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BASIC SOCIO-CULTURAL SCIENCE: SOCIAL AND CULTURAL CHANGE DUE TO SOCIAL MEDIA

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Abstract

Socio-cultural changes include changes in cultural functions and human behavior in society from certain conditions to other conditions. This implies that the changes that occur include social and cultural changes, occur in society, and produce new conditions for humans. Culture must be understood in terms of the following three layers: the technological layer is the lowest, the sociological layer is the middle, the philosophical layer is the highest. Another impact is the emergence of a culture of excessive sharing and self-disclosure in cyberspace. This culture emerged and was determined partly because of the presence of social media, which allows anyone to upload anything by device. This becomes a culture which in turn provides sowing of the boundaries between private space and public space. The consequence of the existence of online media and the increasing number of social media users. Social media is no longer only placed in the context of a channel or medium, but social media is already a way of life in the relationship between users and technology.

Keywords : Culture, Social Media, Social

Introduction

All matter undergoes changes, God confirms that no matter how perfect the human body He has created, it will experience changes. Change is a natural will as part of God's power. Change can be in the form of a change towards a better situation or vice versa, a change for the worse. Change is not only about material or something that is material. Change is also about ways to survive, changes in ways of thinking, changes in ways of behaving, and changes in obtaining worldly pleasures. Therefore, historians make a classification of changes according to a certain period or era, which is also periodized into primitive times to modern times. Humans are the main creatures that do not stop changing in the way of maintaining their lives. Socio-cultural changes include changes in cultural functions and human behavior in society from certain conditions to other conditions. This implies that the changes that occur include social and cultural changes, occur in society, and produce new conditions for humans. Technology is a factor that must be taken into account in influencing socio-cultural changes. Even technology is almost always a feature of modernity. An individual does not seem worthy of being called a modern human being if he is not in contact with technology. The evolution that has occurred from inventions in technology and internet innovation has led not only to the emergence of new media. Various aspects of human life, such as communication and interaction, also experience changes that were never expected before. The world seems as if there are no more boundaries and no secrets that can be covered. Other people's activities can be known through social media, while they don't know each other and have never met face-to-face (offline). Social media has even become a "new weapon" for many fields. The political campaign in the 2014 election involved the role of social media. Today's companies pay special attention to managing social media and building good relationships with their customers online audience participation on social media. This is a challenge as well as a reality that cannot be denied. The presence of social media and the growing number of users from day to day provide interesting facts about how powerful the internet is for life, including in the college environment. In a simple survey about student behavior

and their dependence on technology and its devices conducted by several researchers, one of the answers indicated that students cannot be separated from technological devices, such as mobile phones (mobile/smartphone). For them, a mobile phone is a need that is no longer secondary, but has become a primary need. Needs that seem to be a condition for existence and become the entrance alias portal to social connectivity in the current era. This phenomenon shows that the existing technology and media devices have really penetrated all aspects of one's life. Regardless of the purpose and benefits derived from these devices, technology has given access to a person to be part of a network society without demographic, cultural, social and so on boundaries.

According to Saebani (2016: 14) change is the occurrence of changes, shifts, movements and other words, from what does not yet exist to exist, from what already exists to increase or decrease, from what is less to complete or more, from negative to positive, from positive to negative, from static to dynamic, from dynamic to static, and so on. Culture is defined as everything that has ever been produced by humans that comes from their thoughts. The three main forms of culture according to Saebani (2016: 107) are:

1. All ideas, ideas, values, norms, regulations, and other provisions that   roledirecting the behavior of the community is referred to as custom and behavior, the entire activity of patterned behavior from humans that applies in society, hereinafter referred to as the social system,
2. All human works in physical form.

Cultural change on the one hand can be a driving force towards better living conditions, but on the other hand it can backfire which positions humans as objects that lose their human values, and even violate their human rights, according to Saebani (2016: 108). The social changes experienced by every society cannot be separated from culture of the people concerned. Social change can cover all aspects of community life, namely:

1. Changes in the way of thinking and interactions among citizens are becoming more rational. Changes in attitudes and orientation of economic life are becoming more commercial.
Changes in daily work procedures marked by an increasingly sharp division of labor into changes in the
2. specialization of activities.
3. Changes in institutions and leadership of an increasingly democratic society.
4. Changes in procedures and tools for activities that are increasingly modern and efficient.

