
The Impact of the Latest Communication Technology on Social Interaction According to the Perspective of Employee Lecture Program (P2K) Students at Muhammadiyah University of Palangkaraya

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Abstract

This study explores the impact of recent communication technologies, such as Instagram, video calls, and virtual reality, on the social interaction of students in the Employee Lecture Program (P2K) at Muhammadiyah University Palangkaraya. Using a qualitative approach and in-depth interviews, the research involved ten respondents selected through purposive sampling. The results indicate that recent communication technologies have a positive impact on social interaction patterns. P2K students actively use WhatsApp groups, Instagram, and other social media platforms to facilitate communication, share information, and form communities. Video calls are considered an effective alternative for face-to-face meetings, especially during the pandemic, and virtual reality is expected to introduce a new dimension to interactions. However, respondents also acknowledge risks, such as addiction, lack of deep interaction, and social pressure from Instagram. Nevertheless, P2K students are perceived as capable of managing technology use wisely and balancing interactions in both the virtual and real worlds. Perceptions of the influence of Instagram on real-world social activities tend to be positive, with awareness of social pressures. Additionally, changes in ethics and social norms are recognized as positive by the majority of respondents, creating opportunities for social equality and inclusivity. P2K students are considered capable of maintaining a balance between social interactions in the virtual and real worlds while remaining active in campus activities and face-to-face meetings. Thus, this research provides an in-depth insight into how recent communication technologies shape social interaction patterns among P2K students, considering both the positive impacts and associated risks.

INTRODUCTION

The development of communication and information technology has reached a crucial stage in human life. Its function goes beyond being merely a channel for interpersonal communication in social interactions, but also involves broader scopes, such as between institutions, regions, and even across countries and continents. The impact of this rapid development has significantly influenced the social life of communities, triggering major changes and shifts in lifestyle patterns and daily interactions. From communication patterns that used to rely more on face-to-face interaction, it has now shifted to communication through various media. This influence gradually penetrates various aspects of community life, including the displacement of local wisdom in the

context of customs and broader culture (Ayub & Sulaeman, 2022). Traditions of oral communication that may have been passed down through generations are now being replaced by written communication or electronic media. This not only changes the way of communication but also affects the understanding and appreciation of local values that have been an integral part of community life.

In real-world interactions, when two people meet, social interaction begins from that moment. They may greet each other, shake hands, talk, or even engage in conflict. Such activities create forms of social interaction. Even if there might not be a conversation or exchange of verbal signs, social interaction still occurs because each individual's awareness of the other party triggers changes in feelings and nerves.

Factors such as body odor, perfume, footsteps, and so on, all leave impressions in one's mind, which in turn affect the actions that individual will take (Jimenez & Morreale, 2015). Thus, social interaction does not always require words but can be triggered by various sensory stimuli that influence individuals' perceptions and responses in a meeting.

The existence of the internet has significantly altered societal interaction patterns, enabling interactions without being restricted by the same space and time. The internet has removed previous limitations that may have hindered someone from interacting. With modernity, the relationship between space and time becomes more flexible, and these boundaries are disrupted, so space gradually becomes separated from place. This statement reflects that humans can now create new forms of interaction without physically meeting, one of which is through the internet medium. The possibility to communicate and interact through online platforms provides greater flexibility, changing how people relate, share information, and form social relationships without being bound by traditional spatial and temporal constraints.

Communication is now not limited to physical interaction but can be done through various social media platforms in the virtual world. The rapid development of new media has had a significant impact on existing forms of communication. Initially, internet communication only involved tools like email and instant messaging (chatting). However, over time, the phenomenon of social media such as Instagram or social networks like Facebook, Twitter, Instagram, Path, and Snapchat emerged. Instagram social media has transformed the communication paradigm by opening up opportunities for more dynamic and extensive interactions. Users can instantly share information, photos, videos, and thoughts with a larger audience.

