termination stage. The results of activities that have been carried out revealed that the community guidance service succeeded and provided more insight for students in wise social media. This is evident from the participation and enthusiasm of participants during scientific article writing training activities.

Keywords: social media, group guidance counseling

Introduction

The COVID-19 pandemic has had a significant impact on the global population, including Indonesia. Large-Scale Social Restrictions (PSBB) have profoundly influenced the lifestyle and habits of Indonesian society in their daily lives. Consequently, every segment of society has experienced the effects of this pandemic, including its impact on social interactions.

Social interactions, which are integral to communication, have positioned social media as a vital tool for societal communication. Social media is an online platform that allows users to easily participate, share, and create content, including blogs, social networks, forums, and virtual worlds. Blogs and social networks are the most commonly used forms of social media worldwide (Putri et al., 2016). While the convenience of social media offers

numerous benefits, it also presents challenges, particularly concerning civility and etiquette. These issues are critical because social media is accessible to everyone, including adolescents.

Adolescents are the dominant users of social media. In Indonesia, individuals aged 15-19 constitute the majority of internet users, signifying their extensive use of social media in daily life (Putri et al., 2016). Various social media platforms, such as Instagram, YouTube, Facebook, and Twitter, feature engaging tools that facilitate communication (Permana & Mahameruaji, 2019). One such feature is the comment section, which enables account holders to freely express their thoughts on social media posts. However, this freedom often leads to issues, as not all comments can be directly monitored, resulting in challenges for users. In addition to commenting on others' posts, users can share content they find significant or interesting. Unfortunately, this practice

does not always involve thoughtful consideration of the positive impacts on both the content creator and other social media users. This phenomenon is particularly concerning in Indonesia, which ranks among the highest globally for inappropriate social media use, especially in commenting (Safitri & Dewi, 2021). This situation highlights the need for targeted efforts to prevent negative impacts on adolescents, the predominant social media users.

Guidance and counseling services are vital in assisting students with personal, academic, social, and career development to help them achieve optimal growth. Various types of guidance and counseling services aim to support students' development, one of which is group guidance services. To address the adverse effects of social media on students, group guidance services can be employed as an effective solution. These services aim to encourage students to express their opinions confidently and share ideas, fostering mutual respect and the acquisition of new knowledge (Putra et al., 2013). Consequently, group guidance services serve as an effective means of guiding students to communicate appropriately within society.

Given these challenges, it is essential to provide guidance for students through group guidance services. The primary goal of this activity is to train students to speak publicly, share opinions, and respect others' perspectives. Additionally, it aims to equip students with knowledge, skills, values, and attitudes necessary for wise social media use and self-regulation in their online activities.

Methods

This training activity was conducted in August 2021 utilizing group guidance services, implemented through four stages: the formation stage, the transition stage, the activity stage (task topics), and the termination stage (Prayitno et al., 2017). Subsequently, an immediate evaluation process was carried out, encompassing aspects of thinking, feeling, acting, behaving,

and taking responsibility (BMB3) (Utari & Sano, 2019).

Results and Discussion

Prior to the implementation of the activity, an introduction was conducted via social media to familiarize the students and create a comfortable atmosphere. Participant responses were highly positive, and they willingly engaged in activities to gain new insights.

The results and discussion of the community service activity on wise social media use through group guidance services were carried out through the following activities:

Day 1:

- a. Socializing the planned community service activity to students and educational practitioners virtually via social media in collaboration with community service partners.
- b. Identifying the issues faced by the partners through interviews and observations.
- c. Identifying the tools and materials required for the community service activity with the partners.
- d. Identifying the materials to be delivered to the partners.
- e. Preparing the community service activity for the partners on the topic of "Using Social Media Wisely through Group Guidance Services."

Day 2:

- a. Presentation of the material to the partners on the topic of "Using Social Media Wisely through Group Guidance Services," delivered by the PKM activity team.
- b. Implementation of the community service activity, titled "Using Social Media Wisely through Group Guidance Services," for the OSIS students of SMP Negeri 17 Depok.
- c. Conducting immediate evaluations, including reflective thinking, identifying achievements, and identifying future plans, as well as assessing the outcomes of the

community service activity.

d. Based on the feedback from the students of SMP Negeri 17 Depok, the community service program, "Using Social Media Wisely through Group Guidance Services," successfully enhanced their knowledge, skills, values, and attitudes (WPKNS) as students and adolescents. The students developed a balanced perspective on social media, understanding both its positive and negative impacts. They also learned strategies to manage excessive social media use, such as avoiding inappropriate commenting, believing in rumors without credible sources, and oversharing personal information.

The activity, conducted virtually, received enthusiastic participation from the students, who actively shared their information and ideas. It also trained them to speak confidently in public, exchange thoughts, and express opinions effectively, which enhanced their understanding and awareness of responsible social media use. Follow-up efforts included students reminding and disseminating their newfound knowledge to peers, encouraging wiser social media practices among others.

The group guidance service activity was well-received and enthusiastically embraced by the students. The students demonstrated improved skills in expressing and responding to opinions and ideas shared by others concerning social media. They gained deeper insights into using social media appropriately, considering aspects such as timing, purpose, and the potential impacts on themselves and their surroundings.

Furthermore, based on the evaluation results, there was a notable increase in the students' knowledge, skills, values, and attitudes regarding the effective and responsible use of social media. They developed a clearer understanding of what should and should not be done on social media, as well as the associated benefits and risks.

The implementation of the community service program, "Using Social Media Wisely

through Group Guidance Services," successfully provided participants—students of SMP Negeri 17 Depok's OSIS—with enhanced knowledge, skills, values, and attitudes. Through mutual sharing of opinions, ideas, and experiences, the program empowered students to use social media more responsibly and wisely.

Conclusion

The group guidance service activity provided significant benefits, particularly in enhancing students' knowledge, skills, values, and attitudes. This improvement enabled them to better understand the appropriate ways to use social media wisely, minimizing the negative impacts of social media usage while utilizing it positively for self-development.

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