IJGSME

International Journal of Geography, Social, and Multicultural Education

https://journal.unesa.ac.id/index.php/ijgsme

THE INFLUENCE OF SOCIAL MEDIA REPRESENTATIONS IN THE FORMATION AND MAINTANCE OF NORMS ETHICS FOR UNESA SOCIAL SCIENCE STUDENTS

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Abstract

Social media has become an inseparable part of everyday life, especially for the younger generation including students. As a platform that allows easy interaction and sharing of information, social media has a significant influence on the formation and maintenance of norms and ethics among students. This study aims to analyze how social media representation influences the norms and ethics of students in the Social Sciences Education Study Program (IPS) of Surabaya State University (UNESA). With a qualitative approach through interview methods and literature studies, the results of the study show that social media plays a role in forming social norms by providing space for students to express themselves and strengthen social relationships. However, dependence on social media also has negative impacts, such as adverse effects on mental health and behavior. On the other hand, social media is an important means of increasing ethical awareness through informative content and positive digital communities. This study concludes that social media has a dual role: as a tool to strengthen norms and ethics, as well as a new challenge in the digital life of UNESA IPS students. Digital literacy and critical awareness are essential to optimize the benefits of social media while minimizing its negative impacts.

Keywords: *Social Media, Norms, Ethics*

INTRODUCTION

Amidst Social media is a means of collective interaction and communication with an internet connection (Samosir & Kawengian, 2022). Social media is a type of online media where users can easily participate, namely they can easily share information, create content, and comment on the input received. The most popular social media today is Instagram, Instagram is a platform that contains visual content above text (Situmorang & Hayati, 2023). Social media has become an important part of everyday life and influences various aspects of morals and community norms. Information technology has brought changes in a development in society that creates social media and makes people's behavior patterns experience changes in culture, norms and ethics (A.Rafiq, 2020). The use of social media also has both positive and negative impact, especially on the younger generation. Social media allows people to interact with more people, build social networks, and share information quickly. After the Covid 19 pandemic, the use of social media increased both for interacting, learning, and seeking information (Tannia & Monika, 2022). Social media is useful for long-distance communication, getting information quickly, and increasing the social skills of its users. It also facilitates access to various sources of knowledge and

strengthens relationships between people.

with parents, the communication media used by parents with children when they are far away is by telephone or SMS (Nurdin et al., 2023). In addition, social media can be used as a platform for social advocacy and spreading awareness about important issues. Social media plays a role in helping the Indonesian government in disseminating information to the public so that people can follow and implement the rules made by the Indonesian government (Ramadoni et al., 2022). However, the negative effects of social media cannot be ignored. Many users, especially teenagers, are less communicative and individualistic. Excessive use of social media can have negative effects such as addiction which has an impact on low self-confidence, social anxiety, stress, decreased social interaction (Faliyandra et al., 2021). Social media has become an important part of everyday life in the internet era, especially for the younger generation, including students. Social media not only functions as a tool for communication, but also as a place to build identity, values, and social norms. Social media is seen as an important platform for disseminating information, instilling national identity values in the millennial generation, and empowering them to fight for important issues (Ramadhina Assidiq et al., 2023). Social Sciences (IPS) students at the State University of Surabaya (UNESA) are expected to have a strong understanding of social dynamics, so this phenomenon is very important to study. Social media often represents various principles and customs, both local and international. Examples of violations of the principle of politeness are often found in netizen

comments on the Facebook comment column (L.P.F. Yanti et al., 2021). This representation can have an impact on how students understand, form, and maintain values and norms in their lives. For example, new trends on social media often influence the way people speak, appear, or express their opinions in public spaces. In addition, students' perceptions of certain principles are influenced by the presence of "influencers" or public figures on social media. Influencers are people who have a large number of followers on a particular social media platform and they are considered opinion leaders who are trusted by their followers (Abednego et al., 2021). The gap in previous research lies in the lack of focus on the use of social media in online learning of norms and ethics. Previous research has focused more on the general impacts of social media on social behavior and mental health, without specifically exploring how social media can be used ethically and normatively. Most previous research has been less in-depth in exploring the role of higher education in shaping how students use social media wisely. Therefore, this study aims to fill this gap by providing a deeper understanding of the influence of social media representation and how it shapes and maintains ethical norms, especially for social studies students. Therefore, this study aims to see how social media representation influences the formation and maintenance of norms and ethics among UNESA social studies students. This study attempts to answer the question of how social media representation influences the formation and maintenance of norms and ethics among UNESA social studies students. This study includes analyzing how social media influences students' perceptions of norms and ethics, the dominant factors that influence social

media, and how students view the impact of social media interactions on their lives.