This creates a virtual space for social relationships to develop, both with friends from the surrounding environment and individuals from various parts of the world. Instagram social media also provides a platform for self-expression and facilitates collaboration and exchange of ideas on a global scale (Yoga, 2019). With the presence of Instagram social media, communication not only becomes a tool for exchanging information but also a means to build and maintain social relationships, express identity, and engage in cross-cultural dialogues. Therefore, the role of Instagram social media in modern communication cannot be ignored, as it has significantly changed how humans interact and communicate.

Data in January 2021 showed that Indonesia ranked 9th out of 10 countries with a tendency for society to be addicted to Instagram social media. As many as 170 million people in Indonesia use the internet and are active on Instagram social media, with an average usage time per day reaching 8 hours and 52 minutes. The most popular applications used include YouTube, WhatsApp, Instagram, Facebook, Twitter, TikTok, as well as video streaming platforms like Netflix and Viu, all of which have experienced increased usage. In recent years, there has been a significant change in the mechanisms of adolescent social interaction. The teenage generation in the 2010s, known as iGen, spent more time in the digital world, including SMS, games, and Instagram social media. Teenagers' online time also doubled between 2006 and 2016. As many as 95% of teenagers in 2018 had access to smartphones, a drastic increase from 23% in 2011. Nearly half of teenagers stated that they used the internet "almost all the time," which increased from 24% in 2014. This shift towards digital media invites the theory that digital era communication has replaced face-to-face interaction among teenagers (Lestari et al., 2015). This is reflected in teenagers' dependence on digital devices and

Instagram social media, which can affect how they interact and form social relationships. This data reflects the significant impact of technological developments on social interaction patterns, especially among the younger generation in Indonesia.

Studies on student social interactions in the Samarinda area, especially in vocational high schools (SMK), indicate that Instagram social media, such as Line Messenger, has become an integral part of their daily lives. Five students who were the subjects of the study actively use Line Messenger to share information related to school assignments. However, unfortunately, this research also found that Line Messenger social media is often misused in students' activities, both inside and outside the school environment. Students tend to use Line Messenger to cheat, such as exchanging assignment or exam answers through the application, rather than making their own efforts to complete assignments or exams. This finding indicates that besides providing convenience in sharing information, Line Messenger can also have negative impacts on students' academic integrity (Fitrianur, 2016).

A study on social interactions using Twitter in three high schools in the Garut area illustrates that the selection of Twitter social media is based on informants' experiences. Informants feel that Twitter provides ease, comfort, and efficiency in message dissemination and information retrieval. The use of Twitter social media is considered appropriate and suitable based on its function, reflecting that the selection of the Twitter social media platform can be influenced by user experiences and specific needs (Nurhadi, 2017). Both studies highlight the complexity of social interactions in the digital era, where social media not only serves as a communication tool but can also influence students' behavior and integrity in the educational context.

The results of research on two students and five teachers as respondents and informants show that most students use Facebook and Instagram applications almost every day to interact with others. This finding underscores the hope that teachers and parents can pay more attention to and supervise the use of Instagram social media, especially by students. Although the results of this research cannot be generalized to all students in Indonesia, they provide an overview that students' interaction patterns through Instagram social media tend to vary in each school. This identification demonstrates the importance of understanding how students interact in the digital era, especially through the Instagram social media platform (Nainggolan et al., 2018).

This research was chosen because the phenomenon of the latest communication technology's impact on social interaction, especially among P2K students at Muhammadiyah University Palangkaraya, is a relevant and important issue to uncover. Data shows that Indonesia, including P2K students, actively uses various social media platforms, such as Instagram and WhatsApp, with significant daily usage time. There has been a change in social interaction patterns, especially among the younger generation, who tend to interact more through digital media than face-to-face. The importance of this phenomenon is evident from the findings at the research location, Samarinda, where Instagram social media, especially Line Messenger, has become an integral part of vocational high school students' daily lives. Although this social media facilitates sharing information related to assignments, the research indicates misuse, such as academic dishonesty. Similar findings are also observed in Garut, where the selection of Instagram social media is based on informants' experiences, highlighting the complexity of social interactions in the digital era.

