SOCIAL MEDIA INTELLIGENCE: PREVENTING OBESITY YOUTHINFORMATION IN THE GENERATION

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Abstract: *More than a few of Indonesia's population is active in using social media. Generation Y and Z are the dominant generation in the use of social media. In the midst of a pandemic, the rate of news spread is very fast. The causes of high hate speech or the spread of fake news in a pandemic is the existence of a growing issue in the community and there are parties who want to deliberately heat up the situation in the community. The purpose of the campaign "Smart Social Media to Prevent Obesity Information" is to provide education and understanding in disseminating and responding to information on social media. The data collection technique used is an interview with an informant. In addition, campaign methods are used with discussion and Q&A techniques. It is undeniable that most of the younger generation is wise in using social media. The limitation of this research lies in the limitations of the place and time during the campaign so that it affects the delivery of matery less than optimal.*

Keywords: *Campaign; Wise social media; information; facts*

Abstrak: Tidak sedikit penduduk Indonesia yang aktif menggunakan media sosial. Generasi Y dan Z merupakan generasi yang dominan dalam penggunaan media sosial. Di tengah pandemi, laju penyebaran berita sangat cepat. Penyebab tingginya ujaran kebencian atau penyebaran berita bohong di tengah pandemi adalah adanya isu yang berkembang di masyarakat dan ada pihak yang ingin sengaja memanaskan situasi di masyarakat. Tujuan dari kampanye "Media Sosial Cerdas Cegah Obesitas" adalah untuk memberikan edukasi dan pemahaman dalam menyebarluaskan dan merespon informasi di media sosial. Teknik pengumpulan data yang digunakan adalah wawancara dengan seorang informan. Selain itu, digunakan metode kampanye dengan teknik diskusi dan tanya jawab. Tidak bisa dipungkiri bahwa sebagian besar generasi muda sudah bijak dalam menggunakan media sosial. Keterbatasan penelitian ini terletak pada keterbatasan tempat dan waktu pada saat kampanye sehingga mempengaruhi penyampaian materi yang kurang maksimal.

Kata kunci: Kampanye; media sosial yang bijaksana; informasi; fakta

INTRODUCTION

According to Amalia, Wahid, Filensia, & Anindy(2019),the all-digital era or digitization makes everything easier. One example is the ease of accessing all information from all over the country and even the world which is currently happening through social media. In the past, information would only be obtained through print media such as newspapers, magazines, and through telecommunications media such as television broadcasts. However, now it can be accessed easily with a click through a personal device connected to a strong and stable internet.

Social media is a technology term used to facilitate and bind people to collusion and is an infrastructure that allows communication activities, exchange information, and interaction with web-based platforms such as Instagram, Facebook, Whatsapp, Twitter, and many more. According to Andres&Haenlein (2010), social media is

an internet-based platform that allows users to share with each other. Reported by the United Nations, more than 50% of the world's population or around 4.66 billion people have used the internet and 4.2 billion have used social media in their lives, both to communicate, find information, share information, and simply like or comment on user uploads. other social media.

Basically, all information on social media can be obtained free of charge, in other words all users can access information contained in social media without exception. The use of social media can have a positive impact when examined in terms of the ease of accessing information, ease of communication and supporting the economy of a country with the development of online business on various social media platforms.

On the other hand, the use of social media that is not wise can have a negative impact. Viewed from the side of social interaction today, social media provides a distance for socializing which should be able to occur intensively directly because the attention and focus of the community is much distracted by their gadgets and social media. A social group that is gathering to discuss something, sometimes members of the social group are busy themselves with their gadgets so they don't say hello. It provides distance between members of social groups. In addition, social media also affects the character development of the millennial generation. According to Savitri (2007), one example of the negative impact is that it is easy to accept foreign culture and not filter it first, it can be in the form of Korean drama films that can affect the formation of the personality of the younger generation. Smartphone sophistication that supports the use of social media makes it a separate lifestyle for individuals.

Indonesia is currently rife with cases of spreading hoax news and hate speech. This happens because of the very fast dissemination of information on social media which is not balanced with an attitude of skepticism and critical thinking which can result in users receiving an excess of information that is not yet known to be true. In the end, the spread of hoax news and hate speech is very easy to spread.