Socio-cultural changes include changes in cultural functions and human behavior in society from certain conditions to other conditions. This implies that the changes that occur include social and cultural changes, occur in society, and produce new conditions for humans, as stated by Saebani (2016: 108) White, in Saebani, (2016: 94) explains that culture must be understood according to the following three layers:

1. The technological layer is the lowest
2. The middle sociological layer
3. The highest philosophical layer Technology is the most field fundamental and the main driving force of the cultural process.

Technology andits development forms a social system, and its philosophy reflects both the social system and the technology that underlies it. Therefore, technology determines the type of social system that exists and technology with society determines the nature of philosophy. There is a reciprocal influence between the three layers of culture, but the direction of the causal relationship between the three starts from technology to society and philosophy. Culture is a symbolic, continuous, cumulative, and progressive process. The process is symbolic in the sense that humans are symbols of animals (especially animals that use language). It is sustainable because the symbolic nature of culture allows it to be easily passed on from one individual to another and from one generation to the next. Accumulative in the sense that new elements are continuously added to the existing culture. Culture is progressive in the sense that it achieves increasing control over nature and guarantees a better life for humans. In other words, culture is a self-producing phenomenon, includes individual life and can explain all human behavior. White emphasized that change depends on whether there is an invention or innovation. No innovation, meaning no change. However, Hanners, in Martono (2014: 198) sparked a theory known as the ecumene culture theory. According to him, ecumene is an area of continuous interaction, interpretation, and cultural exchange. Traditional culture emerges within community boundaries, is fixed in a certain space and time and is created, demonstrated, and re-created in direct, face-to-face interactions. Modern culture crosses distance, space and time through communication and transportation technology without being bound by space and time. The flow of culture in ecumene is not reciprocal, but only in one direction. Cultural messages come from the core (developed countries), while the periphery countries are only recipients. According to Hanners, unilateral cultural flow is not a single system, but encompasses all cultural dimensions and all geographical areas. Hanners describes four possibilities that will occur in connection with the unification of cultures in the future. First, global homogenization. Western culture will dominate all over the world. The whole world will become a copy of lifestyles, consumption patterns,

values and norms as well as ideas and beliefs of western society. In this condition, the uniqueness of local (indigenous) culture will disappear due to the dominance of western culture. Second, saturation which is a special version of the global homogenization process. The pressure is on the dimension of time. Gradually, marginalized communities will absorb western cultural patterns, which will saturate them even more. In the long run, after passing through several generations, forms, meanings, and appreciation of local culture will disappear among marginalized communities. Third, the damage to indigenous culture and the damage to western culture received. The clash between indigenous culture and western culture further undermines accepted western cultural values.