In addition, this study will also look for the influence of social media on the formation and maintenance of norms and ethics among students, especially in the context of current 21st century learning. In the 21st century after the Covid-19 pandemic, online learning has become an integral part of the education system, especially for students. In this case, social media has become the main tool for students to interact with lecturers and share information. In addition, this study is needed to understand how social media can influence a student's ethical norms, including how students accept, internalize, and implement the norms and ethics they learn online.

METHOD

Reviewing the data used in this study, the researcher used a qualitative research method. This study is based on a case study, namely UNESA social studies students. Qualitative research describes in depth the focus of the study. According to Sugiyono 2010 The sample is part of the number and characteristics of the population. The sampling technique used in this study is purposive sampling which has certain criteria. The researcher chose purposive sampling because of the relevance of the sample to the research objectives and the availability of sources, especially social studies students who often use social media and have digital literacy competencies were chosen to provide answers related to the influence of social media

representation in forming ethical norms in the student environment. The Interview method is a method that uses a question to find answers to actors and sources. This method is getting better and continues to develop over time, used to research social phenomena, applied and basic research (Koentjaraningrat, 2019). The research instrument contains a list of questions created through data analysis in previous studies so that it can be accepted (Rahmi et al., 2024).

The primary data collection technique was obtained through structured interviews with 5 people who met the criteria. Structured interviews for each question have been prepared and the sources are given the same questions and the researcher records the data. According to Creswell 2007, the number of participants in qualitative research is usually 5 to 10 people, but if data saturation has not been achieved, the number of participants can be added until there is a repetition of information from the participants. The researcher asked several questions verbally to the sources. As well as collecting secondary data through relevant literature such as articles, journals and books. To ensure credibility, data source triangulation was carried out by comparing interview results with findings in the literature.

Our research instrument on the object of 5 students (FM, KH, HV, NS, PR) who often use social media (Purposive) with the following 4 question of structured interview;

1. How does social media representation influence the formation

of social norms among UNESA social studies students?

2. What is the role of social media in maintaining ethics in the UNESA social studies student environment?

3. What are the main factors in the formation and maintenance of norms and ethics in social media?

4. The meaning of norms and ethics formed through interactions on social media?

RESULTS AND DISCUSSION

1. Social media representation influences the formation of social norms among UNESA social studies students.

Social Media has development of young people's social identity, it can be influenced by their interactions in cyberspace. Social media is a place where they share, interact, and form relationships with others. However, high dependence on social media can have negative impacts, including affecting the mental health of its users. Social media also has benefits, such as facilitating communication between people, being a source of learning, and a place to express oneself in front of the public. Social media has a significant influence on the formation of young people's social identity. The use of social media can shape positive self-perceptions or even create challenges in 21th century. Currently, social media is popular among various groups, especially students. Therefore, the complexity of the relationship between social media and social identity at this critical developmental phase requires a deep understanding of its positive and negative impacts (Nugraeni, 2024).

After the researcher conducted a structured interview with 5 UNESA social studies students. Obtaining data related to How does social media

representation influence the formation of social norms among UNESA social studies students?

FM " We often use social media, this social media can facilitate us students to interact, send responses, and interact"

KH " Our social media often receives various content from fellow students and organizations. This will eventually influence our habits and behavior"

HV " If I represent students who often use social media, they usually get norms through existing trends such as lifestyle & clothing. Well, trends like that are usually popular with students"

NS " Social media can now be used as an advocacy tool, it can be used to maintain norms and ethics. Later, indirectly, there will be positive changes for students if there is space to report if there is bad behavior"

PR " In my opinion, social media is included in the realm of digital literacy learning, yesterday there was also a digital literacy course, this can also provide critical thinking to students in using social media, they can behave well in cyberspace and on campus".

According to Meidiaputri & Mukhlis's 2023 research, everyone needs to learn to use the internet to do good and be wise in speaking. This is considered necessary to reduce negative responses or perspectives of readers or the public, because it is based on the freedom that exists on the internet and social media which is still limited by the morals and ethics that apply in society. In our findings with the five respondents, the results showed that the representation of social media in the student environment is still bound by norms. Students consider social media to be able to

interact in cyberspace, influence habits, and trends adopted in the environment. In accordance with the literature, everyone needs to learn ethics in social media, including students, with the provision of space for advocacy, it can help with digital ethics. In addition, respondents said that PT digital literacy learning is currently necessary and is an important variable to maintain norms in social media.

2. The role of social media in maintaining ethics in the UNESA IPS student environment

Social media is often used by students to communicate. In good communication, social media has a role in maintaining ethics. Social studies students feel that they can accept that social media can maintain ethics, especially in online lectures. Currently, the learning process (interaction) is starting to shift to digital learning (Azis, 2019).

