DO YOUTUBE SOCIAL MEDIA SHOWS AFFECT THE POLITE OF ELEMENTARY SCHOOL STUDENTS?

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Abstract

Along with developments in the current era of communication technology, the use of gadgets has penetrated into elementary school-age students, this has caused many concerning phenomena that have an impact on the behavior and speech that children imitate, one of the phenomena caused by content on YouTube social media is related to manners, such as following speech that is not politely spoken. The study aims to describe the influence of YouTube social media impressions that occur in elementary schools in East Karawang District, Karawang Regency using a descriptive qualitative approach research method. Data collection techniques were carried out using observation interviews with field note techniques and questionnaires. The results of this study found that students behave disrespectfully, especially in terms of speech, namely rude speech obtained from watching YouTube social media content that is not good. But on the other hand, the results of this study were found from watching positive YouTube social media, namely content that inspires students to do good such as conducting social donation activities to people in need. Thus, the influence of YouTube social media broadcasts on students' polite behavior is quite influential.
Keywords: Harsh Words; Youtube Shows; Elementary School Students

Abstrak

Seiring dengan perkembangan teknologi komunikasi saat ini, penggunaan *gadget* sudah merambah pada anak siswa usia sekolah dasar, hal ini banyak menimbulkan fenomena yang memprihatinkan yang berdampak pada perilaku maupun tutur kata yang ditirukan anak, salah satu fenomena yang ditimbulkan akibat adanya konten di media sosial *youtube* yaitu terkait sikap sopan santun, seperti mengikuti tutur kata yang tidak sopan diucapkan. Penelitian bertujuan untuk mendeskripsikan pengaruh tayangan media sosial youtube yang terjadi di sekolah dasar di Kecamatan Karawang Timur Kabupaten Karawang dengan menggunakan metode penelitian pendekatan kualitatif deskriptif. Teknik pengumpulan data yang dilakukan dengan menggunakan wawancara observasi dengan teknik catatan lapangan dan kuisioner. Hasil penelitian ini ditemukan bahwa siswa berperilaku tidak sopan terutama dalam hal bertutur kata yaitu bertutur kata kasar yang diperoleh dari tontonan konten media sosial *youtube* yang kurang baik. Namun di sisi lain hasil penelitian ini ditemukan dari tontonan media sosial *youtube* yang positif yaitu konten yang menginspirasi siswa dalam berbuat kebaikan seperti melakukan kegiatan sosial donasi kepada orang yang membutuhkan. Dengan demikian, pengaruh tayangan media sosial youtube terhadap perilaku santun siswa cukup berpengaruh.
Kata Kunci: Kata kasar; Tayangan *Youtube;* Siswa Sekolah Dasar

Introduction

Today's polite behavior in society has decreased, the reduction in the value of manners has many factors, one of which is due to the rapid development of technology. Various shows on various social media platforms that can be easily accessed using gadgets that are increasingly sophisticated, practical, and easy to operate (Anggraeni, 2019). Impressions accessed through gadgets can affect the values of manners of elementary school-age children. YouTube social media is one of the most popular social media accessed by Indonesians beating TikTok, Instagram, Facebook, etc. ("APJII: Youtube Is Still the Most Opened Social Media in

Indonesia," 2023). In 2022, around 139 million Indonesians or 50% of the Indonesian population accessed YouTube social media shows (Hermawan, 2022). This proves the high access of YouTube social media users using their gadgets. Gadgets are used to open various shows and social media, this can be easily accessed by children so that it affects the content they see (Mukarromah, 2019).

Supporting data highlights the decline in public manners due to YouTube content. For example, a study found that students often use harsh words and exhibit disrespectful behavior after watching inappropriate YouTube content (Isnawan, 2021). Furthermore, a survey conducted in Indonesia indicated that the country has the most impolite internet users in Southeast Asia, partly due to the influence of YouTube (Wijoyo, 2023). Additionally, the phenomenon of pranks popularized by YouTube content creators has contributed to disrespectful behavior among students (Huda, 2020). This evidence underscores the need for careful monitoring of YouTube content accessed by children to mitigate its negative impact on their manners and behavior.