This damage will occur through several mechanisms. The first mechanism is that the receiving culture will filter western cultural products that are sophisticated and only accept those that are of low value. The reason is that indigenous people are not ready to accept sophisticated western culture and their tastes are still low. On the supplier side, there is a tendency to dump, which means selling excess cultural products of the worst quality to the outskirts. The second mechanism is the misuse of accepted cultural values, which are adapted to the established local way of life. Fourth, The first mechanism is that the receiving culture will filter western cultural products that are sophisticated and only accept those that are of low value. The reason is that indigenous people are not ready to accept sophisticated western culture and their tastes are still low. On the supplier side, there is a tendency to dump, which means selling excess cultural products of the worst quality to the outskirts. The second mechanism is the misuse of accepted cultural values, which are adapted to the established local way of life. Fourth, The first mechanism is that the receiving culture will filter western cultural products that are sophisticated and only accept those that are of low value. The reason is that indigenous people are not ready to accept sophisticated western culture and their tastes are still low. On the supplier side, there is a tendency to dump, which means selling excess cultural products of the worst quality to the outskirts. The second mechanism is the misuse of accepted cultural values, which are adapted to the established local way of life. Fourth, The second mechanism is the misuse of accepted cultural values, which are adapted to the established local way of life. Fourth, The second mechanism is the misuse of accepted cultural values, which are adapted to the established local way of life. Fourth, maturity, that isacceptance of western culture through dialogue and exchange is more balanced than unilateral acceptance. Indigenous people selectively accept western elements, enrich them with certain local values, in accepting western ideas, marginalized communities provide local interpretations. As a result, there will be a fusion or amalgamation between the cultural elements that come and those who receive it. Global culture plays a role in stimulating and challenging the development of local cultural values, so that a local cultural specification process will occur. Local elements and imported elements are maintained and their role is enhanced by the influence of western culture. The connecting agents in this process are local cultural entrepreneurs. The end result of the process is a mix of cultures. Cultures around the world actually pay attention to mixed origins, synthesis that has lost its authenticity. This process occurs because of a long-standing relationship between the core and override. Globalization is defined as a process that results in a single world, people around the world becoming interdependent in all aspects of life, political, economic and cultural. Globalization is also interpreted as a process of spreading worldwide habits, expanding relations across continents, organization of social life on a global scale, and the growth of a shared global consciousness. Globalization brings issues that can change the world as a whole, cultural homogenization (more precisely, cultural homogenization into western culture), and capitalism. Western culture will become the dominant culture throughout the world. The whole world will become a copy of lifestyles, consumption patterns, values and norms as well as ideas and beliefs of western society. In this condition, the uniqueness of local culture will disappear due to the dominance of western culture.

Research Methodology

The research method is carried out by means of qualitative descriptive research which aims to describe what is currently in effect. It includes efforts to describe, record, analyze and interpret conditions that are currently occurring or existing. Qualitative descriptive research is designed to gather information about current real conditions that are currently taking place.

Result & Discussion

Whether we realize it or not, the evolution of new technology and media has had an impact that can be said to surround all aspects of human life. In addition, the presence of new media has the effect of flooding information (too much information). In accessing the latest news that is happening around us, so far dominated by traditional media, such as television, radio, and print media, considered the only main and reliable channel in conveying information. The fact proves that social media can also be a medium in spreading information about an event that happened on the ground, even one that just happened a few seconds ago. This power provides changes in the

behavior of audiences who initially access the media through television sets, but now it is through telephone media with the intermediary of Twitter which incidentally is a social media application with only 140 characters. Another impact is the emergence of a culture of excessive sharing and self-disclosure in cyberspace. This culture emerged and was determined partly because of the presence of social media, which allows anyone to upload anything by device. This becomes a culture which in turn provides sowing of the boundaries between private space and public space. A status, for example, on a Facebook wall may tell about the condition experienced by the account owner, but just like in a two-way communication process to whom the status is conveyed, it cannot be explained. Because,

Social media cannot be seen as just one form of media that has arisen in connection with the development of information technology and the easy access of the public to the internet. Social media also brings culture, language, to economic aspects in it. According to Fiddler in Nasrullah (2016: 207) the presence of social media is one of the determinants of the development of technology and the internet in the midst of human life. Not only transforming real life into virtual, but in many cases has become a unique mediamorphosis. Mediamorphosis is present as a result of the relationship that occurs between humans and technology. It exists because of the existence of sociological and technological innovations that provide a kind of new structure for the future of humanity and technology has been present in every corner of human activity. Social media is a medium on the internet that allows users to represent themselves as well as interact, work together, share, communicate with other users, and form social bonds virtually. As for the characteristics of social media, according to Roger Fiddler in the book Nasrullah (2016: 16), namely:

Network

The word network can be understood in terms of technology such as computer science, which means infrastructure that connects computers and other hardware. This connection is necessary because communication can occur if computers are connected, including data transfer. However, this word has evolved from just a term used in computer technology to a term that is familiarly used in cultural and social studies. Joost van Loon in Nasrullah (2016; 16) states that the word network is a word that is difficult to place in a map of theoretical concepts. This is because the word no longer represents terminology in information technology alone, but has also expanded to terminology in the fields of anthropology, sociology, culture, and other social sciences whose terminology is sometimes growing due to the process of mobility of society, commodities, capital, signs to information that is developing in the global world. Social media has the character of a social network. Social media is built from social structures that are formed in networks or the internet.

