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## USE SOCIAL MEDIA WISELY IN ACCORDANCE WITH APPLICABLE PROVISIONS

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### Abstract

Social media has become an integral part of everyday life, opening up unprecedented opportunities for communication, collaboration and information exchange. However, with the freedom offered by these platforms also comes the great responsibility to use them wisely and in accordance with applicable regulations. This research aims to explore wise practices in the use of social media and their impact on individuals and society. Through a qualitative approach, data was collected through in-depth interviews and observations of various social media users. The research results show that awareness of privacy, diversity of opinions, control of posted information, and openness to other people's perspectives are important factors in using social media wisely. Apart from that, this research also identifies the challenges and obstacles faced in efforts to make social media a positive communication tool. These findings provide valuable insights for individuals, institutions, and regulators to develop policies and practices that promote responsible and ethical use of social media. From the research results, it appears that social media users have varying levels of awareness of the terms of use, but compliance with these rules can vary depending on factors such as peer pressure, the complexity of the rules, and the influence of the social and cultural environment. Challenges in practicing wise use of social media are also apparent, ranging from the pressure to maintain a perfect image to the difficulty in distinguishing between valid information and hoaxes. In addition, the positive impacts of social media, such as social connectivity and access to information, are also accompanied by negative risks, including the spread of hoaxes and mental stress. The influence of the social and cultural environment on social media usage practices reinforces the importance of taking into account an individual's social and cultural context in developing appropriate approaches to managing risks and maximizing the benefits of social media. In this context, awareness of the positive and negative impacts of social media is key to helping individuals and society develop more responsible and ethical practices in the use of these platforms. A holistic approach is needed that combines education, social support, and supportive policies to create a healthy and productive online environment for all users.

**Key words:** *Social Media, Wise Use, Applicable Conditions*

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## INTRODUCTION

Social media has become an integral part of modern life, facilitating communication, information exchange and collaboration between individuals globally. According to the latest report from We Are Social and Hootsuite, global social media users have reached more than four billion, indicating significant penetration worldwide. This phenomenon has brought about major changes in the way we interact with each other, work, and even participate in political and social life (Ratnadewati, 2022).

However, while social media offers great benefits, such as easy access to information and global connectivity, its use has also given rise to a number of problems that require serious attention. One of the main problems is a lack of awareness of the need to use social media wisely and responsibly. Many users often do not consider the impact of their posts on their own or others' privacy, reputation and personal well-being (Lubis & Nasution, 2023).

In addition, there are also problems related to violations of the terms of use of social media platforms, such as the spread of harmful content, fraud and online harassment. In an effort to address these challenges, many social media platforms have introduced strict policies and regulations to govern user behavior and posted content.

Research on the wise use of social media in accordance with applicable regulations becomes increasingly important in this context. This study will explore wise practices in the use of social media as well as the extent of awareness and compliance with the terms of use set by these platforms. With a better understanding of the challenges and opportunities associated with social media, more effective strategies and policies can be developed to promote responsible and ethical use (Suryadi, 2007).

Social media has fundamentally changed the landscape of human communication. Through platforms such as Facebook, Twitter, Instagram, and LinkedIn, individuals can connect with friends, family, and colleagues around the world in a matter of seconds. The exchange of information, ideas and opinions can occur quickly, opening the door to unprecedented global dialogue (Mastarida et al., 2022).

However, behind the convenience and benefits offered by social media, there are a

number of problems that need serious attention. For example, the spread of fake news or hoaxes can easily damage someone's reputation or create unnecessary social tension. Apart from that, the issue of privacy is also a major concern, where personal data is often exploited without permission by certain parties for their own interests (Zein, 2019).

In this context, it is important for individuals to use social media wisely and in accordance with applicable regulations. This involves not only being aware of the impact of their online activities but also understanding the rules and regulations governing social media use. Without sufficient understanding, social media users are vulnerable to misuse of the platform and may be unaware of the legal or social consequences of their actions.

Therefore, research on using social media wisely and in accordance with applicable regulations is important. Through a comprehensive qualitative approach, this study aims to gain a better understanding of the practices that support responsible social media use. Thus, it is hoped that this research will provide valuable insights for individuals, institutions, and governments in developing policies and practices that promote positive and ethical use of social media (Dewi et al., 2021).

Social media has become an unavoidable communication channel in today's digital era. With global reach and wide penetration in various circles of society, social media platforms facilitate unlimited exchange of information, collaboration and social interaction. However, the increasing popularity of social media has also raised various issues that need attention (Saidah & Sos, 2023).