Based on the background of the problem, this research focuses on examining "how is a person's attitude in accessing the internet in the current era of technological convenience?". The purpose of this research is to increase knowledge and understanding of how to use social media properly and wisely to prevent the younger generation from absorbing too much or too much information, especially circulating information whose validity is not yet clear. The scope of the research carried out for the discussion in this scientific article is students, especially students who are known to have a high frequency in accessing social media compared to other people

METHOD

This wise campaign activity in social media uses a persuasive-educative and qualitative-descriptive approach. According to Dewi and Noviansyah (2020:3) the persuasive-educative approach model is an approach that is carried out in a specific content approach and an objective content approach. According to Amalia, Wahid, Filensia, & Anindy (2019) a persuasive-educative approach does not imitate a certain learning method. This campaign is carried out through the Zoom Meeting application and is carried out online in one day. In the delivery of this campaign, the presentation of material on how to use social media is good and wise. In addition, there will be a discussion session on current issues. In the campaign, a quiz will be held via the quizizz platform to measure the level of understanding of the material that has been delivered.

In addition, this study also uses a qualitative-descriptive approach.

Qualitative method is a research method that produces descriptive data in the form of written and spoken words from the people observed. According to Moleong (2002) a qualitative approach is directed completely at the background and the individual. Kirk and Miller (1986:9) write that qualitative research methods mean observing humans in terms of areas and terms that use certain traditions in social science. It identifies things that are relevant to the meaning where everyone has different thoughts and produces various meanings. The qualitative research method is the method that is considered the most effective for the Wise Social Media Campaign to Prevent Information Obesity because the context and phenomenon of the problem that is currently happening can be understood in depth and thoroughly. In addition, by using qualitative research methods you also get a variety of

different *points of view* from each research subject.
The types of data used in this campaign research are primary and secondary data. According to Sugiyono (2012) Primary data is data obtained directly from data collectors. According to Arikunto (2013), primary sources are obtained from the first party and can be collected through interviews or other traces. In our Social Media Wisdom Campaign research, we applied primary data by interviewing four sources. Secondary data is data that comes from written sources from other sources before the research is carried out and is used as supporting information. According to Sugiyono (2021) Secondary data is a source of data obtained through reading and understanding various literature studies. According to Silalahi (2012) secondary data sources are data collected from previous research sources. Thus and with all considerations, the data contained in the discussion of the Social Media Wisdom Campaign are primary and secondary, in which in this study we conducted interviews and reviewed the definitions of scientific words from various reliable literature sources.

To obtain complete information, the data collection technique used is Interview. Interview kaedah is to collect data in social research (Mita Rosaliza 2015). According to Rachmawati (2007) Interviews in qualitative research are conversations that have a purpose and are prioritized by some informal questions first and then later they turn to formal. Thus, the interview in this study is intended to obtain information, meaning, and definition which of course will be different from each *point of view*.

In a study, researchers need a subject to be studied. According to Moleong (2013) research subjects in qualitative research are called informants, people who provide information about the data that researchers want related to the research being carried out. Research subjects are presented in the following table:

Table Research Subjects

No.	Research Subjects
1.	The first subject: AN
2.	The second subject: MF
3.	The third subject: KES
4.	The fourth subject: NIC

In this research, the data collection instrument must be used. Based on the data collection technique used by the researcher, namely interviews, the data collection instruments used are as follows:
1. Questions used by researchers during interviews

Table Questions used during interviews

No.	Research Subjects
1.	In this digital era, the pace of news spread is very fast on all social media. Have you ever felt the negative or positive impact of this?

2.	What do you think is causing the high rate of hate speech and the spread of hoax news?
3.	Generation Z is a technology literate generation, what is the attitude of Generation Z that you encounter in social media?
4.	What do you think of the current generation in this rapid development of social media?

The tools used

According to Firman (2018) Data analysis techniques are the process of systematically compiling notes that have been obtained from interviews, observations, and other materials so that researchers can report research results. According to Rijali (2018), in qualitative research, "events" obtained during field activities will develop conceptualization, categorization, and description.