Manners cover various aspects of life and are a basic element and obligation of every individual. Indeed, humans are social creatures, humans cannot live alone and must need other people and must have communication interactions with other people (Dewi & Lutfiah, 2022). So, polite behavior must be upheld and owned by every human being, and this attitude will be reflected when someone has good manners (Raya & Prabowo, 2023)..

Polite behavior is divided into two, namely: 1) Manners in speech in the form of speech, meaning that the value of a person's character is reflected in communication skills with interlocutors either older or younger than him. If the elements of courtesy in speech are fulfilled, there will be a good response from the interlocutor (Devi et al., 2023). 2) Manners in action is the value of ethics that is reflected in maintaining behavior and actions. The person will be appreciated and liked by the people around him (Agustyn & Suprayitno, 2022).

Social media is a digital media where users can easily connect and interact virtually and actively communicate (Ayub & Sulaeman, 2022). Social media is a picture of oneself but in a virtual version, where in social media someone can tell their self-image and share things that are being felt, provide information, and even opinions that they want to convey (Setiadi, 2016). The development of social media is in line with the advancement of the times where almost everyone has a gadget. YouTube social media itself is one of the interactive video sharing social media applications where comments between uploaders or content creators and users can connect and interact using the comments column, and viewers can give expressions in the form of like and dislike buttons to the video (Putra & Patmaningrum, 2018). Various feature updates on YouTube social media continue to be developed including various live videos and features to watch short videos of about 15-60 seconds called short (Khalim et al., 2022). Because of this convenience, many people including elementary school children seek entertainment or information using YouTube social media (Amada & Hakim, 2022). YouTube social media is an option in watching online-based video shows that can be enjoyed by all people from all over the world, YouTube social media has become one of the 5 well-known applications in recent years (Eribka et al., 2017).

In a YouTube social media show, there is someone who plays a role in the creation of a video show content known as content creator, content creator is a term to refer to someone involved in a video who has a role as a creator or owner of content in the form of writing, images, sound, or a combination of these materials that are displayed on a YouTube social media channel (Sundawa & Trigartanti, 2018). YouTube social media content creators are people who create material in the form of videos containing material ranging from

entertainment, information, and content that has knowledge value (Zega et al., 2022). Now a variety of daily activities are broadcast on a YouTube social media channel by content creators such as vacation or traveling activities (Reza & Wardah, 2021). Supposedly, if the utilization of technology in terms of YouTube social media can be used wisely, it is not impossible for YouTube social media to become a learning media that can be used by students considering the many interesting shows that are informative (Lestari et al., 2016).

The current phenomenon is that many students use harsh words both in interacting with their fellow students and in the context of joking or expressing frustration. Many of these harsh words are in accordance with harsh words that are currently viral or have been virally spoken by content creators on YouTube social media, such as the word "anjay" or "anjir", which is a pun on the word "anj*ng" (Isnawan, 2021). However, over time the word "anjay" or "anjir" has shifted in meaning, where initially it was a swear expression to become a word to strengthen a sentence. But it depends back on the user of the word (Viklous, 2022). In addition, there is also the word "coeg" which is an angry swear word but can also be a joking expression that describes a close friendship (Sriyanto & Fauzie, 2017).

The use of harsh and even dirty words is considered to be commonplace and tends to be accepted by society, not even a taboo thing to say anymore. Even in online games, when the results of the game do not match the user's expectations, swear words, swear words, and curse words will appear (Putri & Mardhiyah, 2019). The use of these harsh words remains a very unfortunate thing and shows a decline in polite behavior in this era of rapid technological advancement. Sadly, this is supported by the fact that Indonesian internet users or netizens are the most impolite internet users in Southeast Asia (Wijoyo, 2023). Of course this is not an achievement to be proud of and from this incident it proves that instilling the value of manners is very important from an early age in the era of technological advances like today. If left unchecked, it is not impossible that addiction to gadgets, social media, and even YouTube social media will continue to grow and cause other problems such as cyberbullying (Maftuh et al., 2024).

Previous research highlights the impact of gadget use and YouTube social media on children, particularly regarding manners and behavior. Studies have shown that children use gadgets extensively without regard for the consequences (Abdulatif & Lestari, 2021). he COVID-19 pandemic further increased gadget dependency, integrating them into both learning and recreational activities. This increased use has led to a decline in manners among elementary school children due to features available in gadgets, especially YouTube (Agustyn & Suprayitno, 2022). Firdaus & Pramudiani, (2022) noted a decrease in polite speech, with children using more harsh words.