One of the problems that arises is the spread of inappropriate or dangerous content, such as hate speech, disinformation and online bullying. Without strict supervision, social media can become a forum for spreading harmful messages and can damage the social order. Additionally, privacy issues are also a major concern, with users often unaware of the consequences of sharing their personal information openly (Syamsidar et al., n.d.). In facing this challenge, it is important for individuals to use social media wisely and in accordance

with applicable regulations. This includes understanding and complying with the usage policies set by those platforms, as well as having an awareness of the social and ethical impact of their online activities. However, this awareness and understanding are not always shared by all social media users (Wardani, 2023).

Therefore, research on the wise use of social media in accordance with applicable regulations is important. By involving various research methods, such as surveys, interviews, and content analysis, this study aims to identify best practices in the use of social media as well as the obstacles faced in implementing them. It is hoped that the results of this research can provide guidance for individuals and institutions on how to use social media positively and responsibly.

Indonesia has entered a new stage in the world of information and communication in terms of the internet. Indonesia is one of the developing countries in the world that has started a new phase in the procedures for regulating several communication systems via internet media, namely information, data exchange, online transactions, and so on. To be precise, on March 25, 2008, Law No. 11 of 2008 concerning Information and Electronic Transactions was passed. This is a step forward taken by the government in providing online information services, which include several aspects of criteria for delivering information (Kurnianingsih et al., 2021).

Media is a tool or means used to convey messages from communicators to audiences, while the definition of mass media itself is a tool used to convey messages from sources to audiences using communication tools such as newspapers, films, radio and television (Habibie, 2018). In an era where information and communications technology has fundamentally changed the face of global society, cybersecurity challenges have become increasingly complex and urgent. Indonesia, as a country with a rapidly growing internet population, is no exception to the increasing threat of cybercrime. To face this challenge, Indonesia has relied on the Information and Electronic Transactions Law (UU ITE) as the main legal basis for minimizing the risks

and consequences of cybercrime (Ramadhani, 2023).

Social media is online media that occupies social interaction. Social media uses web-based technology that turns communication into interactive dialogue. Several types of popular social media sites today include Instagram, Twitter, Facebook, TikTok, and YouTube. Another definition of social media was also explained by Van Dijk, who revealed that social media is a media platform that focuses on the existence of users, which facilitates their activities and collaboration (Junawan & Laugu, 2020).

By developing a deeper understanding of how to use social media wisely and in accordance with applicable regulations, it is hoped that an online environment that is safer, more inclusive and beneficial for all users can be created. With increasing awareness of the importance of responsible practices in the use of social media, we can move in a more positive direction in exploiting the enormous potential of these platforms (Suryatiet al., 2024).

Therefore, this research not only provides insight into best practices for using social media but also identifies opportunities to improve regulations and policies governing social media use. In this way, the combined efforts of individuals, institutions, and governments can shape a safer, fairer, and more ethical online environment for all.

## **METHODOLOGY**

This research will use an in-depth qualitative approach to gain a comprehensive understanding of the wise use of social media in accordance with applicable regulations. In this research, an in-depth approach will be used to understand how social media is used wisely in accordance with applicable regulations. The first step is to select respondents carefully, paying attention to diversity in social media use, demographic background, and online experience. This will ensure that we get diverse views on this topic (Sugiyono, 2017).

Once respondents are selected, they will be interviewed in depth. The goal of these interviews is to gain a deeper understanding of how they use social media, their awareness of terms of use, and how they treat privacy and the information they share online. In addition, we will also observe their

activities on social media, paying attention to their interactions with content and their responses to other people (Saleh, 2017).

Apart from interviews and observations, we will also analyze the content posted by respondents on their social media. This way, we can see the types of content they frequently share, the communication styles they use, and the dominant themes in their online activity.

The data we collect from interviews, observations and content analysis will be analyzed thematically. This means we will look for common patterns, key findings, and differences between respondents to develop a better understanding of wise practices in using social media.

Through these methods, this research aims to provide deeper insight into how social media users understand and apply applicable regulations to their online activities. It is hoped that the findings from this research will provide guidance for the development of more effective policies and education promoting responsible and ethical use of social media (Jogiyanto Hartono, 2018).

After the data is collected, we will carry out an in-depth analysis of the findings we obtain. This involved a detailed investigation of the interview transcripts, observation notes, and social media content analyzed. We will use a thematic approach to identify common patterns, trends and key findings in the data.

Next, we will compare and contrast the findings of various respondents to understand the similarities and differences in their experiences and practices of using social media. This will help us develop a more holistic understanding of how social media use can be influenced by individual and environmental factors.