However, social structures or organizations that are formed on the internet are based on information networks that basically operate based on technology information   in microelectronics. The network that is formed between users (users) is a network that is technologically mediated by technological devices, such as computers, mobile phones, or tablets. The character of social media is to form a network among its users. It doesn't matter in the real world (offline) between users who know each other or not, but the presence of social media provides a medium for users to connect through technological mechanisms. The network that is formed between these users will eventually form a community or society which consciously or not will bring up the values that exist in society as a characteristic of society in social theories. On Facebook, for example, users can't just publish a view in a status or comment. There are values that are attached even though they are not written down and regulate communication occurring between Facebook members as well as society in general. Although social networks on social media are formed through technological devices, the internet is not just a tool (tools). The internet also contributes to the emergence of social bonds on the internet, values in virtual society, to online social structures.

Information

Information becomes an important entity of social media. Because unlike othermedia on the internet, social media users create representations of their identities, produce content, and interact based on information. In fact, information becomes a kind of deep commodity Public information   (information   society).   Information   is produced, exchanged and consumed which makes information a valuable commodity as a new form of capitalism. Castells in Nasrullah (2016: 19) provides five basic characteristics of information and the presence of information technology which is increasingly penetrating into aspects of people's lives, namely: a) information is a raw material for the economy, b) information technology influences society and individuals, c) information technology provides convenience in information management that allows network logic to be applied in economic institutions and processes, d) when information technology and logic is applied, it creates greater flexibility with the consequence that economic processes, organizations and institutions are easily formed and continuously created, e) individual

technologies have been conical into an integrated system. On social media, information becomes a commodity consumed by users.

These commodities are basically commodities that are produced and distributed among the users themselves. It is from this consumption activity that users and other users form a network which in the end, consciously or not, leads to the institution of a networked society (network society). On the other hand, the social media industry, such as the companies that create Facebook or Twitter, also use information as a resource. To see the character of information on social media can be seen from two aspects. First, social media is a medium that works based on information. From an institutional standpoint, Social media is built based on encoded information which is then distributed through various devices until it is accessed by users (decoding). From the user side, information becomes the basis for users to interact with each other and form a networked society on the internet. Second, information becomes a commodity on social media. Everyone who wants to log into social media must include personal information, regardless of whether the data is real or made up, in order to have an account and access. This uploaded data becomes a commodity that can be traded from a business perspective. This data also represents the identity of the user. Especially for users who have never physically met and are related offline, one of the reasons for forming networks on social media is similarities, such as regional origin, hobbies, and other identities uploaded by other users. Information here becomes a commodity that is consumed between users.

Archives

For social media users, archives become a character that explains that information has been stored and can be accessed at any time and through any device. Any information that is uploaded on Facebook, for example, that information doesn't just disappear at the turn of the day, month, to year. The information will continue to be stored and even easily accessible. This is the strength of social media, as part of new media, which not only works based on networks and information alone, but also has archives. Within the framework of communication technology, archives change the way to produce, access, and store information. With the emergence of communication technology, there are two changes to archives, namely a) the ability of every internet user to access archives and make changes to them, and, b) archives become more developed due to what is called the nature and distributions of its users. Archives in cyberspace are not only seen as official documents that are stored. Archives on the internet are never really stored, they are always on the network, distributed as information, and mediate between humans and machines and vice versa, according to Appadurai in Nasrullah (2016: 23).

Therefore, the internet can be placed as a medium for digital libraries and computers, or other devices, as a kind of portal to access archives stored on thousands or even millions of other computers. Social media presence provides extraordinary access to storage. Users are no longer stuck on producing and consuming information, but also that information has become part of the stored documents. A simple assumption that can be made in this context is that when accessing social media and having accounts on social media, the user has automatically built a space or data warehouse. The data warehouse is populated by users and the door is open for anyone to enter. Consequence key inthe development of information technology that everyday life and routines find channels to be archived digitally as a record of a person and how they share their day-to-day life, related to their personal life preferences, political and religious views, and reflections on the events they experienced. Social media can be considered as a virtual library space. Like a library, on social media there is also a dial code or bookshelf code as found in the library. One of them is by using hashtags or tags. This tagging activity is to indicate what topic the user is currently discussing. If you look at how it works on Twitter, hashtags aren't just topic markers,

