

Group Guidance for The Progressivity of Social Media Ethics: An Experiment Research

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Abstract

The research objective is to determine the effectiveness of group counseling in improving students' social media ethics. This study used a quantitative experimental research method with a quasi-experimental pretest-posttest control group design. The research subjects were class XI students of Ngemplak Boyolali Public High School with a population of 358 students, then the sample used for research activities was 78 students. This study revealed that there was an increase in student social media ethics after being given Group Guidance. This is evidenced by the experimental results at the pretest stage, the treatment group got an average score of 90.9 while the control group got an average score of 89.6. The next stage was the provision of group guidance services to the two test groups so as to obtain a posttest score or result, namely the treatment/experiment group received an average score of 102.0 and the control group an average score of 92.0.

Keyword: Group Guidance; Social Media; Ethics; Progressives Ethic Media Social

Introduction

Nowadays it is very common for someone to have social media, in fact it is possible to have more than one social media. According to (Ikhsani & Saputra, 2023) & (Nasrullah, 2015) social media is a means of internet networking that can be used in the context of self-representation so that it can interact with other people with a wider scope so that the flow of information between two or more people is established. Social media allows users to be able to access a lot of information around the world, one of which is related to hobbies or preferences for something. One example of freedom of access to information in social media is related to lifestyle idols or favorite things. Many users, especially teenagers, are obsessed with imitating their idols. Starting from imitating the appearance, way of life, way of speaking, to the way of thinking of the deified character. In relation to imitating idols, teenagers still cannot distinguish well from the behavior of their idols. (Paoki et al., 2021) explains that while the freedom of social networking on the internet should have ethical limits, so that it can be reconciled with the social sanctions that will arise.

Often users imitate the words and clothing styles of their idols without realizing that what they are imitating is not in accordance with applicable norms. In addition to embracing the inappropriate, many comments on social networks are far from ethical, using abusive terms, and demeaning parties or groups. It is also not uncommon for users to easily gather information that is not necessarily true from cyberspace, then immediately make a basis for discussion or throwing an opinion. This causes a lot of fraud on social media and creates the potential for conflict in real life and on social media itself. According to (Syaefudin et al., 2021), fraud crimes involving social media are classified as cybercrime which requires investigation and prosecution by the Police.

(Alviani & Gusnita, 2018) conflicts that occur on social media are mostly caused by users not understanding social media ethics. Ethics is basically critical of moral reality. According to the study (Tanyid, 2014) Ethics means a branch of science that considers good and bad human actions or behavior. Based on this understanding, it means that ethics regulates what is appropriate or inappropriate, and what can be done in accordance with existing norms and rules. Combined with the term social media, social media ethics are rules, standards or regulations about what is good or bad and what is allowed or not allowed when using social media.

(Wahyudin & El Karimah, 2017) added that the reality that occurs on social media is the lack of responsibility and maturity of social media users. Referring to this explanation, there has been an ethical crisis in social media communication. Poor ethics in using social media is the primary reason for the crisis in behavior (Gusnita et al., 2023) & (Fadkhurosi & Kusmaryani, 2022). As a tool, social media also creates large and small scale communities in social media. About communication ethics

(Sari et al., 2024a) argue that communication ethics should explicitly determine the ethical standards used by both parties.

According to the official website tekno.kompas.com written (Pyrenia Iskandar et al., 2023) internet subscribers, most of which use social media in Indonesia, are 143.2 million. Divided by age grouping as follows 13 to 18 years old amounted to 16.68%, users aged 19 years to 34 years amounted to 49.52. Referring to the number of users, it can be obtained information that the percentage of users aged 13-18 years (junior high to high school) is 16.68%. This figure shows that around 24 million high school students in Indonesia access the internet every day. Referring to this, it is possible that 24 million elementary to high school students in Indonesia are at risk of being negatively affected by the continuous use of social media.

Interviews conducted with several Guidance and Counseling teachers at SMAN 1 Ngemplak Boyolali revealed that according to the experience of being a Guidance and Counseling teacher, many students have found poor social media ethics. Examples that are highlighted are the way of communication via whatsapp that is not good with teachers, using social media to exchange pornographic content, and often using social media to spread Hoax content.