This research makes a significant contribution in filling knowledge gaps, especially at Muhammadiyah University Palangkaraya, with a focus on P2K students. Findings indicate positive impacts, such as facilitating communication and forming communities, but also depict risks, such as addiction and lack of face-to-face interaction. Additionally, the research provides deep insights into P2K students' perceptions of the influence of Instagram social media on social activities in the real world, with an emphasis on the need to use technology wisely. These conclusions are supported by interview results with ten P2K student respondents, who consistently stated that the latest communication technology has a positive impact on building communities and enhancing their social interactions. However, risks such as addiction and lack of direct interaction are also acknowledged. This research concludes that the latest communication technology has shaped social interaction patterns among P2K students at Muhammadiyah University Palangkaraya, with positive changes in accessibility, intensity, and quality of interactions. However, there is a research gap regarding the impact of the latest communication technology, such as Instagram social media, video calls, and virtual reality, on social interactions among P2K students at Muhammadiyah University Palangkaraya.

METHODOLOGY

This research employs a qualitative approach and interview method to explore the impact of recent communication technology on the social interaction of students in the Employee Lecture Program (P2K) of the Faculty of Social and Political Sciences, Communication Science Study Program, Class of 2020, at Muhammadiyah University Palangkaraya. The research was conducted from September 2023 to October 2023. The population involved P2K students, and a sample of 10 individuals was selected based on criteria involving

active users of recent communication technology and having experience in social interaction through such technology. Thematic data analysis approach was employed, where the researcher identified and analyzed themes emerging from the interviews to address the research questions. The research process involved preparation stage, data collection through in-depth interviews, thematic data analysis, and report compilation. Research questions encompassed the impact of recent communication technology on the social interaction of P2K students and the influencing factors. The findings of this research contribute information regarding the impact of recent communication technology on student social interaction, providing a basis for policy makers to develop policies supporting the utilization of recent communication technology in enhancing student social interaction.

RESULTS AND DISCUSSION

The impact of recent communication technology on social interaction, particularly in the context of students in the Employee Lecture Program (P2K) of the Faculty of Social and Political Sciences, Communication Science Study Program, Class of 2020, at Muhammadiyah University Palangkaraya, can be explained through several perspectives that reflect changes in how they interact, communicate, and participate in campus environments.

Shinta Kumala Dewi, as Respondent 1, emphasizes that social media like Instagram and video calls have a positive impact on facilitating communication and maintaining relationships among students. Although aware of the risks of isolation and loss of personal touch, Shinta considers this technology to play an important role in forming communities and facilitating meeting arrangements. Respondent 2, Okta

Fernando, also states the positive impact of recent communication technology, such as WhatsApp and Instagram, in enhancing connectivity and sharing daily experiences among students. However, Okta also acknowledges the risks of negative impacts, such as social pressure from Instagram, which can create expectations and psychological pressure. He emphasizes the importance of face-to-face interaction in the daily lives of P2K students. Elfa Widayanti, as Respondent 3, sees recent communication technology providing a positive impact on the efficiency of interaction among students, especially through WhatsApp groups and Instagram. However, she also notes the risk of excessive screen focus and lack of face-to-face interaction, which could harm the depth of social interaction.

Novia Adventi, as Respondent 4, states that recent communication technology has a positive impact on facilitating interaction among students, forming communities through Instagram and WhatsApp groups. Novia identifies widespread adoption as a key factor influencing the positive impact of recent communication technology. M Harris Sadikin, as Respondent 5, highlights the significance of the impact of recent communication technology, especially WhatsApp groups, video calls, and Instagram, in forming communities and maintaining close social relationships. He also notes risks such as addiction and lack of face-to-face interaction. Sunrise, as Respondent 6, sees recent communication technology, including Instagram and video calls, having a positive impact on connectivity and social activities among P2K students. Sunrise emphasizes the role of technology in forming communities and enhancing the quality of social interaction. Bonifasius Marianus Wawo, as Respondent 7, states that WhatsApp groups and Telegram are the primary communication platforms, and video calls help overcome distance barriers. Bonifasius sees the

positive impact of Instagram in helping organize joint activities and strengthening connections with classmates.