5.	In your opinion, is the current generation wise or smart in social media?
6.	In your opinion, is holding a social media wise campaign effective in preventing problems on social media?
7.	In your opinion, with a wise social media campaign, can it educate teenagers about the positive and negative impacts of playing social media?
8.	In your opinion, are there other ways or effective ways to educate our generation about good social media?

According to Miles and Huberman (1992:20) the process of analyzing qualitative research data has three stages, namely data reduction, data presentation, and drawing conclusions.

Data Reduction

According to Rijali (2018) Data reduction is a series of processes of selecting, centralizing, simplifying rough data that emerges from written records in the field. Reducing data means summarizing, choosing the main things, focusing on the things that are important, looking for pattern themes. In this study, researchers selected and summarized the data obtained and then focused on matters relating to social media wisely to prevent obesity.

Presentation of Data

According to Rahmat Sahid (2011) The purpose of presenting data is so that the reduced data is more organized, arranged in a relationship pattern, so that it is easy to understand. At the stage of presenting the data, the researcher tries to compile relevant data so that it will become information that has a certain meaning. Presentation of data is the activity of compiling a collection of information which may lead to drawing conclusions and taking action. The form of presentation of qualitative data is in the form of narrative text in the form of field notes, graphs, charts, etc. The most frequently used way to present data in qualitative research is with a narrative text. In this study, the researcher will present the data in the form of a narrative text. Presentation of data will make it easier to understand what is happening.
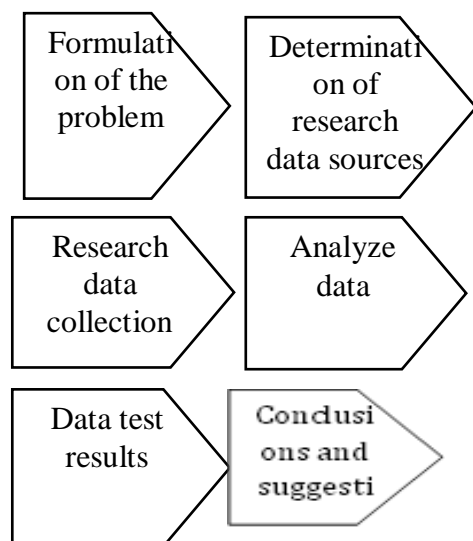
Conclusion Drawing The

Initial conclusions put forward in qualitative research are still temporary, and will change if no strong evidence is found to support the next stage of data collection. Thus the conclusions in qualitative research may be able to answer the problem formulation that was formulated from the start, but it may also not. Because as has been stated that the problem and problem formulation in qualitative research is still temporary and will develop after the research is in the field. To analyze the data, the researcher used inductive thinking. Inductive analysis as an analytical approach to find conclusions by way of thinking specifically to the general. Usuallythe text

segments come from interview transcripts and field notes.

Flow of Research Methodology Qualitative-descriptive method: This method is a research method that produces descriptive data in the form of written and spoken words from the people observed

Formulation of the problem

Determination of research data sources

Research data collection

Analyze data

Data test results

Condusions and suggesti

RESULTS AND DISCUSSION

The social media wise campaign will be held online on November 26, 2021, at 19.00 WIB. This campaign begins with the provision of material on how to use social media properly and correctly, the importance of being wise in social media, the positive and negative impacts of social media, etc. After the material giving event was over, we gave quizzes through quizizz to find out how the audience understood the material presented as well as to enliven the event. Based on the data we got from the quiz results, it shows that most of the audience already understand and understand the importance of being wise in social media to prevent obesity, information and how to use social media properly and correctly.

In addition, in this study, the researcher used a qualitative-descriptive approach with data collection techniques in the form of interviews. Researchers took several sources to serve as

informants in this study. The researcher gives a limitation that the informants of this research data are students and students of Airlangga University. The researcher did not mention the name of the informant because he wanted to protect the privacy of the informant. The informants of this research are AN, MF, KES, and NIC initials. These interviews were conducted separately and in stages according to the agreement with each informant. This interview was conducted in person and online due to the pandemic that is currently engulfing Indonesia. This interview asked about the wise campaign of social media.

