



(MUDIMA)



## **Analysis of Social Media Exposure in Shaping the Communication Patterns of 3rd Grade Children at State Elementary School 106238 Serbananti Village, Sipispis District, Serdang Begadai Regency**

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### ABSTRACT

Media exposure is an activity of listening, seeing, and reading media messages and experiencing experience and attention to these messages. The social media that is currently in demand by Indonesian people of various ages is TikTok. This research was conducted to explain how social media exposure shapes the communication pattern of 3rd-grade children of SD Negeri 106238 Serbananti Village, Sipispis District, Serdang Bedagai Regency. This research employs a selected qualitative research methodology with the aim of gaining a better understanding and providing an in-depth description of the topic under investigation. The selection of informants in this research was conducted using a purposive sampling method, resulting in 12 primary informants who were third-grade students at SD Negeri 106238 in Serbananti Village. To enhance the validity of the research data by broadening perspectives, this research also involved additional informants, including student guardians, homeroom teachers, and a psychologist relevant to the research topic. The results of this research show that media exposure among 3<sup>rd</sup> grade students at SD Negeri 106238 in Serbananti Village occurs in children who use mobile phone for 30 minutes to more than 1 hour, with varying frequencies and levels of attention. Exposure to social media in 3rd grade students of SD Negeri 106238 occurs because of the provision of access to the use of mobile phones from their parents or guardians without being accompanied by regular supervision, the communication patterns carried out by 3rd grade children of SD Negeri 106238 have different characteristics in each situation or condition, The communication patterns of these children tend to shift from one individual to another, eventually spreading throughout the group, children tend to carry out linear communication patterns in imitating peers

## INTRODUCTION

Media exposure is the activity of listening to, viewing, and reading media messages, as well as experiencing and paying attention to those messages. Technological advancements are unavoidable for people around the world, including Indonesia. These developments have enabled changes in social interactions within society. Forms of communication that were once conducted face-to-face are now possible through the internet and social media networks.

Social media is a product of today's technological sophistication, enabling users to communicate virtually with others. Furthermore, social media has become a platform that provides a variety of information about global events and entertains users through a variety of available features and content (Hidayat et al., 2024).

Internet and social media use is now global. In Indonesia, according to data released by [databoks.katadata.co.id](http://databoks.katadata.co.id), according to a We Are Social report, the number of internet users in Indonesia in January 2024 was around 185 million, equivalent to 66.5% of the total population of 278.7 million. This number of internet users has increased compared to the number of internet users in Indonesia in January 2023. This clearly demonstrates the high level of interest and focus Indonesians have on social media, which is driving changes in social and communication aspects. These changes are not only occurring among the young and old, but also among children (We Are Social, 2023).

Media exposure, particularly TikTok, is a crucial area of concern, especially for children. TikTok offers a wide variety of video content within its app. Children's media exposure can significantly impact their communication with their surroundings, particularly in terms of language development. As we know, when children enter elementary school, their language skills vary widely. This is due to a variety of factors, including the socioeconomic circumstances of the family, the child's environment, the child's social circle, and the child's family environment. However, over time, children will receive guidance from teachers to understand various things, including developing their language skills, both verbally and in writing. The development of these language skills is an important foundation for children to meet their communication needs with those around them. Children's communication

patterns are naturally shaped by the learning process they experience in their environment. This process begins at home, the first place where children are exposed to language and learn to interact with others in small groups, such as with their parents, siblings, grandparents, and neighbors.

Communication between parents and children is a crucial foundation for supporting a child's growth and development, especially during early childhood. At this stage, children's communication becomes more interactive, such as through simple conversations with parents explaining objects around them or responding to questions. These daily activities indirectly stimulate children's language development. These activities can help enrich vocabulary and encourage thinking and speaking skills. Therefore, it can be said that children's communication skills develop well when children interact more with others, their communication skills and knowledge will become broader and more fluent.