Azis Anwar Fuadi, as Respondent 8, provides a positive view of the influence of Instagram, WhatsApp groups, and video calls in forming communities and strengthening social relationships. Azis sees strong infrastructure, such as signal availability and high internet speed, contributing positively to the impact of recent communication technology. Lusiana Martapuri, as Respondent 9, provides a neutral perspective on the impact of recent communication technology, acknowledging variations in positive and negative impacts depending on individual preferences. She is aware of social pressure through Instagram but assesses that the preferences of P2K students can vary depending on individual situations and personalities. Eko Sanjaya, as Respondent 10, also has a neutral view of the impact of recent communication technology. Although aware that some friends use Instagram, Eko prefers face-to-face interaction and feels that the impact of technology is not yet significant in how they interact. Eko observes variations in how P2K students communicate, with some preferring digital communication and others preferring face-to-face interaction.

From interviews with ten P2K student respondents at Muhammadiyah University Palangkaraya, it can be concluded that recent communication technology, such as Instagram, video calls, and virtual reality, has a positive impact on their social interaction. Respondents consistently mention that WhatsApp groups, Instagram, and other social media platforms play a key role in facilitating communication, sharing information, and forming communities among students. Patterns of social interaction among P2K students have positively

changed with the adoption of recent communication technology. Students tend to be more open to each other, feel more connected, and view technology as a tool to strengthen their social relationships. Video calls are considered a good alternative to face-to-face meetings, especially in the current pandemic situation, and virtual reality is expected to provide new dimensions in interaction.

Although its positive impact is acknowledged, respondents also recognize the risks and negative impacts. Some note the risk of addiction, lack of deep face-to-face interaction, and social pressure from Instagram. However, overall, P2K students are considered capable of managing and balancing the use of this technology wisely. Students' perceptions of the influence of Instagram on social activities in the real world tend to be positive, although there is awareness of potential social pressure. Furthermore, changes in ethics and social norms due to recent communication technology are mostly viewed by respondents as positive, opening opportunities for equality, reduction of stigma, and increased social inclusivity. In terms of managing and balancing social interaction in the virtual and real worlds, P2K students are generally considered able to maintain this balance by using Instagram as a complement, not a substitute, for face-to-face interaction. They remain active in campus activities and face-to-face meetings to deepen social relationships.

Impact and Role of Latest Communication Technology on P2K Student Interaction in Forming Student Communities

The latest communication technology, such as Instagram social media, video calls, and virtual reality, has significant impacts on the interaction and formation of P2K student communities. Firstly, this technology enhances access and communication convenience, allowing P2K students to interact without

barriers of distance and time. Secondly, there is an increase in reach and participation, enabling students to connect with peers from diverse backgrounds and locations, creating a more inclusive community. Lastly, the latest communication technology also enhances the intensity and quality of interaction, enabling students to build closer relationships and strengthen their communities (Aziz & Nurainiah, 2018). Thus, the latest communication technology positively shapes how P2K students interact and build communities in the Muhammadiyah University of Palangkaraya environment. The latest communication technology, such as Instagram social media, video calls, and virtual reality, plays a significant role in shaping P2K student communities. Firstly, this technology serves as a means to exchange information and ideas, allowing P2K students to share knowledge and experiences related to lectures, organizations, and social activities. Secondly, the latest communication technology acts as a tool for collaboration and organization, facilitating P2K students in projects, research, and other activities, contributing to the development of cooperation and leadership skills. Thirdly, this technology also serves as a platform for self-expression and identity-building, enabling P2K students to find communities with aligned values and interests (Herawati, 2011).

Respondents with positive views (Respondents 1 to 8) consistently observe that the latest communication technology, such as Instagram social media, video calls, and virtual reality, has had a positive impact on enhancing interaction among P2K students at the Muhammadiyah University of Palangkaraya. They feel that platforms like WhatsApp groups, Instagram, Facebook, and messaging apps help them communicate easily, share information, and facilitate arranging meetings or group activities. Some of them also recognize the great potential of virtual reality in creating unique interaction experiences.