Another role of social media is as a place or space to practice communicating. Social studies students can practice their ability to maintain ethics, a sense of responsibility, and tolerance on the internet. Then social media also influences the habits that we will bring to the real environment. For example, when commenting or replying to messages with swear words, Cyber Bullying and Sexual Violence, there is the potential to bring these things into the student environment. Social media can cause rejection, victimization of cyberbullying, and cyber aggression (Triantafyllopoulou et al., 2022). In addition, Cyber Dating Abuse is rampant. Cyber Dating Abuse is one of the cyber crimes due to low social media ethics (Dwi Yanti et al., 2023).

In social media, students can comment and build communities. In building a community, students join other students who have the same interests, feel empathy and respect each other. Social media is also used as a means in social movements carried out by students who used to be public, now digital (Anshori & Nadiyya, 2023). In this community, it can be used to channel academic norms as well as regulations in scientific discussions. Social media currently also has a discussion feature in the form of likes and comments to remind us to maintain ethics and ethical values. The results of the interview are as follows:

KH " In my opinion, social media can be a communication space that allows students to practice communicating politely, responsibly and tolerantly towards others"

HV " Social media may play a role in maintaining ethics in the Unesa IPS student environment when on social media we learn how to be ethical on social media by not committing cyber bullying and other forms of violence on social media"

NS " Social media plays a very important role for students as a place to communicate or discuss, through social media students can remind each other to always maintain attitudes and behavior according to norms. With the like and comment features, students can use it as a place to discuss various knowledge, uphold ethical values, and create space for mutual tolerance"

PR " In my opinion, the role of social media is very influential, especially now that there are so many social media such as TikTok and IG where all groups, starting from different behaviors and languages, can affect ethics. For the role of social media in maintaining ethics in students, such as using social media wisely to discuss or send something that does not harm other parties, right now,

manfess is on the rise, right? As good students, we should be able to use this facility to provide good information about students, such as scholarship information or others, instead of making manfess a means for gossiping or spreading hoaxes or hate speech".

According to Robert Putnam, he emphasized the importance of social networks to build trust, norms, and ethics in society. In the 21st century, technology has developed and the emergence of social media can facilitate the formation of social capital by strengthening relationships between individuals, creating solidarity, and increasing awareness of shared ethics. From the findings, what was conveyed by the five students is in accordance with Robert Putnam's theory that there is interaction in building networks among students in this context, social media can also influence their norms and ethics.

3. The main factors in the formation and maintenance of norms and ethics in social media

The dominant factor in forming and maintaining norms and ethics in using social media is social media users. Of the approximately 143 million Internet users in Indonesia, almost 90% of them are social media users (Hermawansyah & Pratama, 2021). Social media users must have awareness and responsibility and the impacts that will be caused later. In social media, users must maintain empathy, courtesy, and privacy owned by other users. By maintaining the privacy of others, users can prevent negative impacts on themselves. Then, as students who also have academic insight, social media is not used for bad things.

As students who have good awareness, they must be able to distinguish between good and correct information. Users think twice before posting or commenting, because it can offend other users. On the other hand, students are

able to educate and remind other users to be wise in using social media.

FM "And the main factor in maintaining good manners on social media, in my opinion, is the importance of privacy and things that are negative and sensitive, in my opinion."

KH "The main factor in maintaining social media ethical norms is awareness of social responsibility and the impact of digital behavior. In using social media, one must maintain empathy, politeness, and respect the privacy of others in the digital public space"

HV "As social media users, we must be fully aware that social media is used for good things, not for bad things like cyber bullying. In addition, in using social media, we must be able to respect other people's privacy and not cross the line."

NS "The main factor is self-awareness. Where we as social media users must be responsible in using it, understand which information is wrong and which is right, and always think again before posting or commenting. In addition, educate yourself or other users to be wise in using social media."

PR "communication and education, if I follow my example, sometimes someone is easily offended by words, therefore maintaining communication ethics is very important, such as uploading something good or making positive comments and educating on how we respond to something that we think is wrong by not insulting or sending messages that can hurt someone."

The main factor in the formation and maintenance of norms and ethics in social media is the user or person who uses social media. In this case, students who use social media need to maintain norms and respect the privacy of others. The awareness of social media users is in the form of responsibility and politeness. Social science students who study social sciences must understand social ethics. Some respondents agree that social media users (students) are the main factor in forming and maintaining norms and ethics in social media.