(Sari et al., 2024) in their research revealed that group guidance services are effective in improving social relationships. This can be seen from the results of the study that there was an increase in students' social ethics after group guidance services were carried out. Research (Murti & Nursalim, 2018) revealed the same thing as Sari that the successful application of group leadership in discussion techniques to improve understanding of social ethics. (Jannah, 2015) revealed that group guidance with its discussion mechanism allows service participants to gain social interaction with others, so that the expected social relationships will be established. This study aims to improve social media ethics through group guidance, so that it can be a reference for practitioners in providing services as well as further researchers to serve as the basis for relevant research.

Metode Penelitian

The research conducted used quantitative experimental methods. (Sugiyono, 2013) revealed that experimentation is one of the quantitative research methods in which there is a certain treatment or action to change the behavior of the research subject. (Darmawan, 2016) and (Abdullah et al., 2022) reinforce Sugiyono's opinion regarding experimental research, which is a research procedure classified as quantitative based on a problem that must be solved. According to (Abraham & Supriyati, 2022) the mechanics of conducting experiments is by comparing two research groups, one of which is given a certain treatment and the other group is not given a certain treatment. The experimental procedure carried out in this study is Quasi Experiment using None Equivalent Pretest-Posttest Control Group Design.

The experimental instrument used in order to measure this research is a questionnaire on the ethics of social media users. Questionnaire according to (Sugiyono, 2013) & (Fadkhurosi, 2018) is a data collection tool with the mechanism of giving a number of statements to the research subject, from which answers are chosen that are classified as appropriate to the situation. The questionnaire used contains 20 items arranged based on theoretical social media ethics. The subjects in this study were students of class XI of SMAN 1 Ngemplak Boyolali. The population of research subjects amounted to 358 students who were then sampled using purposive sampling technique. According to (Campbell et al., 2020) purposive sampling is a sampling technique according to consideration of research needs. Through the Slovin formula, it was determined that the sample used in this study was divided into 2 groups, each group consisting of 39 students. The data that has been collected is then analyzed using non-parametric statistics through the Mann-Whitney test.

Results and Discussion

Data collection was carried out twice, namely through a pretest and posttest scheme using a social media ethics questionnaire instrument. The research sample amounted to 78 students and was divided into two classes of 39 students each. The first class became the experimental/treatment group and the second class became the control group.

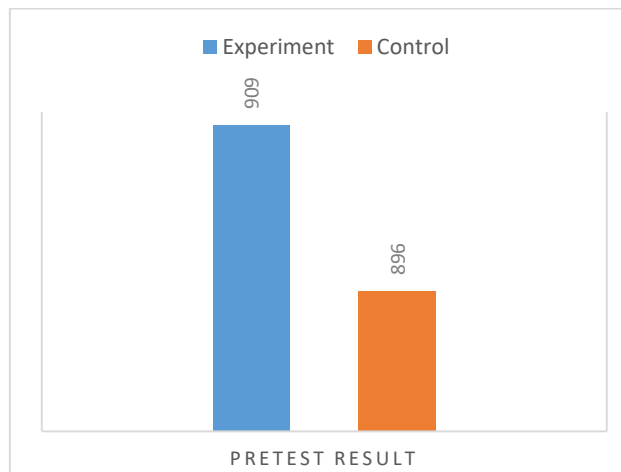
Pretest Data

Pretest data is the first data obtained from a social media questionnaire before treatment or treatment. The data has a sample of 78 students. The description of the pretest results is as follows.

Table 1. Management Data

	N	-	+	Mean	StandarDeviasi
<i>PretestExperiment</i>	39	87.00	93.00	90.9000	1.66333
<i>PretestControl</i>	39	85.00	93.00	89.6000	2.95146

Referring to the table above, the lowest pretest result in the experimental or treatment group is 87 and the lowest in the control group is 85. The maximum score in the experimental or treatment group is 93 while in the control group it is 93. The experimental group has an average value of 90.9 and the control group has an average value of 89.6. The standard deviation that can be tolerated is in the experimental group worth 1.66 and in the control group worth 2.95. The total score in the experimental group was 909 and the control group was 896. The accumulated scores can be depicted through the following graph.