Furthermore, positive views also involve the crucial role of technology in shaping communities or social groups among P2K students.

On the other hand, respondents with neutral views (Respondents 9 and 10) provide a more moderate perspective on the impact of the latest communication technology. Although acknowledging the convenience provided by Instagram social media and video calls, they are not very active in using them. They prefer direct interaction over screen-based ones. Despite recognizing changes in social interaction patterns among P2K students related to the use of Instagram social media, they still express a preference for direct social interaction. Regarding community formation, they acknowledge the role of technology but are not heavily involved in its usage, with one respondent (Respondent 9) stating that they have not directly experienced the impact of virtual reality.

Changes in P2K Student Social Interaction through Instagram Social Media and Digital Communication Platforms and Factors Influencing the Impact of the Latest Communication Technology on P2K Student Social Interaction

The latest communication technology has changed the paradigm of P2K student social interaction at Muhammadiyah University of Palangkaraya. The use of Instagram social media and digital communication platforms allows P2K students to connect more easily, surpassing distance and time limitations. The increased accessibility and ease of communication create opportunities for P2K students to interact and build communities more efficiently (Efendi et al., 2017). Additionally, this technology also enhances reach and participation, allowing P2K students to connect with fellow students from different backgrounds and locations. With the increasing intensity and quality of interaction through various communication platforms,

P2K students can build closer and stronger relationships within their communities. Factors influencing the impact of the latest communication technology include the characteristics of the technology itself, the characteristics of P2K students, as well as social and cultural environments.

Positive changes in social interaction patterns among P2K students related to the use of Instagram social media and digital communication platforms are reflected in the positive experiences of some respondents. They note increased frequency and ease of communication through messaging, video calls, and platforms like WhatsApp, Instagram, and Twitter. Open interaction, sharing experiences, and coordination in projects or joint activities are the main features of this change. Although there are neutral views from some respondents who may prefer direct social interaction, the majority feel a positive change in the atmosphere among students, linked to intensified interaction through technology.

Factors influencing the positive impact of the latest communication technology on social interaction are also revealed through respondent responses. Wide and fast internet access availability, innovation in application development, ease of access and flexibility, and widespread adoption by society are key points creating a positive impact. Innovative features, inclusivity, and strong infrastructure support are also recognized as factors reinforcing this positive impact. Although there are neutral views on society's adaptation to technology, in general, these factors reflect the importance of good technology integration in everyday life and support from various layers of society.

Positive and Negative Impacts of Latest Communication Technology on the Social Relationship Closeness of P2K Students and P2K Student

Perceptions of the Influence of Instagram Social Media on Social Activities in the Real World

The positive impact of the latest communication technology on the social relationship closeness of P2K students is highly significant. Various aspects such as increased access and communication convenience, which allow students to interact easily without being limited by distance and time, contribute greatly to building closer social relationships. Furthermore, the increased reach and participation through communication technology expand the scope of interaction, enabling students to connect with individuals from various backgrounds and locations, enriching diversity in social relationships (Lestari et al., 2015). Equally important, the increased intensity and quality of interaction through digital communication platforms help students build closer and deeper relationships. The negative impact of the latest communication technology on the social relationship closeness of P2K students involves increased dependence on technology, risks of misuse, and potential misunderstandings. P2K students who are too reliant on technology tend to interact less directly in the real world. Additionally, the risk of technology misuse, such as cyberbullying and spreading false information, can damage their social relationships. Social interaction through technology also has the potential to create misunderstandings and conflicts due to communication limitations via Instagram social media. For example, P2K students who are too active on Instagram social media may have less close relationships with friends in the real world, and misunderstandings in understanding messages through the platform can lead to interpersonal conflicts. Alongside these negative impacts, P2K students have a positive perception of the influence of Instagram social media on social activities in the real world (Ayub & Sulaeman, 2022). They acknowledge that Instagram

social media can help build stronger social relationships, seek social support, and participate in social activities. However, it is important to remember that Instagram social media is just a tool, and its use should be done responsibly and ethically.