The results of the analysis will be compiled into a comprehensive research report. This report will include a summary of key findings, in-depth interpretation and analysis, and recommendations for future action. This report will be an important contribution to academic understanding of the use of social media wisely and in accordance with applicable regulations.

In addition, we also plan to share our research findings through presentations at academic conferences and publications in leading scientific journals. This step will

help disseminate the knowledge we have gained to the academic community and practitioners interested in this field.

By combining various research methods and analytical approaches, this research is expected to provide in-depth insight into the use of social media wisely and in accordance with applicable regulations, as well as make a positive contribution to the development of understanding and practice in the use of social media (Tahir et al., 2023).

## **RESULT AND DISCUSSION**

After going through a careful data collection and analysis process, this research has produced interesting and relevant findings regarding the wise use of social media in accordance with applicable regulations. The majority of respondents showed a fairly high level of awareness of the terms of use of the social media platforms they use. However, there were also a small number of respondents who paid little attention to or ignored these provisions, especially those related to privacy and the distribution of sensitive content. Respondents tend to be more careful when choosing the content they share on social media, especially after realizing the potential negative impact of inappropriate or sensitive content.

Some respondents also revealed that they are more selective in sharing personal information after becoming aware of the associated privacy risks. Most respondents showed an open attitude towards various perspectives and opinions on social media. They realize the importance of listening to and understanding other people's points of view, even if they don't always agree. However, there is also a small group of respondents who tend to be closed to opinions that conflict with their personal beliefs or values. Some respondents face challenges in practicing wise use of social media, especially related to pressure from peers or existing trends on social media. Some also find it difficult to navigate the complexities of social media platforms' terms of use and privacy policies. The majority of respondents acknowledged the positive impacts of social media, such as facilitating social connectivity, expanding networks, and providing access to information. However, they are also aware of the negative impacts, such as misuse of information, the spread of

hoaxes, and the risk of losing privacy.

The research findings also highlight differences in social media usage practices between individuals, including in terms of frequency of use, type of content posted, and platform preferences. Some respondents tend to be more passive in their use of social media, while others are more active in interacting with and sharing content. These differences can be influenced by factors such as age, gender, and cultural background. The social and cultural environment also plays an important role in social media usage practices. Some respondents may be more influenced by cultural norms or environmental pressures in the way they use social media.

For example, in cultures where online competition or social comparison is highly emphasized, individuals may tend to focus more on their self-image on social media. The majority of respondents demonstrated an improved understanding of the long-term consequences of their activities on social media. They are starting to realize that what they share online can have a significant impact not only on themselves but also on others and society as a whole.

This encourages them to be more careful when choosing the content they consume and share. By broadening the scope of research findings to include individual differences, social and cultural environmental influences, and understanding the long-term consequences of online activity, this research provides a more holistic view of the dynamics of social media use in today's society. These findings can provide a strong basis for the development of educational strategies and interventions that are more focused on promoting positive and ethical social media use.

### **1. Awareness Of And Compliance With Terms Of Use**

In discussing awareness and compliance with the terms of use of social media, it was found that the majority of respondents had sufficient awareness of the terms of use set by these platforms. They generally recognize the importance of complying with applicable rules and policies when using social media. However, this awareness is not always accompanied by the

same level of compliance.

Some respondents showed a tendency to ignore or pay little attention to the terms of use, especially those related to aspects of privacy and control of posted information. They may feel that the rules hinder their freedom or are irrelevant to their online activities. This suggests that although awareness of the importance of terms of use may be high, other factors, such as personal preferences or social norms, may also influence compliance levels. On the other hand, there are also respondents who actively pay attention to and try to comply with the terms of use. They may have experienced or witnessed negative consequences from breaking social media rules, such as privacy violations or account restrictions. Awareness of these risks encourages them to be more careful in their online activities and prioritize compliance with applicable regulations.

It is important to recognize that the challenges in practicing compliance with terms of use can be varied, including the complexity of the rules, peer pressure, or even a lack of understanding of the implications of breaking the rules. Therefore, a holistic and sustainable approach is needed to increase awareness and compliance with social media terms of use, including better education, the provision of more accessible resources, and policy changes that support responsible and ethical use (Lickona, 2022).

Along with this, the research findings highlight the need for a more contextual approach to understanding awareness of and compliance with terms of use. Individual context, such as cultural background, values, and personal experiences, can play an important role in influencing attitudes and behaviors regarding social media use. For example, individuals from more collectivist cultures may tend to pay more attention to social norms and prioritize conformity with the group when adhering to rules, while more individualistic individuals may focus more on personal freedom and autonomy in their online activities.