4. The meaning of norms and ethics formed through interactions on social media

Through the internet, social media users can communicate without being constrained by space and time (Rakhmat, 2020). The meaning of norms and ethics formed through student interactions on social media is how to use them. Social media is often used for various things ranging from entertainment and notifications. However, in social media, especially Instagram, there must be deviations and deviations from the context in the broadcast, so that this gives rise to hoaxes and disinformation. Deviations from context also cause controversy and violate norms for disseminating information.

Norms and ethics in social media reflect the agreement of values and behaviors that are considered appropriate by the digital community. Its meaning lies in efforts to maintain harmony in online interactions. This involves respecting differences, taking responsibility for the content shared, and avoiding detrimental behavior. In addition, the best way to be ethical on social media is to use good sentences and language in communicating with other students and lecturers. Although norms and ethics in social media do not describe unwritten rules in regulating interactions between users, as social studies students who have good social and moral values, they must create a safe digital environment, free from hoaxes and disseminate correct information.

FM *"The meaning and norms in using Instagram are often used for various*

things, starting from entertainment and notifications, but often in its use, all things related to social media, especially Instagram, certainly never escape the so-called overlapping as well as deviation from the context in social media, so that cause controversy and violate existing norms."

KH *"The norms and ethics formed from social media reflect the agreement of values and behaviors that are considered appropriate by the digital community. The meaning lies in the effort to maintain harmony in online interactions, which involves respect for differences, responsibility for shared content, and avoiding harmful behavior such as hate speech or spreading hoaxes."*

HV *"Ethics in social media can be formed by always respecting other people's privacy and avoiding hoax news that has not been proven to be true, besides that, in social media using good and polite language is one way to maintain ethics in social media."*

NS *"The norms and ethics formed from social media reflect unwritten rules in regulating user interactions. Such as not spreading hoax information, and always respecting the privacy of others. Ethics on social media reflect the moral responsibility of users to create a safe digital environment."*

PR *"Currently, there is a lot of information coming from the internet, not only students but also children are now busy using social media. The ethical norms that are formed can be in the form of any information or content that is on our phones."*

So from the results of the interview above, the meaning of norms and ethics is formed through social media interactions because of use whether for entertainment and announcements or used for cybercrime. Norms and ethics in social media are not written but exist because of our agreements and efforts as students in maintaining them. Social media users are a reflection of the user's self, what students do will have an impact on themselves. This is in line with the theory of "digital self" Digital self is a representation of a person in the online world which is often a mixture of reality and self-idealization. This digital behavior reflects personal values that come from individual norms and ethics. In this case, the student interview social media can reflect norms and ethics so meaningful.

5. Differences in the influence of social media representation on norms and ethics between student groups based on certain characteristics

The differences in the influence of social media representation on norms and ethics between student groups can be seen in various characteristics. such as cultural background, study program, education level, and social media platform preferences. Students with different cultural backgrounds tend to interpret norms and ethics differently. This can be seen when watching content on social media. For example, social studies students who come from Javanese culture may prioritize the values of togetherness and politeness, while students from individualistic cultures prioritize freedom.

In the Social Sciences Education study program, it also affects students' views on norms and ethics (Assegaf et al., 2024). Students from the social studies study program are oriented towards the humanities and social, so they are more critical of social media content and more sensitive to social issues, compared to students from the science

study program, who focus more on technical and functional aspects (Maharani et al., 2024). Then the level of education affects student representation, where students who are at a higher level of education have more analytical skills and a deeper understanding of norms and ethics.

Preferences for social media platforms such as Instagram, Twitter, and Tiktok can result in differences in attitudes (Prasetya, 2024). Instagram social media is more visual and focuses on aesthetics, thus encouraging students to pay more attention to their appearance and self-image, while Twitter which is text-based and discussion-based tends to influence norms and ethics in terms of spreading information and opinions. TikTok, as a platform with diverse content, can influence norms and ethics in filtering information.

CONCLUSION

Social media plays an important role in students' lives, especially in the formation and maintenance of norms and ethics. As a communication tool and source of information, social media provides opportunities to build social identity, facilitate interaction, and spread positive values. UNESA Social Studies students use social media to learn, share information, and broaden their horizons. However, unwise use can have negative impacts such as the spread of hoaxes, disinformation, and negative influences on mental health. Social media allows students to practice their communication skills, maintain ethics, and build communities that support academic values. Through useful content, students can instill good habits that have a positive impact on their real environment. However, digital ethics must still be maintained so that interactions on social media reflect agreed norms. The biggest challenge is dependence on social media which can have a negative impact on behavior

and understanding of ethics. By using social media wisely, Social Studies students can create a harmonious digital environment, build a positive self-image, and strengthen norms and ethics that are relevant to social values. This requires ongoing awareness and education so that the positive impacts of social media are more dominant than the negative influencer.

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