Social Media and Communication

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Abstract
The social media is a new means of communication that is widely used in today's modern era, with the features that can provide comfort and convenience in its use and at an affordable cost and even provided for free. There are positive and negative impacts caused by the social media, therefore, the researchers are interested in finding out how to understand communication and social media in order to adapt to the changes that occur in today's modern era. The research method employed is in the form of a descriptive literature review, containing theories and relevant concepts to the research problem. It can be concluded that one way to adapt with social media is based on self-awareness and ethics in communicating both in commenting, opinionating, and conveying information, and strengthening rules regarding the use of social media in order to achieve good communication goals.

Keywords: *Social Media; communication.*

INTRODUCTION

The world seems so narrow with the presence of the internet which connects humans with other humans without any boundaries of space and time. Supported by the existence of communication media, it makes humans can communicate easily even without having to meet in person. Media is a message that can change communication patterns, communication culture to language in human communication (Harahap & Adeni, 2020). One of the most widely used communication media is the social media.

Social media such as Facebook, Twitter, Youtube, Whatsapp, Instagram and others are becoming popularly used in today's modern era, there are many features that can provide comfort and convenience in their use as well as affordable costs and even given for free. The survey results from Hootsuite (We are Social) in 2021 showed that the total population of Indonesia was 274.9 million people, and social media users reached 170 million people or 61.8% of the total population in Indonesia (Riyanto, 2021). So it can be said that most of the Indonesian population has used social media as a means of communication. Social media as a new communication tool has resulted in so many changes in social life such as the changes

in the social, economic and cultural fields. Those changes express that more and more Indonesian people are media literate.

Social media has made it easy for every individual involved in it to express their wishes, expressions and opinions freely. Even social media distorts thinking and fuses communication levels into one. In general, social media has an impact on community activities that are better, more effective and efficient in obtaining information that is not hindered by time, place and expensive costs, but in its use it sometimes eliminates values and norms that apply in society (Rafiq, 2020). There are also some negative impacts caused by social media such as physical health disorders, mental disorders, negative content and hoax information (Adit, 2021). So as a society that cannot avoid the development and influence of social media, therefore, we must be better to understand how to use social media properly in our daily communication activities.

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From the phenomenon above, researchers are interested in finding out how to understand communication and social media in order to adapt to the changes that occur in today's modern era.

RESEARCH METHODS

The research method employed is a descriptive literature review. A researcher Alan Bryman defines literature review as a critical review of the results of research that already exists in relation to the topic to be researched and relevant to the theoretical idea that will be applied (Sosiologis.com, 2018). Hence, the literature review can be said as an act of observing, exploring, and reviewing knowledge that contains a description of the literature review that underlies the idea to solve the problem. Contains theories and concepts relevant to the research problem, based on available literature such as articles published by various scientific journals.

The data collection method is taken from data sources by collecting reading materials such as books, scientific journals, research results of thesis, dissertations and other sources relevant to this research.

RESULTS AND DISCUSSION

A. Communication

In general, communication activities are an interaction process of delivering messages from an individual or called the communicator to others or called a communicant through channels or media to achieve a certain goal. Communication is also a sending and receiving of messages or news between two or more people so that the message in question can be understood (Kbbi.web.id, 2021). Communication is a means of achieving joint activities, connecting with one another and a means of exchanging ideas, opinions, thoughts and it applies to friends, acquaintances, close friends, family and society (Ruben & Stewart, 2013).

Communication can also be interpreted etymologically that communication comes from the Latin communis which means to make togetherness or build togetherness between two or more people. Communication also comes from the root word in Latin comminico which means to share (Cangara, 2014). Meanwhile, in the view terminology, communication is defined as a process of sharing messages through the activities of delivering messages and receiving messages both verbally and non-verbally, so that people who act as senders and recipients of messages get the same meaning for the messages communicated (Kusumadinata, 2015).

A definition of communication also comes from a group of communication scholars who specialize in the study of communication between humans (human communication) that: "communication is a transaction, a symbolic process that requires people to regulate their environment by (1) building relationships between human beings; (2) through the exchange of information; (3) to strengthen the attitudes and behavior of others; and (4) trying to change those attitudes and behaviors"(Cangara, 2014).

There are several types of communication are as follows (Marita Andarini, 2020):

1. Communication with oneself (intrapersonal communication). It is a communication process that occurs within the individual, or in other words the process of communication with oneself. This communication process occurs because there is someone who gives meaning to an object that is observed or in the individual's mind. The object can be in the form of objects, events, acts, experiences, and so on.