Additionally, differences in technological understanding and skills may also impact the level of awareness and compliance with terms of use. Individuals with

higher levels of digital literacy maybe better able to understand and comply with complex rules, while those with less experience with digital technology may be more susceptible to rule violations due to a lack of understanding or errors.

Discussions about awareness and compliance with social media terms of use must also take into account the role of institutions and other actors in the social media ecosystem. For example, social media platform providers have a responsibility to provide clear and easy-to-understand information about their rules and to enforce those rules consistently and fairly. In addition, educational institutions governments and civil society organizations can also play a role in increasing awareness and compliance with the provisions for the use of social media through educational programs, public campaigns and policy advocacy. By taking contextual factors into account and involving various stakeholders in efforts to increase awareness and compliance with social media terms of use, we can develop a more holistic and effective approach to managing risk and promoting responsible and ethical use of these platforms.

## 2. Challenges In Practicing Wise Utilization

In looking at the challenges of practicing wise use of social media, this research illustrates a number of interesting points. One striking aspect is the pressure from peers and trends on social media. Respondents often feel pressured to maintain a perfect image or to follow certain trends that may not always align with their personal values or needs. For example, in an effort to maintain popularity or gain approval from peers, individuals may be tempted to chase a high number of likes or comments, even if that means posting content that is inauthentic or inconsistent with their personality.

Apart from peer pressure, the complexity of terms of use is also one of the main challenges faced by social media users. Long and complicated terms are often difficult for the average user to understand, and this can lead to confusion or even ignorance about what is permitted or prohibited. As a result, users often find it difficult to properly

navigate these rules, which can lead to unintentional violations or uncertainty about how they should act online.

Other challenges include a lack of understanding of the long-term implications of their online activities. Some respondents may not realize that what they share online can have a significant impact not only on themselves but also on other people or society as a whole. For example, the use of harsh or controversial words in comments or posts can cause conflict or rifts in interpersonal relationships, while the spread of hoaxes or false information can damage reputations or cause social tension (Nasichah et al., 2024).

In conclusion, the challenges of practicing wise use of social media are not only technical but also social and psychological. By understanding these pressures and paying attention to the complexity of the factors involved, we can develop a more holistic and sustainable approach to improving responsible and ethical social media use practices.

In addition, some respondents also faced challenges in distinguishing between factual and opinion content and recognizing invalid or hoax information. Amidst the endless flood of information on social media, filtering and verifying the veracity of information has become a challenging task for many users. This can lead to the spread of incorrect information or hoaxes without realizing it, which in turn can harm yourself or others.

Additionally, psychological aspects also play a role in this challenge. Social media users often get caught in an unhealthy cycle of social comparison, where they feel forced to project a perfect image or glamorous life in order to gain approval or validation from others. This can lead to feelings of inadequacy or worthlessness if one cannot meet the standards set by social media. Other challenges include an imbalance between time spent on social media and time spent on more meaningful offline activities. Excessive use of social media can disrupt balance in daily life, disrupting productivity, mental health, and interpersonal relationships. This emphasizes the importance of developing better self-awareness about social media usage patterns and setting healthy boundaries for oneself.

By recognizing and acknowledging

these challenges, we can build a more holistic and sustainable approach to helping social media users face and overcome these challenges. This includes educational approaches that strengthen critical and digital skills, social supports to help individuals navigate online stress and challenges, and the development of policies and regulations that support the responsible and ethical use of social media.

### **3. Influence Of Social And Cultural Environment**

In this research, the influence of the social and cultural environment on the practice of using social media is very striking. The social environment, including family, peers, and local communities, as well as cultural norms that influence an individual's values and behavior, significantly influence how individuals view and use social media.

Several respondents indicated that a supportive social environment, where social media use is used positively to interact with friends and family, can facilitate more thoughtful and ethical practices. On the other hand, environments that promote online competition or excessive social comparison can result in high pressure to project a perfect image or glamorous life on social media. For example, in cultures where online popularity or prestige is considered important, individuals may be inclined to sacrifice authenticity or integrity to gain recognition or approval from others.

In addition, cultural norms also play an important role in shaping social media user behavior. For example, in cultures where openly discussing personal matters is considered taboo, individuals may tend to be cautious about sharing personal information or expressing controversial opinions on social media. In contrast, in cultures that encourage free and transparent self-expression, individuals may feel more comfortable sharing their experiences and opinions openly.