Furthermore, YouTube has been shown to influence children's behaviors negatively, such as increased instances of lying, pranking, and neglecting schoolwork (Mudianti & Cahyo, 2023). In East Karawang, students frequently use harsh words, engage in mocking behaviors, and show reduced attentiveness to teachers, which are behaviors influenced by YouTube content. Despite these negative impacts, there are also positive aspects to YouTube content when used wisely. Educational and inspiring videos can serve as good examples for students. However, research specifically examining the nuanced impact of YouTube social media on the manners of elementary school students in East Karawang is sparse. Most studies have focused broadly on gadget use or social media without dissecting the specific content types or behaviors in detailed contexts like specific school districts. This research aims to fill this gap by providing insights into how YouTube content specifically influences the polite behavior of elementary

school students, thereby offering targeted recommendations for educators and parents to mitigate negative impacts while leveraging positive content.

Research Methods

This research uses a qualitative approach with a descriptive analysis method. A qualitative approach is a research approach that produces data then presented in a series of words poured into writing from the observed object (O'kane, et al, 2021). The data collection technique to obtain factual data is using instruments in the form of observation results of field notes, interview results, and questionnaires then combined into a data triangulation (Busetto, et al, 2020). Analyzed inductively through three streams of activities at the same time, namely: First, data reduction or sorting data according to research objectives. Second, presenting data systematically. and third, data validation, namely summarizing the data obtained (Milles & Huberman, 1994).

The research was conducted in an elementary school located in the East Karawang sub-district, Karawang Regency. With research sources, namely students from phase A, phase B, and phase C, teachers, and parents of students involved so that researchers get factual data according to the field. Researchers describe everything that happens in the field without intervening in the research process both to students, teachers, and parents of students. Data for this research were collected using observations, field notes, interviews, and questionnaires, which provided a comprehensive understanding of the research subjects' behaviors and interactions. Observations and field notes were used to capture the context and nuances of student behavior within the school environment, while structured interviews with students, teachers, and parents offered deeper insights into their perspectives. Questionnaires gathered quantitative data on the impact of YouTube content on students' manners. The collected data were then analyzed inductively through three streams of activities: data reduction, where data were sorted and organized according to research objectives; data presentation, which systematically displayed the data to identify patterns and themes; and data validation, where the accuracy and reliability of the data were summarized and verified. This robust methodology ensured the researchers obtained factual and reliable data without intervening in the research process.

Results and Discussion

Based on the results of observations in the form of field notes made by researchers on student research subjects at the elementary school can be presented as follows: 1) Students in the aspect of manners, especially speaking, have a tendency to be less polite. 2) When outside of learning hours but still in the school environment, when playing, they often say harsh words such as "anjir", "anjay", "bego", "tolol", and so on. In addition, students express resentment to their friends for losing when playing some incidents not only speak harshly but with physical contact such as hitting and kicking. Some of the inappropriate words that students use were traced back to YouTube social media content. In terms of manners, while students generally show respect towards their elders, including teachers and homeroom teachers, by using polite language, there are instances where this is not consistent. For example, some students occasionally speak to teachers with an inappropriate intonation. Furthermore, during lessons, it was observed that some students are often busy chatting with peers rather than paying attention to the teacher, indicating a lapse in respectful behavior.

The prank phenomenon, which was usually carried out by content creators who were booming in 2015-2020, was also widespread among elementary school students in East Karawang District, Karawang Regency. The study recorded incidents in which students pretended to fight or scare their friends as a form of prank. Research data shows that this behavior has a negative impact on students' ethics and manners (Adnan et.al, 2016; Ramberg et.al, 2019; Vučković et.al, 2020). For example, when children pretend to fight with their friends so that other friends are shocked or scared for the purpose of a joke, some students are seen being ignorant or doing pranks on other colleagues such as hiding stationery to make their friends confused, then hiding shoes, and so on. Several times the teacher reprimanded the students who joked, but it was always repeated. Prank itself is an activity of playing other people intentionally for personal pleasure (Heriansyah, 2022).