Based on the results of interviews with informants, the researchers got information that most of the informants said that social media had a positive and negative impact on them. One of the positive impacts of social media is that it provides convenience in accessing all information in the world of education, while the negative impact of social media is the number of hoax news circulating.

"The negative as well as positive impacts of social media are clear. For myself, the positive impact can be to increase knowledge or insight from social media that is not available in the real world because of the pandemic. As for the negative impact, I am often insecure with friends of the same age, but the achievements are far above ours."(AN, 2021)

"The negative impact I feel from social media is the amount of hoax news. The positive impact is that I can easily access all information about the world of education." (MF, 2021)

"Of course, what I feel from the positive side is that it is easy to spread information to everyone and it is also fast. While the negative, when the information is not valid and if there is a "noise" it will cause an extraordinary commotion, especially if it is widely spread."(KES, 2021)

"The Positive thing is that I can use social media to look for some kind of motivation or information, I also sometimes do promotions through my social media, the

negative is that sometimes I may feel offended by netizen comments on social media." (NIC, 2021)

In addition, based on the results of interviews with informants, researchers can conclude that most of the millennial generation are wise in using social media. However, not a few are also not wise in using social media. In addition, the millennial generation uses social media for positive things. They use social media to develop their interests and talents, promote sales, earn income with endorsements, and others.

"The millennial generation that I often meet is very good at social media. Some of them can use social media to develop their interests and talents. On the one hand, not a few millennials abuse social media. Some are wise, some are not. However, most of them are not wise in."(AN, 2021)

"Using social media most of them use their social media accounts to offer their sales, so they use social media well. With the existence of social media, it becomes a money field for them like endorsements."(MF, 2021)

"Most of the people I see on social media do not match reality. Young people can express themselves freely and widely, as evidenced by the fact that many social media celebrities are underage, plus many young people are already able to earn money via social media. 80% already, in big cities there are many teenagers who are open-minded in seeing problems."(KES, 2021)

"From my friends, they have used social media very well so far, many of them use social media. to do promotions and often update about their daily lives. Indeed, most of them play social media well, being able to sort out what is good and what is bad for them, but sometimes there are also those who are not wise in using social media, maybe because they are sensitive or cannot control their emotions."(NIC, 2021)

Then, researchers can conclude that social media wise campaigns are still not effective in preventing information obesity. According to informants, this campaign will be effective if it is carried out widely and thoroughly, and the effort spent on the campaign is not commensurate with the output produced. In addition, it still requires some important people such as celebrities to be used as role-models. However, this campaign is quite educational in social media wisdom.

"Effective, as long as this campaign is carried out consistently and periodically so that the target is broader and comprehensive. In my opinion, it is very educational. Moreover, currently there are many deviations made in social media."(AN, 2021)

"Not yet fully effective, the output issued is still very small. This campaign really educates the millennial generation to be wise in social media."(MF, 2021)

"You can, but there must be a role model such as "a wise celebrity" who is used as an example in the campaign."(KES, 2021)

"In my opinion, this is effective but maybe it can be interspersed with actions that reflect our good behavior on social media so that it becomes an example for others because maybe the campaign alone is not enough. By holding this campaign, I think I can educate other teenagers because from my own experience participating in this campaign, I have gained new knowledge and insights." (NIC, 2021)

In the campaign that the researchers conducted on November 26, 2021, the researcher explained various impacts negative and positive, among others:

Positive impact:

dentity: Users can easily present themselves in public.

Conversation: Users can easily communicate with other people.

Sharing: Users can easily share information and get information

Presence: Users can easily reach other people, whether they already know or not.

Relationship: Users can easily relate to each other

Reputation: Users can find out more about someone.
Groups: Users can easily chat as a group.
Negative impact:
Social media can make users feel addicted
Social media can disrupt a person's psychology
Social media can spread information (hoax)

FalseApparently it is true, from the four interviews conducted by researchers, it can be concluded that the four sources can feel the positive and negative impacts from social media. The majority said that the easy access to information is one of the positives of social media that is most felt among the public. However, there are also some who say that many people use social media as a means to spread hate. One of the characteristics of social media, which is that it is open, is an opportunity for people to be able to express their opinion as they please, and this is where the risk of using social media lies. In addition, they also said that on social media, invalid or hoax information is very easy to obtain because it is spread everywhere. This is where the researchers' attention lies to direct campaign participants to be wiser in using social media to prevent information obesity.