Positive views on the impact of the latest communication technology on the social relationship closeness among P2K students are evident from various responses. Respondent 1 appreciates video calls and instant messages that allow them to stay connected, especially in the pandemic era. However, the risks of excessive reliance on technology and lack of direct interaction are important notes. Respondent 2 highlights the positive role of WhatsApp groups and video calls in deepening social relationships, although caution is needed to avoid losing human touch. Meanwhile, Respondents 3 to 8 express positive views about the increased closeness of social relationships through the latest communication technology, noting the benefits of Instagram social media and video calls in building closer and more intense relationships. However, these positive views are not universal, as seen from two neutral respondents (Respondents 9 and 10). Respondent 9 states that the impact may vary depending on individual preferences, while Respondent 10 acknowledges both positive and negative impacts, highlighting the potential reduction in the actual quality of social interaction due to dependence on technology.

Similarly, negative views on the use of the latest communication technology on social relationship closeness are also reflected in various responses. Respondents 1 to 8 express several risks and negative impacts, such as potential isolation, loss of personal touch, lack of quality face-to-face interaction, and addiction risks. Although they acknowledge its positive impact, warnings about these negative aspects reflect

their concerns about excessive technology use in building healthy social relationships. Lastly, a positive perception of the influence of Instagram social media on real-world social activities also dominates responses from P2K students. Respondents 1 to 8 view Instagram social media as a tool that enriches their social life, facilitates communication, coordinates activities, and builds closer relationships beyond the digital platform. There is a consensus that interaction on Instagram social media can complement face-to-face interaction, and not many respondents show neutral views on the impact of Instagram social media on real-world social activities.

Social Pressure from Instagram Social Media on P2K Student Social Interaction and P2K Student Communication Preferences in Digital Platforms vs. Face-to-Face Interaction

Social pressure from Instagram social media on P2K students creates several challenges in their social interactions. Firstly, the phenomenon of social comparison can trigger feelings of low self-esteem and jealousy as P2K students tend to compare their lives with others showcased on Instagram social media. Moreover, the pressure to appear perfect often promoted on the platform can create norms that are difficult to follow, forcing P2K students to create an ideal image that may not always reflect reality. The presence of aggressive behavior on Instagram social media, such as cyberbullying, can also result in discomfort and concern, affecting the psychosocial well-being of P2K students (Nurhadi, 2017). Meanwhile, the communication preferences of P2K students between digital platforms and face-to-face interaction depend on several factors. Individual personalities, such as introverted or extroverted personalities, can influence their choices. Introverted P2K students tend to prefer interaction through digital

platforms, which can be done more comfortably and without direct social pressure. Technological factors also have an impact, where P2K students are more likely to use communication technology that allows for deeper interaction, such as video calls. However, social habits in their environment also play a role, with P2K students accustomed to direct interaction tending to prefer this form of communication.

Some respondents who responded to this question with positive views affirm that the social pressure arising from Instagram social media has a significant impact on P2K student social interaction. They acknowledge that expectations related to appearance, lifestyle, and trends displayed on Instagram social media can create psychological pressure. Some students may feel pressured to conform to certain standards or maintain an expected image, which then affects how they interact in daily life.

From the response results, the majority of P2K students tend to prefer communicating through digital platforms. They feel that time constraints and ease of access through instant messaging or Instagram social media make communication through digital platforms more practical. However, most respondents acknowledge that face-to-face interaction remains an important part of their daily lives. Although P2K students actively communicate through WhatsApp groups, Instagram, and other messaging apps, face-to-face interaction still occurs, especially in academic, social, and campus meetings. There are also neutral responses indicating variation in preferences among P2K students, and some still prioritize face-to-face interaction, especially in the context of campus life.