Meanwhile, from the aspects of helping and responsibility, students began to apply this well. Such as class picket activities that do not need to get a reprimand from their class leader or teacher, clean class conditions are the result of good cooperation between picket officers and other students. Awareness of cleanliness, both classroom and personal, has become more of a concern since the covid-19 pandemic that has hit Indonesia, in addition to the massive news both through various social media platforms and electronic media, making the habit of clean and healthy living behavior more concerned (Haya & Edo, 2023).

As for the duration of playing gadgets with a duration of 2 hours or even more when returning from school or late at night, various applications are accessed by students but researchers are interested in examining the pattern of use of the YouTube social media application, the majority of students show that they are active users of the YouTube social media application with their own gadgets. Ownership of gadgets among elementary school-age children has an influence on social attitude behavior such as children becoming focused on their gadgets, children become reluctant to mingle and play and even become less social skills. Indirectly, the value of manners owned is certainly reduced, many examples include having less value of manners towards older people, paying less attention to what is happening around them, and often issuing harsh words (Widya, 2020).

The use of harsh words that are often uttered by content creators on YouTube social media is also often followed by students, such as the words "anjay", "anjir", "stupid", and so on. Even though these words are said outside class hours or while playing during recess, they are still inappropriate for students to say in the school environment. These words are often considered "slang" by students. Direct observations in the field show that the majority of users of these harsh words are male students, who often use these words. When students experience frustration, they will curse at other students with the words "stupid", "stupid", and other curses. Conversely, when students express joy or admiration, they will say "anjay" or "anjir". Unfortunately, this word is another variation of the word "dog" (Sapanti & Suswandi, 2022). The use of gadgets and uncontrolled access to YouTube social media means that polite behavior, especially in the aspect of speaking, is increasingly reduced. Students are used to hearing and using harsh words, and unfortunately these harsh words are considered to have shifted their meaning from their original meaning.

Parents revealed that they still believe that YouTube social media shows can have a positive influence on interest in learning, and build children's polite behavior. They answered that there are still many videos on YouTube social media that have interesting and creative effects. In addition, there are statements from parents, there are YouTube social media shows Nussa and Rara that provoke children to deepen Islamic stories that are expected to be an example for them. Nussa and Rara animation itself is an Indonesian animation that teaches

exemplary Islamic stories and is quite attractive to children (Cahyani, 2023). In anticipating the negative impact of gadgets, especially YouTube social media, various ways can be done, including being more open in communicating with children so that children are not only fixated on gadgets, opening a wide network of friends, and training children to be responsible for their gadgets (Hidayatuladkia et al., 2021). Parents have a variety of answers ranging from limiting children's access to gadgets, connecting google accounts on children's gadgets with parents' gadgets, reminding and advising negative things that can be caused by gadgets or YouTube social media, to temporarily taking gadgets from children.

There needs to be good cooperation between the school and the parents, as developing children's character education is a shared responsibility that requires both parties' involvement. Polite behavior should not only be instilled in the school environment but in every aspect of life. A person's value will be well-regarded when they possess and demonstrate polite behavior, which serves as a foundation for future social interactions. Notably, polite behavior is a cultural norm in Indonesia.

The negative influence of YouTube social media has been proactively addressed by teachers at school. This includes using WhatsApp groups to maintain open communication between teachers and parents, and consistently reminding parents of YouTube's impact on children's manners during new school year meetings. The Principal has also taken special measures to uphold discipline, such as reprimanding students for rude language, promoting good manners during flag ceremonies, and encouraging students to say "istighfar" to reflect on their mistakes and emotionally connect with their religious values (Arifin et al., 2021). These efforts were emphasized during regular teacher forums at the end of each learning week.

Research has shown that YouTube can significantly influence children's behavior, both negatively and positively. While some content leads to disrespectful behavior, such as the use of harsh language, other videos can inspire positive actions, such as engaging in social donations (Mudianti & Cahyo, 2023). The key is in the content that children are exposed to and how well they are supervised by parents and teachers (Hidayatuladkia et al., 2021).

Incorporating a culture of manners is essential in addressing these issues. Studies have shown that early education in polite values and good cooperation between schools and parents can significantly mitigate the negative impacts of social media on children's behavior (Dewi & Lutfiah, 2022). For example, initiatives like reminding students to use polite language, even in casual settings, and fostering an environment where respect for elders is practiced, can reinforce these values (Devi et al., 2023).

