

**BEHAVIORAL MOTIVATION FOR USING SOCIAL MEDIA AS AN IMPACT OF
DIGITAL TRANSFORMATION FROM MILLENNIALS AT SMP BHAKTI ASIH
KAB. BANDUNG**

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ABSTRACT

This study aims to direct the views of students at Bakti Asih High School, especially in the use of social media, the impact of digital transformation which has significantly affected changes in their daily activities for the past 2 years. An important understanding of the use of social media and positive changes from digital transformation among young people will certainly have several positive and negative impacts. Analyzing descriptively about the behavior they cause for changing activities to digital from the various motivations that occur, of course, can be measured by what they produce from the use of social media that is often used, apart from use for their learning process while at school. Motivational results that reflect the behavior of students towards digital transformation are expected to be a reference for the school to be able to develop talents that arise from the use of social media that they do and minimize the negative impacts that actually always exist when using social media without adult supervision.

Keywords: Motivations; social media; Tranformation Digital

INTRODUCTION

Environmental conditions that force changes both in terms of changes in mindset or mindset, in terms of changes in humans themselves, in terms of changes in social interaction, in terms of changes in information technology used, and economic changes. can not be separated from behavior in the world of education which of course most of the subjects are students - students who are motivated to use all information technology facilities that support the learning system, in using tools for virtual face-to-face schools, it has become a definite schedule for holding online schools. in conditions that have subsided or are endemic, schools cannot eliminate the use of information technology previously used by students. from the search for learning materials or for technical data collection on learning outcomes that are already onsite.

From these habits, there are also many aspects of behavior that are motivated to be more creative in terms of usage, for example, students more often use audio-visual social media to make assignments for certain subjects, for example in the use of Instagram or TikTok. this is considered reasonable because it turns out to be easy as a result of digital transformation. as in the journal UNDERSTANDING AND MANAGING DIGITAL TRANSFORMATION Angelita Nauli Panggabean – 2301950881 – LB21 E-Business Strategy and Implementation, the changes that occur must involve behavior based on motivation in the goals to be achieved[1].

Students consisting of junior high school students who of course have just started their social interactions quite freely using social media. As many as 70 students have expressed opinions about what they do with the use of social media and what is the motivation. Without realizing it, they actually have carried out the digital transformation process, but from an academic point of view, it has not been seen how to use social media wisely and correctly in accordance with the motivation of young people so that it can become a positive creativity for themselves and for young people. from the journal utilization of information technology and communication in yppgi sma learning prophet martinus tekege [2]. the informatics engineering study program at the satya wiyata mandala university, can be a reference that the delivery and distribution of learning information is still within the scope of ict subjects, but in fact

what students or teachers see has carried out a digital transformation process in communication over time and the impact of the pandemic also .

Literature Rivew

a. Motivation

According to Dimiyati and Mudjiono (2012), in motivation contains the desire to activate, move, channel and direct individual learning attitudes and behaviors. Another decription According to John W Santrock (2010), motivation is a process provide encouragement, direction, and persistence of behavior. That is, motivated behavior is behavior which is full of energy, purposeful and enduring.

b. Behaviour

Behavior is all the biological manifestations of the individual in interact with the environment, starting from the most visible behavior to the unseen, from the felt to the least felt (Okviana, 2015). Meanwhile, according to Wawan (2011) Behavior is an action that can be observed and has specific frequency, duration and purpose whether conscious or not. Behavior is a collection of interacting factors.

c. Social media

Social media have transformed how we interact with our social environment, from world trade and politics (Bennett, 2012) to intimate aspects of daily life, such as the formation of friendships and romantic relationships (Duguay, 2017).