The influence of the social and cultural environment may also be reflected in an individual's social media platform preferences. For example, in cultures where instant messaging applications or visual social media are more popular, individuals

may be more likely to use these platforms to communicate and share content. Conversely, in cultures where the values of privacy and information security are prioritized, individuals may prefer platforms that offer greater control over their personal data (Rufaida, n.d.).

In conclusion, the influence of the social and cultural environment is very important in shaping an individual's social media usage practices. By understanding these dynamics, we can develop more appropriate and relevant approaches to helping individuals manage their social media use wisely and responsibly. This includes providing resources and support appropriate to their cultural and social context, as well as developing education and policy advocacy programs that are sensitive to the norms and values existing in their society.

Apart from that, the influence of the social and cultural environment can also influence individual perceptions of the standards applied in the use of social media. In an environment where extensive social media use is considered the norm, individuals may feel pressure to be active on these platforms in order to maintain social connections and relevance among their friends. Conversely, in environments where social media use is perceived as a waste of time or a distraction from real life, individuals may feel burdened by such expectations and try to reduce their exposure to social media.

In addition to the direct influence of the social and cultural environment, social media users can also be influenced by social media representations of idealized norms and values. For example, lifestyle images often presented on social media, such as wealth, physical beauty, or popularity, can shape an individual's perception of what is considered success or happiness. This can result in psychological pressure for individuals to pursue unrealistic or unhealthy standards in an effort to meet social or cultural expectations.

In addition, social media use can also be influenced by structural factors in society, such as technological accessibility, internet infrastructure, and government regulations. For example, in areas that are less technologically accessible or have limited

access to the internet, individuals may have different experiences using social media compared to those living in urban or more technologically advanced areas. Likewise, differences in government regulations regarding data privacy and online security may influence how individuals view and use social media in their societies.

By paying attention to these various social, cultural, and structural environmental influences, we can understand the complexities of social media use practices and develop a more holistic approach to promoting responsible and ethical use. This includes providing education and resources appropriate to local contexts, advocating for policy changes that are sensitive to cultural and social norms, and strengthening social support for individuals in facing the stresses and challenges associated with social media.

#### **4. Positive And Negative Impacts**

On the positive side, social media facilitates greater social connectivity, allowing individuals to connect with friends, family and communities around the world. Through these platforms, individuals can expand their social networks, share experiences, and build new relationships. This helps strengthen a sense of connectedness and supports emotional well-being.

Apart from that, social media also acts as a tool for disseminating information and voicing opinions. They enable individuals to quickly access the latest news and information, as well as to participate in public discussions on a variety of topics. This opens the door to the exchange of diverse ideas and views and enriches the user's intellectual experience.

However, on the other hand, social media also has negative impacts that need to be considered. Misuse of information, the spread of hoaxes, and polarization of opinion are some of the problems that are often associated with online activities. The inability to verify the veracity of information can result in false or even dangerous perceptions about certain issues, which in turn can lead to conflict or social tension.

Apart from that, social media can also be a source of stress and mental pressure for

some individuals. The pressure to maintain a perfect image, unhealthy social comparisons, and constant attention from these platforms can lead to anxiety, depression, and other mental health problems. This highlights the importance of practicing balanced and wise use of social media, as well as raising awareness of its impact on mental wellbeing (Oktaviani, 2023).

By considering both sides of the impact of social media, we can develop a more comprehensive approach to managing risks and maximizing the benefits of social media use. It involves a holistic approach that takes into account the social, psychological and cultural aspects of online activity, as well as promoting digital literacy and strong mental health among users.

#### **CONCLUSION**

This research illustrates the complexity of social media usage practices and their impact on individuals and society. From the research results, it appears that social media users have varying levels of awareness of the terms of use, but compliance with these rules can vary depending on factors such as peer pressure, the complexity of the rules, and the influence of the social and cultural environment. Challenges in practicing wise use of social media are also apparent, ranging from the pressure to maintain a perfect image to the difficulty in distinguishing between valid information and hoaxes.

In addition, the positive impacts of social media, such as social connectivity and access to information, are also accompanied by negative risks, including the spread of hoaxes and mental stress. The influence of the social and cultural environment on social media usage practices reinforces the importance of taking into account an individual's social and cultural context in developing appropriate approaches to managing risks and maximizing the benefits of social media. In this context, awareness of the positive and negative impacts of social media is key to helping individuals and society develop more responsible and ethical practices in the use of these platforms. A holistic approach is needed that combines education, social support, and supportive policies to create a healthy and productive online environment for all users.



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