P2K Student Views on Changes in Ethics and Social Norms Due to Latest Communication Technology and P2K Student Strategies in Managing Social Interaction in the Virtual and Real Worlds

P2K students show diverse views on the changes in ethics and social norms that arise with the development of latest communication technology. Some see positive impacts, believing that technology facilitates social interaction and expands communication networks. On the other hand, some students view these changes as having negative impacts, such as pressure to appear perfect and increased aggressive behavior in the virtual world. With these differing views, P2K students need to explore strategies to wisely confront these changes, taking the positives while also maintaining ethical values and social norms. P2K students require effective strategies to manage their social interactions in the virtual and real worlds (Fitrianur, 2016). It is important for them to understand the potential negative impacts of the latest communication technology, such as social pressure and aggressive behavior. These strategies include responsible technology use, avoiding behaviors that may harm themselves and others. Additionally, students need to continue communicating face-to-face to strengthen their social relationships.

Overall, P2K students generally provide positive responses to the changes in ethics and social norms arising from the use of the latest communication technology. They see technology as a tool that opens doors to being more open to various perspectives and increasing inclusivity in social norms. This view reflects the belief that technology can be a means to enrich understanding, promote equality, and reduce stigma in society. Therefore, P2K students acknowledge the positive potential of technology in strengthening social awareness and supporting the shift towards more inclusive and diverse values. They use Instagram social media as a tool to maintain connectivity and share moments while remaining active in campus activities and face-to-face meetings to deepen social relationships. This strategy involves using Instagram

social media positively to maintain connections while still appreciating the importance of face-to-face interaction in building close relationships.

Relevant Research

Three separate studies discuss the impact of social media use, especially Instagram and Facebook, on adolescent and student social interaction. Research by Lusia Abuk and Didik Iswahyudi in 2019 shows that the intensity of Facebook use by students can increase connectivity and information exchange but also risks leading to less attention to the surrounding environment, decreasing the intensity of real-world interactions. Research by Riska Purwandani, Hariunnisa, and Johanta Alfando in the same year explores the role of Instagram social media, stating that while facilitating online interaction, Instagram can have a negative impact on face-to-face social interaction, with students tending to be less active in offline social activities. A study by Joshua Ebere Chukwuere in 2021 adds a new dimension by highlighting the risks of cyberbullying, privacy issues, and the potential for violations of personal information arising from intensive Instagram use by students. Overall, these findings indicate the importance of seeking a balance in social media use to avoid disrupting student social interactions in daily life.

CONCLUSION

Based on the research findings, it can be concluded that the impact of the latest communication technology on the social interaction of P2K students at Muhammadiyah University Palangkaraya includes both positive and negative aspects. Positively, technologies such as Instagram social media, WhatsApp groups, and video calls significantly contribute to facilitating communication, building communities, and enhancing connectivity among students. The adoption of these

technologies expands reach, increases participation, and provides efficiency in interactions. P2K students acknowledge their benefits in forming more open relationships but remain aware of risks such as social pressure and lack of deep face-to-face interaction.

Despite the acknowledged positive impact, there are also negative effects, including addiction risks, potential isolation, and social pressure from Instagram social media. Some respondents note changes in social norms and ethics due to the latest communication technology, but the majority view these changes as opportunities for inclusivity and equality. Students' perspectives on these changes vary, with some seeing positive impacts on social relationship closeness and others identifying risks and negative impacts. P2K students' strategies in managing social interactions in the virtual and real worlds involve responsible technology use, awareness of potential risks, and efforts to maintain a balance between digital and face-to-face interactions.

Suggestions for further research could involve more in-depth studies regarding P2K students' strategies in managing social pressure from Instagram social media and how it affects their psychosocial well-being. Research focus could be directed towards the development of interventions or learning approaches to assist P2K students in managing negative impacts, such as social pressure and addiction risks, while still leveraging the positive impact of the latest communication technology. This research could provide further insights into supporting students in building healthy social relationships in the digital technology era. Additionally, further research could involve analyzing changes in ethics and social norms due to the latest communication technology more deeply. Investigating the impact of these changes on campus values, societal social norms, and how P2K students respond to these shifts could provide a better

understanding of social dynamics in the university environment.

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