In the decision-making process, a person often communicates with himself, especially in considering the usefulness of the thing that being considered.

2. The interpersonal communication is referred as a communication process that takes place between two or more people face to face, as stated by R. Wayne Pace (1979) that "interpersonal communication is communication involving two or more people in a face to face setting". According to its nature, interpersonal communication is divided into two types, namely dyadic communication and small group communication. Dyadic communication is a communication process that takes place between two people in a face-to-face situation, according to Pace, dyadic communication can be done in three forms, namely conversation, dialogue, and interview. While small group communication is a communication process that takes place between three or more people face to face, where the members interact with each other.

3. Public communication is commonly called speech communication, collective communication, rhetorical communication, public speaking, and audience communication. Whatever the name, public communication shows a communication process in which messages are conveyed by speakers in face-to-face situations in front of a larger audience.3. Public communication is commonly called speech communication, collective communication, rhetorical communication, public speaking, and audience communication. Whatever the name, public communication shows a communication process in which messages are conveyed by speakers in face-to-face situations in front of a larger audience.

4. Mass Communication can be defined as an ongoing communication process in which messages are sent from institutionalized sources to mass audiences through mechanical means such as radio, television, newspapers, etc.

How the importance of communication in human life, Harold D. Lasswell argues that the functions of communication include (1) humans can control their environment, (2) adapt to the environment in which they are located, and (3) transform social heritage to the next generation (Cangara, 2014).

In our daily activities we are certainly required to react, behave and act in accordance with the rules and norms that apply in our environment, in order to be able to appreciate and be appreciated by others, therefore the communication function in general is the first to act as a means of control. , where communication functions as a means of controlling every

attitude, behavior and action of each individual or group so that it can be controlled by applicable rules.

The second function of communication is as a motivational tool, every information that we provide and that we receive well and persuasively in our daily lives will increase the motivation of life to do something even better.

The third communication function can be in the form of our emotional expression, by carrying out communication activities of course we will share feelings with others, both happy, angry, disappointed, sad and so on. The last communication function is as a communication tool itself, by communicating we can provide messages or information needed by others so that in making a decision it can be decided well.

Basically, the communication can be seen from various dimensions. First, communication as a process is an activity that takes place dynamically and the elements in it are active, dynamic, and not static. Second, communication as symbolic, that is, almost all human statements are expressed in the form of symbols, which can be expressed in the form of spoken or written language (verbal) or through certain signs (nonverbal). Third, communication as a system, namely all components that support interacting with each other to achieve goals, a communication system requires systemic properties, namely comprehensive, interdependent, sequential, self-controlling, balanced, changing, adaptive, and purposeful. In terms of types, the system can be divided into two types, namely open systems and closed systems, open systems are systems where the process is open from the influence of the environment around it, while closed systems are systems where the process is closed from outside influences or the environment.

Fourth, communication as action, namely all communication activities can be said as action, whether it is in the form of speech, writing, or carried out in the form of gestures, even movement in the form of silence is also an action. Fifth, communication as a social activity, namely all efforts made by humans to communicate with others, make communication an effort to eliminate loneliness in life, and the desire to know what is happening outside of oneself, as well as to meet the needs of life or for the benefit of others. self-actualization in discussing social, economic, cultural, and political issues.

Sixth, communication as multidimensional consists of two identifiable levels, they are the content dimension and the relationship dimension, and these two dimensions are not separate from each other. The content dimension relates to the words, language, and information carried by the message, while the relationship dimension relates to how the communication participants interact with each other.

B. Social Media

The social media is an internet media application that allows every individual involved in it to connect with each other, and each user can easily participate, share comments and information freely. According to Kaplan dan Haenlein (2010) social media is a group of Internet-based applications that are built on the ideological and technological foundations of Web 2.0, and which enable the creation and exchange of user-generated content. Social media such as Facebook, YouTube, Twitter, Instagram are one of the digital media platforms that play a role in exchanging ideas and opinions (Elwani & Kurniawan, 2020). Social media makes audiences that used to be viewers and connoisseurs in conventional media, now audiences can become actors as well as connoisseurs of their own channel.

Social media has developed very significantly from year to year. In 2002 Friendster dominated social media because only Friendster dominated social media in that era, now many social media have emerged with their own uniqueness and characteristics. The history of social media began in the 70s, namely the invention of a bulletin board system that made it possible to connect with other people using electronic mail or upload and download software using a telephone line connected to a modem.