Interactivity

The basic character of social media is the formation of networks between users. This network does not only expand friendships or followers (followers) on the internet alone, but also must be built with interactions between these users. In simple terms, the interactions that occur on social media are at least in the form of mutual comments or giving signs, such as the thumbs-up sign on Facebook. A video that is uploaded on the YouTube page gets a lot of comments not from users who intentionally visit the YouTube page, but through other platforms. Information from the video is shared via other social media, on personal sites, broadcast via messaging applications, such as Blackberry Messenger. Interaction in media studies is one of the differences between old media and new media. In this context David Holmes in Nasrullah's book (2016: 26) states that in the old media media users or audiences are passive audiences and tend not to know one another: while in new media users can interact, both among the users themselves and with media content producers. In theory, the word "interaction" can be approached in several meanings, namely: a) interaction is a structure that connects audiences and technology built from hardware and software from various media systems, b) interaction requires individuals as human agencies. Technological devices

such as social media are more of a means or tool that can be fully used by audiences, c) interaction shows a concept of communication that occurs between users mediated by new media and provides new possibilities that have so far existed in the process of interpersonal communication, d) interaction can also be interpreted as a concept that removes barriers or boundaries of space and time. Interactions in virtual space can occur at any time and involve users from various regions.

Social simulation (simulation of society)

Social media has the character of being a medium for society to take place in the virtual world. Like a society or a country, social media also has rules and ethics that bind its users. This rule can be due to the technological device as a machine that is connected online or can arise due to interactions between fellow users. When interacting with other users through the interface on social media, users must go through two conditions. First, the user must connect to be in cyberspace. This connection is a standard procedure that must be carried out by all users when using social media, namely logging in or entering social media by previously writing a username and password. All new facilities can be accessed when the user has logged in and conversely the user cannot communicate through the message facility on Facebook to his network of friends when he has logged out. Second, when on social media, users sometimes involve openness in self-identity while directing the individual to identify or construct himself in the virtual world. Facebook users must enter their personal information, such as name, date of birth, education, and hobbies. This information is not only accessible to the account owner, but can also be read by everyone who is connected to the social networking site. This condition can also include the first prerequisite that every audience who wants to become a user on social media is given some kind of digital form to fill in with their identity to get an account on social media. Identity, regardless of being fake or not, is what will become an entity or "a person" in the virtual world later.

Content by users (user-generated content)

Another social media character is content by users or more popularly known as user generated content (UGC). This shows that on social media content is fully owned and based on the contributions of users or account owners. Content by these users is a sign that on social media audiences do not only produce content in a space called their own individualized place, but also consume content produced by other users. Technology that enables mass production and circulation of content from users or user generated content (UGC). This form is a new format of interactive culture in which users at the same time act as producers on the one hand and as consumers of content produced in online spaces on the other hand. For example on YouTube, social media whose content is video provides tools or facilities for creating channels or channels. This channel belongs to audiences who already have accounts. On this channel, users can upload videos based on the desired category or type. Like a television station channel on a TV set, the channel created by this user is an image or a micro production module of TV on social media.

Deployment (Share/Sharing)

Spread (share/sharing) is a character more from media social.This medium does not only produce content built from and consumed by its users, but also distributed alld I develop by the user. This practice is a characteristic of social media which shows that audiences are actively spreading content as well as developing it. The purpose of this development is that existing content gets it, for example, comments that are not just opinions, but also the latest data or facts. This deployment occurs in two types. First, through content. On social media, content is not only produced by audiences, but also distributed manually by other users. Of course, automatically the programs on each social media platform also distribute any content that has been published on the network. Uniquely, content is not only limited to what has been uploaded. Content on social media that is distributed also allows it to develop with additional data, revised information, comments, come to an opinion agree or not. The practice of developing and disseminating content on social media can be seen as a form of individual effort as social media users and members of the offline community. There are several reasons why the character of dissemination is important for social media, including: a) efforts to share information that is considered important to other members of the social (media) community, b) shows the audience's position or alignment with an issue or information being disseminated, c) content that disseminated is a means to add information or other new data so that the content becomes more complete (crowdsourcing). Second, through the device. Dissemination through devices can be seen how technology provides facilities to expand the reach of content, for example the share button on YouTube which functions to spread video content, both to other social media platforms and other internet media. The power of device deployment is also utilized by many mediums on the internet. Starting from online