d. Digital Tranformation

The concept of digital transformation is understood as the transition from structures that communicate through non-digital tools to structures that use digital tools. Digital transformation, however, does not repre-sent the only technical process of converting information from paper to digital formats, but also requires a socio-technical change of digital tools and the way in which they are used (Yoo et al., 2010). the digital transformation of processes and services has become particularly relevant and popular and is gradually taking root both in local policies and in the strategic decisions of international healthcare organizations (Bara-Slupski, 2016; Preko and Boateng, 2020; Biancone et al., 2021)

e. Generasi Genz

“Gen Z” or “zoomers,” referring to individuals born between the mid-to-late 1990s and the early 2010s. They grew up using various Internet and digital technologies and are often called “digital natives.” Compared with earlier generations, Generation Z usually has a more positive attitude toward the transmission and communication of Internet technologies (PrakashYadav & Rai 2017). Internet-based technology and networked communications are their daily norms; they view electronically mediated communication to be as natural as face-to-face communication (Turner, 2015). Further, adolescent mental health seems to be an increasingly preeminent issue in the twenty-first century (Bor et al., 2014; Sit et al., 2022) Thus, as Generation Z is very familiar with online communication, it is feasible that the Internet could be used as a powerful tool to help them cope with mental health difficulties.

RESEARCH METHOD

The purpose of this research is to be able to examine what exactly is the motivation of students in using social media so that we can find out how far this digital transformation process has changed the lives of students. by using qualitative techniques and describing what they achieved from the use of social media as many as 70 students had discussions and interviews. according to Sugiyono (2019): 1. Conducted in natural conditions, directly to the data source and the researcher is the key instrument. 2. Qualitative research is more descriptive. The data collected is in the form of words or pictures, so it does not emphasize numbers.(3) conducted a field survey of the results of community service in junior high school Bakti Asih Bandung Regency in July 2022.

RESULT

From the results of interviews and field surveys conducted at the bakti Asih Junior High School, it can be seen that information technology devices of at least the mobile smartphone type are owned by students who occupy the junior high school level. of course this happened because of the impact of digital transformation during the pandemic which required them to interact via digital in learning and teaching activities for the past 2 years. not only that, this smartphone device has also

become a digital book that they use in their daily life to get additional literacy from the materials provided by the junior high school. so that both teachers and students establish communication and task interactions in digital form. with the stages of the process that are quite fast following changes in learning media.

The new academic year 2022/2023 at the end of the epidemic changes the order of the school scheme to be face-to-face again, but this digital use behavior is still inherent and is felt to be more efficient for some learning techniques, for example the use of audio-visual from YouTube in providing additional material. even in the collection of tasks which is felt to be faster than the collection of tasks physically or manually. As for the condition of using smart phones in the school environment, it is not obtained during study hours. aims to be able to limit and encourage children to be more focused during the learning process Then from the results of the interview, it was also seen that 40% of the students showed their interest in developing their potential related to information technology, especially audio-visual in the use of social media or YouTube. by producing some content that departs from extracurricular activities or hobbies of each student which can be in the form of performing arts or photographic content.

Seeing the results of the creative behavior of these junior high school students also cannot be separated from less productive behavior in addition to the use of social media for their learning as much as 13% revealed that information technology tools such as smartphones are only used to play games and watch broadcasts that have not been felt. useful for them. this is due to the lack of supervision from parents as the closest people for them to carry out their daily activities and can be a reason for the lack of knowledge that digital transformation can be used to develop hobbies and increase more productive creativity for them. Therefore, in community service, researchers provide counseling about how the millennial generation should be able to become more creative users and produce unique works. and it is necessary to socialize how to wisely monitor the use of social media for students so that digital transformation can create a climate of change that is more beneficial for them.

CONCLUSION

From the results of the research and explanations accompanied by previous theories and concepts, the conclusion that researchers can put forward is that only some students are motivated to be more creative in the use of social media, which is a potential that should be collected and fostered in developing their talents and becoming valuable values. both for the graduates of bakti asih junior high school or for themselves so that they get broader insights regarding the opportunities created by the use of social media that occur due to the impact of digital transformation among young people and of course the number of 13% of students who only use information technology for activities activities that are less productive are expected to get directives from both the family and the school to motivate them so that they can develop their talents, especially those that can be supported by the use of social media.

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