In 1995 the Geo Cities website was born, Geo Cities serves web hosting which is a rental service for storing website data so that websites can be accessed from anywhere. Geo Cities is the initial milestone in the establishment of websites. From 1997 to 1999 the first social media appeared, namely Sixdegree.com and Classmates.com. Not only that, in the same year also appeared a site to create a personal blog, namely Blogger. This site offers users to be able to create their own web pages. So that users of this Blogger can load anything about anything(Rafiq, 2020).

In 2002 Friendster became a very booming social media and its presence had become phenomenal. After that, in 2003 until now, various social media have emerged with various characters and their respective advantages, such as Facebook, Twitter, Youtube, Whatsapp, Instagram and so on. Social campaigners quickly recognized the potential of social media to reach a wide audience in social marketing campaigns. Social media is seen as having a great ability to influence audiences in a positive sense (Elwani & Kurniawan, 2020). So that social media becomes a means or digital marketing activity, such as social media maintenance, social media endorsement and social media activation. Social media is also now spreading to the world of politics as many political actors use social media as a means of campaigning. it is not wrong that communication strategies have relevance to social media influencers (Borchers, 2019).

According to Purnama in A. Utami and N. Baiti, social media has several special characteristics including:

1. Reach

   It is the reach of social media from small scale to global audiences.

2. Accessibility

   Is social media more accessible to the public at an affordable cost.

3. Usability

   Social media is relatively easy to use because it does not require special skills and training.

4. Actuality (immediacy)

   Social media can provoke a faster audience response.

5. Permanent

   Is social media can replace comments instantly or easily make the editing process.

Meanwhile, according to Badrul, currently there are seven types of social media, but innovations and changes continue to occur. Current social media include:

1. Social networks such as facebook, instagram, whatsapp, myspace and bebo and so on. This site allows people to help personal web pages and connect with friends to share communication content.

2. Blog, is the best form of social media, in the form of an online journal with the best writing loading, i.e. the latest writing is on the front page.

3. Wikis such as Wikipedia and online encyclopedia websites. Wikis allow anyone to fill in or edit the information in them, acting as a document or a communal database.

4. Podcasts, provides audio and video files with a subscription through services such as iTunes from Apple.

5. Forums, areas for online discussion, around certain topics and interests. Forums predate social media and are powerful and popular online communities.

6. Content communities such as flickr (for sharing photos), del.icio.us (bookmarked links) and youtube (videos). These communities organize and share certain types of content.

7. Microblogging, a social networking site combined with a blog, where a small amount of content (updates) is distributed online and via mobile phone networks, Twitter is the leader of this service. (Utami & Baiti, 2018)

The function of social media has a positive impact on people's social life in their daily activities. According to Cahyono, some of the positive impacts of social media include:

a. Easy to interact with many people;

b. Expanding the association;

c. Distance and time no longer matter;

d. It is easier to express yourself;

e. Information dissemination can take place quickly;

f. Cheaper cost.

Meanwhile, other positive impacts of social media are as described by Purbohastuti, namely:

a. Strengthen kinship;

b. Provide space for positive messages;

c. Familiarize friendship relations;

d. Provide precise and accurate information;

e. Add insight and knowledge.(Harahap & Adeni, 2020)

C. The relationship between Social Media and Communication

Social media and communication can be said as a couple who complement each other. The relationship that occurs between social media and communication can be said to be very close, with the existence of social media communication activities can be carried out easily, quickly and affordable, for instance communication by chatting, telephone, or video calls. It is undeniable that people have found new ways of communicating through social media that allow users to interact through two-way communication and a symmetrical communication process, where each user interacts in real time and each participant simultaneously acts as the sender of the message and the recipient of the message. Thus, the existence of communication patterns caused by the process of communication interaction between users and other users on social media can have a major impact and influence on people's lives at large.

CONCLUSION AND SUGGESTIONS

Social media and communication have actually become an inseparable unit in today's modern era, the development of information and communication technology has made social media a new communication tool that is trending to be used in communicating, so it results in changes in the form of the way of communicating which was originally in the conventional way to be a new all digital or modern using the internet which can be more effective.

The Social media has become a new means for people to share messages or information freely in a digital space or commonly called cyberspace, so that freedom and discretion must be based on self-awareness and ethics in communicating both in commenting, expressing opinions, and conveying information. and strengthen the rules on the use of social media in order to achieve the goal of good communication.

The presence of social media makes interpersonal communication and mass communication fuse into one, when someone sends something on social media and interactions occur with other people so there will be the interpersonal communication interactions occur and simultaneously mass communication occurs because the messages sent can be seen and enjoyed more by the public. Therefore, when communicating, it must be wiser and more careful before posting anything on social media.

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