Mastel (2017) also conducted a survey of 1,146 respondents.The results of thesurvey found that 44.3 percent (507 respondents) of them received hoax news every day and 17.2 percent (197 respondents) received hoax news more than once a day. It was also obtained from the results of Mastel's research (2017), that the spread of hoaxes was widely carried out through chat applications such as Whatsapp, Line, Telegram by 62.8%. Then the highest position is occupied by social media such as Facebook, Twitter, Instagram, and Path with 92.4%. The Ministry of Communication and Information said as many as 800,000 sites in Indonesia were indicated as spreading hoaxes and hatred (Pratama, 2016). Of the four sources interviewed by the researcher, all of them simultaneously

said that today's society, especially the millennial generation, is wise enough to use social media. Many of them said that they met a lot of people who use social media as a means to do business because it is practical, as a means to show interest and talent, to express according to their own tastes, and last but not least, as a means to get information. However, they also still find individuals who do not fully use social media according to its main function, especially to spread news hoaxes.

From the several points of concern above, a campaign was carried out to the general public through a Zoom Meeting on November 26, 2021 with the campaign title "Social Media Wisdom to Prevent Information Obesity". The campaign presented various tips to be wise in social media, among others.

1. Be aware and improve yourself.
   The first thing that people must have in social media is awareness of the effects of social media on their lives. Therefore, they must have the right attitude in order to take wide steps in social media.
2. Follow positive and creative people. The public must be open-minded and critical, therefore following public figures positively and creatively is highly recommended because they can be used as examples to find out how to use social media properly.
3. Stop looking for validation over everything. People should be aware that whatever they upload or get from social media they should consider it a medium to share, not to be acknowledged.
4. Stop spreading uncertain news.
   The public must have the morals to be responsible for the content of the news they share because the impact of news hoax will be very detrimental to themselves and others too if the community is too protracted in the social media news.

Of the four sources interviewed by the researcher, all of them agreed that

this campaign was the right action to prevent information obesity among social media users. The campaign is expected to inspire the public to be more careful in using social media and it is also hoped that there will be concrete actions for campaign participants to apply the contents and materials that have been conveyed to them.

CONCLUSION

After the campaign activity with the theme of Smart SocialMedia to Prevent Information Obesity, the following conclusions were obtained:
1. In general, the Indonesian people have a wise attitude in using social media, especially among young people or students. However, this attitude has not been as consistent as it should be.
2. Statements obtained from informants that the positive impact of smart campaigns in social media for young people can be felt and is the right action to educate the public to be more careful in using features on the internet.
3. The important points in the campaign voiced that they were always aware and improved themselves in following the current flow of social media developments. Don't forget to follow positive people to have a positive impact when spending time on social media.
4. If people already have a wise attitude in using social media properly, then the function of social media will greatly benefit them both from an economic point of view to sell and market products, as well as from an educational perspective to broaden their horizons.

Based on the conclusions described above, there are several recommendations related to smart social media to prevent obesity in the information generation. This advice is addressed to the community, parents, and the younger generation. First, for the community, people are expected to be wiser in using social media to prevent information obesity. In addition, the public can also use social media as a positive suggestion such as a medium for selling and making money. Second, for parents, the family is the first place of socialization. Parents act as agents of socialization. In the future, parents are expected to provide education and supervision for their children to use social media as a means of developing interests and talents, as well as being wise in using social media. Third, for the younger generation, the younger generation is the next generation of the nation. We as the next generation of the nation must be wise in using social media from an early age. In addition, as the younger generation, we must also set a good example for future generations. Social media can also be used as a means of developing educational content, outreach, and much more.

The limitation or weakness in this research lies in the research process. Researchers realize that in a study there must be obstacles and obstacles. One of the factors that become obstacles and obstacles in this research is the time and place of the campaign. The ongoing pandemic has made this campaign run online, making it less effective in delivering campaigns and limited time in campaign submissions. This affects the delivery of campaigns that are not or less than optimal.

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