Not only family, but another factor that plays a role in influencing children's communication is the surrounding environment. This environment also plays a significant role in shaping children's communication patterns. Interactions that occur in the form of playing together, talking with friends, or participating in group activities provide a space for children to learn to understand social norms and develop their speaking skills. When playing with their peers, children naturally learn to listen, respond, and express their opinions to others in their environment.

The introduction of social media at this stage certainly encourages a more diverse range of language development in children. Elementary school children are in a category that experiences many drastic changes, both mentally and physically. Elementary school grades can be divided into two groups: lower and upper grades. Lower grades consist of grades 1-3, while upper grades consist of grades 4-6. Lower grade elementary school children, aged 6-9, are at a stage where children are able to understand and absorb what is provided by their surroundings and then imitate it in their daily lives, including communicating with others. This is in line with their characteristics of being playful and adept imitators. Naturally, children communicate by absorbing what they hear in their surroundings, even with limited ability to understand the meaning of spoken sentences. This is because this is how they

learn to speak and communicate with others: by imitating what they often hear, then repeating it to others in simple terms. However, nowadays, not only interacting with the surrounding environment, but children's growth and development also involve contact with gadgets or social media.

Media exposure at this age is certainly very risky in terms of what they will imitate in their future communication with their surroundings. Language, which was initially simple, becomes more diverse due to absorption from various environments. Furthermore, communication among children who still enjoy playing is often group communication, where all members can communicate freely with one another, allowing for a high level of shared language and communication among elementary school children.

Researchers have discovered a phenomenon of elementary school children being exposed to social media too early in the Serbananti Village community. Many parents of Serbananti children allow their children to freely use gadgets, whether for gaming, watching YouTube, or browsing TikTok. These children's gadget use often goes unsupervised and unsupervised by parents. Children are freely given gadgets to access social media platforms with their friends, while parents do their own work. This is because giving children gadgets is now considered a calmer way to relax and less disruptive to other household chores. Therefore, it's easier for parents to allow them access to gadgets.

This phenomenon has enabled Serbananti Village children to quickly become familiar with social media. During the pre-research period, researchers frequently encountered children gathering around the Serbananti Village Office, each bringing their parents' gadgets to access the village's Wi-Fi network. Even some children who didn't have gadgets still participated in playing together by sharing with one another. The duration of viewing gadgets by the children that researchers observed was also quite long, such as from school hours until the afternoon.

## **METHODS**

This study uses a qualitative research method, chosen to provide a deeper understanding and description of data on the topic being studied. A qualitative research approach is one used in research to understand social phenomena from the perspective

of the subject or participant. This approach focuses on a deep understanding of the context, meaning, and experiences involved in a phenomenon. Qualitative research emphasizes the collection of descriptive data and a deep understanding of the topic being studied (Creswell, 2017).

Research informants are a group of individuals deemed representative of the entire research subject, ensuring a more focused and targeted approach to the research objectives. This helps researchers understand the research environment in greater depth and detail. The focus of the study, entitled "Analysis of Social Media Exposure in Shaping Communication Patterns of Third-Grade Students at Public Elementary School 106238 in Serbananti Village, Sipispis District, Serdang Bedagai Regency," was on third-grade students at Public Elementary School 106238 in Serbananti Village.

The informants in this study were students who knew about, used, or frequently used TikTok. Purposive sampling was used to select informants based on specific criteria required for the study. The informant criteria included:

- Third-grade students at Serbananti Village Elementary School
- Students who knew about, used, or frequently used TikTok.
- Aged around 8-9 years old

Additional informants for the researcher will also interview the parents of third-grade elementary school children in Serbananti Village who play TikTok, as well as guidance counselors/psychologists.

The data collection techniques in this study were conducted through observation, interviews, and documentation. The data analysis techniques used in this study were three components: data reduction, data presentation, and conclusion drawing (Moleong, 2014).