Moreover, leveraging the positive aspects of YouTube by integrating educational and inspiring content into the learning process can further support the development of good manners. Encouraging students to engage with content that promotes kindness, respect, and social responsibility can help balance the potential negative influences they might encounter online (Cahyani, 2023). This dual approach—mitigating negative influences while promoting positive ones—can create a more holistic and effective strategy in cultivating a culture of manners in schools.

The results of interviews conducted by researchers with teachers obtained results with diplomatic answers. The teacher said that the negative impacts of YouTube social media shows did not really show significant results in the school environment, the teacher gave an answer if so far the children were good enough to work together in building a conducive school atmosphere environment. However, the reality in the field is that some students have poor manners, for example when researchers conducted interviews with students there were fellow students who said "moron". The freedom of expression that students see on social media

platforms, especially YouTube, is often followed by students without paying attention to the value of manners. YouTube social media, in addition to being a means of entertainment, can also be used as a medium in learning. It is time for teachers to take more advantage of the presence and utilize the advantages of this YouTube social media. Various materials, teaching materials, even learning videos are now present with more attractive packaging in the YouTube social media application. It is time for teachers to be more open and add insight into technological advances so that students become more enthusiastic in seeking knowledge (Muthoharoh et., al, 2022).

The changing times have influenced children's social attitudes, particularly in terms of courtesy. However, an intriguing observation from the 6th grade homeroom teacher highlights a positive trend: students were invited to raise funds to assist classmates affected by frequent flooding. This initiative, inspired by the altruistic content commonly seen on YouTube, demonstrates that social media can also promote generosity and empathy. Developing such activities further can cultivate a generous spirit and a sense of concern for others among students.

Students often hear harsh words from YouTube social media. Both from content that they deliberately see as entertainment or impressions on the homepage of their YouTube application. In addition, in the question of whether students are motivated to do the sharing movement that often appears on YouTube social media shows, the majority of students from Phase A to Phase C feel motivated and want to do the same. In another question, whether students are affected by using sorry, please, and thank you sentences from YouTube social media shows, students answered that these shows had a significant influence. They answered that they had their own happiness when someone they helped said thank you, as well as the words sorry and please, students answered that these words became manners that must be said when asking for help. The caring attitude shown by students includes when their friends do not bring stationery or run out of provisions, children will offer their help without being ordered by the teacher or other colleagues.

The Indonesian nation, since time immemorial, has been famous for its politeness and hospitality, so as a prospective successor generation, it is necessary to introduce and instill the value of courtesy from an early age (Education & Volume, 2019). So that these values are not lost to the progress of the times. The development and progress of technology today is the result of scientific innovation that continues to grow, technological advances are actually expected to help and facilitate human work both in aspects of life and education. The ease with which humans can get access to information should be addressed by instilling character values that are expected to be a fortress so as not to be complacent about the ease of the times. Easy access to information from various sources and increasingly sophisticated gadgets can be an alternative in increasing knowledge and learning resources, including elementary school students.

On the other hand, the ease offered in accessing video shows in the YouTube social media application should be a concern. Lack of supervision by parents while children are at home, limited time for teachers to supervise students, and wider socialization can be a trigger for the decline in students' values of courtesy owned by students. This is evident from the speech that is often heard even though it is in the school environment, or conversations that use harsh speech when interacting with fellow students.

Conclusion

Based on the results of the research conducted, the influence of YouTube social media shows on students' polite behavior is quite influential. Children are accustomed to hearing and

following the harsh words that content creators often say. Even rude speech is now commonplace because it is considered to have a shift in meaning to not include rude speech anymore. However, not only the negative effects caused by YouTube social media shows, the attitude of helping inspired by the sharing movement in YouTube content is also followed by grade 6 students at the school. The school has made various efforts so that the habit of saying harsh words does not become a culture in the school, starting from holding talks in between meetings that discuss student learning outcomes with parents, appeals that are always conveyed in the mandate of the flag ceremony. Even the Principal considers this habit of speaking harshly as a serious matter that needs to be watched out for regarding the decline in manners among these students. Interestingly, instead of giving sanctions or reprimands in the form of punishments that deter students from speaking harshly, the school applies a religious approach in the form of istighfar therapy to students who speak harshly so that they realize their mistakes that these actions are one of the despicable actions and ask for forgiveness for these mistakes.

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