Picture 1. Graphic Score Pretest

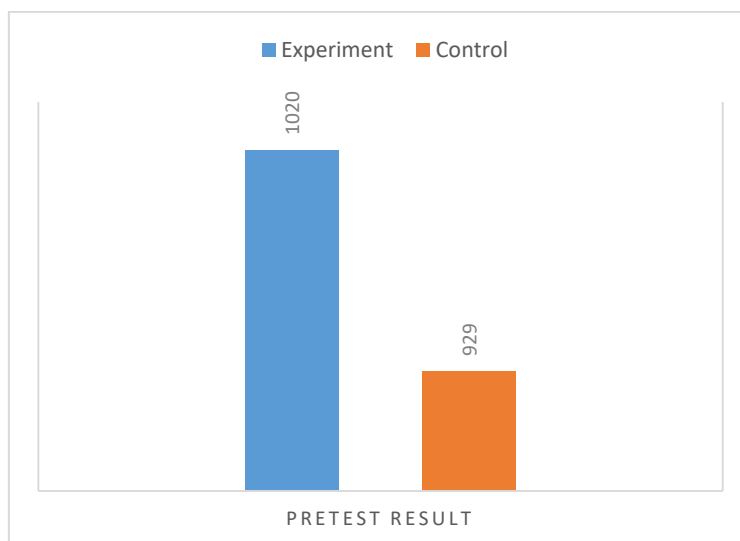
Data Posttest

Posttest data is obtained from the results of the experimental group after receiving group guidance and data from the control group without giving treatment. The data were explored in order to obtain data on changes in social media ethics from the control and treatment groups. The description of the posttest results is as follows.

Table 2. Management data posttest

	N	-	+	Mean	StandarDeviasi
<i>PretestExperiment</i>	39	95.00	110.00	102.0000	5.16398
<i>PretestControl</i>	39	88.00	105.00	92.9000	5.19508

Referring to the table above, the lowest posttest result in the experimental or treatment group was 95 and the lowest in the control group was 88. The maximum score in the experimental group or treatment group is 93 while in the control group it is 110. The experimental group has an average score of 102 and the control group has an average of 92. The standard deviation that can be tolerated is in the experimental group worth 5.16398 and in the control group worth 5.19508. The total score in the experimental group was 1020 and the control group was 929. The accumulated scores can be depicted through the following graph.



Picture 2. Diagram Score Posttest

Hypothesis Test Results

Referring to the hypothesis in the background that has been presented, namely group guidance to improve students' social media ethics, then further hypothesis testing is carried out. The testing technique uses the Man Whitney test, so that the level of significance between pretest and posttest scores can be compared. The results of the Mann Whiitney analysis are as follows.

Tabel 3. Mann Whitney Result for pretest

	<i>Pretest</i>
Mann-Whitney U	41.00
Wilcoxon W	96.00
Z	-.692
Asymp. Sig. (2-tailed)	.489
Exact Sig. [2*(1-tailed Sig.)]	.529 ^b
a. Grouping VarKelompok	
b. Not corrected for ties	

The table above can be concluded that the assumption value of Sig. (2-tailed) with a significance value of $0.489 > 0.05$ so that H_0 or there is no significant difference between the experimental and control groups.

Tabel 4. Mann Whitney analyze result for posttest

	<i>Posttest</i>
Mann-Whitney U	10.00
Wilcoxon W	65.00
Z	-.3.027
Asymp. Sig. (2-tailed)	.002
Exact Sig. [2*(1-tailed Sig.)]	.002 ^b
a. Grouping VarKelompok	
b. Not corrected for ties	

The significance value of the assumption Sig. (2-tailed) is 0.002, so the significance value is < 0.05 . Based on this depiction, H_a of this research is accepted or the degree of error of the two variables is accepted. This difference is caused by giving treatment to the experimental group by providing group guidance.

Conclusion

Based on the discussion of the research results above, it can then be concluded that the guidance and counseling service used is group guidance. Group guidance helps students understand themselves and their environment to plan their future actions through a discussion process between group members led by the group leader. The results showed that group guidance was effective for improving students' social media ethics, which increased by 12.21%. Based on the results of the study, implications can be stated, namely the results of this study in accordance with the theoretical and practical review can be used as a reference or study on similar relevant research on group guidance and on social media ethics. In addition, it can also provide and add more in-depth knowledge about group guidance specifically on improving social media ethics and in general in Guidance and Counseling services.

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