## **RESULTS AND DISCUSSION**

Communication Patterns of 3rd Grade Students of Public Elementary School 106238, who have been exposed to social media, tend to be carried out in 2 ways, namely communication occurs with a pattern of imitating what their friends say and do when they are in class which moves linearly and communication patterns imitate what they see directly in social media, in the communication

pattern carried out by imitating what they see on social media, children mostly imitate trends and discuss them with their friends.

Then, in the communication pattern of imitating friends this was seen when the researcher was in class for research, at first the language was used only by one girl who imitated the TikTok trend that she usually saw when she was at home and then said it repeatedly when she was in class, such as singing a fragment of the lyrics from the TikTok trend, *Stecu-stecu* which reads "Stecu-stecu, cool suits are just shy" then this was followed by her other friends, when the researcher asked if they understood what they said, the children admitted that they did not understand, but they heard one of their friends say it and they felt the song was nice to hear so they followed it, this shows the communication patterns moves linearly from one person then spreads to another.

Overall, media exposure occurs in children who have a duration of cellphone use ranging from 30 minutes to 1 hour or more with different frequencies and attention for each child, female students tend to pay attention to the development of social media trends such as TikTok, while male students pay attention to the world they like, such as games and the like (Bakistuta & Abduh, 2023; Pratiwi & Pritanova, 2017).

They have significant differences in using cellphones and social media, all students who are exposed to this media are students who are given free access to use cellphones by their parents, meaning that these children are often not accompanied when using cellphones but are only limited in the duration of playing by their parents.

The social learning process that occurs to 3rd grade students of SD Negeri 106238 Serbananti Village regarding social media begins when children have been given access to cellphones by their parents/guardians, by providing this cellphone, children get access to explore social media such as Tiktok, the social learning process begins when children pay attention to Tiktok regularly and put their attention to the same content or things repeatedly, then this thing sticks into the child's memory, which encourages them to do similar things, create exactly what they have paid attention to so far, be it sentences, or actions which then this movement is directed according to the existing urges in each child, such as the urge to imitate what they

see, the urge to not be left behind from their friends or the urge to not be different from other friends,

Parents or guardians of students from grade 3 of SD Negeri 106238 do not yet have a high awareness of the impact brought by the use of cellphones and social media on the growth and development of their children apart from their understanding of social things, because children tend to display good characters in front of their parents/guardians, whereas when playing with their peers they are much freer to express themselves, therefore parents/guardians of students must have a higher awareness of how they should supervise their children in using social media and the cellphones they have.

Children do not have the ability to distinguish between what is good and what is not, but their parents have this ability, so if you want to minimize media exposure in forming negative communication patterns in children, the first thing that needs to be done is to increase parents' awareness and understanding of the long-term impacts of this (Hidayat et al., 2023).

the first thing that needs to be educated is the parents/guardians of students because they are figures who have a big influence in directing their children, if there is awareness about how this media exposure affects their children's communication patterns, whether it is shown directly to them or not, then it is likely that negative things that happen to children can be minimized.

## CONCLUSION

The communication pattern of 3rd grade students of SD Negeri 106238, Serbananti Village, which is formed from exposure to social media is a communication pattern that is carried out linearly in interacting with the surrounding environment, where communication is established from one person and spreads straight to another person, this also occurs in terms of carrying out the social learning process, children learn quickly by imitating what their friends do, so that the development of communication they do tends to be the same because of some of the languages they absorb in the school environment and play together with each other.

Social media exposure to 3rd grade students of SD Negeri 106238 Serbananti Village occurs because of the provision of access to use mobile phones from parents/guardians to 3rd grade students

freely without being accompanied by regular supervision, in this case the author found that parents are the parties who have a big role regarding how children can get to know social media, when viewed from the linguistic side, social media exposure brings positive changes in terms of enriching language in the process of communicating children, in addition to that the level of children's confidence in expressing themselves has also increased, but from a moral perspective, media exposure actually has more negative impacts on children's growth and development, because they are not yet able to distinguish good and bad things independently.

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