news media, company websites, to educational media on the internet, they use/embed share buttons on their pages. This button allows anyone who visits the site to share information on social media. This spread is not limited to providing technology alone, but has also become a kind of culture that exists on social media. corporate sites, even educational media on the internet use / embed share buttons on their pages. This button allows anyone who visits the site to share information on social media. This spread is not limited to providing technology alone, but has also become a kind of culture that exists on social media. corporate sites, even educational media on the internet use / embed share buttons on their pages. This button allows anyone who visits the site to share information on social media. This spread is not limited to providing technology alone, but has also become a kind of culture that exists on social media.

Conclusion

Whether we realize it or not, the evolution of new technology and media has had an impact that can be said to surround all aspects of human life. In addition, the presence of new media has the effect of flooding information (too much information). In accessing the latest news that is happening around us, so far dominated by traditional media, such as television, radio, and print media, considered the only main and reliable channel in conveying information. The fact proves that social media can also be a medium in spreading information about an event that happened on the ground, even one that just happened a few seconds ago. This power provides changes in the behavior of audiences who initially access the media through television sets, Another impact is the emergence of a culture of excessive sharing and self-disclosure in cyberspace. This culture emerged and was determined partly because of the presence of social media, which allows anyone to upload anything by device. This becomes a culture which in turn provides sowing of the boundaries between private space and public space. A status, for example, on a Facebook wall may tell about the condition experienced by the account owner, but just like in a two-way communication process to whom the status is conveyed, it cannot be explained. Because, anyone can read the status and anyone, even though not in the friend network of the account owner, can comment on it.

Social media cannot be seen as just one form of media that has emerged related to the development of information technology and the easy access of the public to the internet. Social media also brings culture, language, to economic aspects in it. According to Roger Fiddler in Nasrullah (2016: 207) the presence of social media is one of the determinants of the development of technology and the internet in the midst of human life. Not only transforming real life into virtual, but in many cases has become a unique mediamorphosis. Mediamorphosis is present as a result of the relationship that occurs between humans and technology. It exists because of the existence of sociological and technological innovations that provide a kind of new structure for the future of humanity and technology has been present in every corner of human activity. Social media is a medium on the internet that allows users to represent themselves as well as interact, work together, share, communicate with other users, and form social bonds virtually. As for the characteristics of social media, according to Roger Fiddler in Nasrullah (2016: 16), namely:

Network

The word network can be understood in terms of technology such as computer science, which means infrastructure that connects computers and other hardware. This connection is necessary because communication can occur if computers are connected, including data transfer. However, this word has evolved from just a term used in computer technology to a term that is familiarly used in cultural and social studies. Joost van Loon in Nasrullah (2016:16) states that the word network is a word that is difficult to place in a map of theoretical concepts. This is because the word no longer represents terminology in information technology alone, but has also expanded to terminology in the fields of anthropology, sociology, culture, and other social sciences whose terminology is sometimes growing due to the process of mobility of society, commodities, capital, signs to information that is developing in the global world. Social media has the character of a social network. Social media is built from social structures that are formed in networks or the internet. However, social structures or organizations that are formed on the internet are based on information networks that basically operate based on technology information in microelectronics.

The network that is formed between users is a network that is technologically mediated by technological devices, such as computers, mobile phones, or tablets. The character of social media is to form a network among its users. It doesn't matter in the real world (offline) between users who know each other or not, but the presence of social media provides a medium for users to connect through technological mechanisms. The network that is formed between these users will eventually form a community or society which consciously or not will bring up the values that exist in society as a characteristic of society in social theories. On Facebook, for example, users can't

just publish a view in a status or comment. There are values that are attached even though they are not written down and regulate communication occurring between Facebook members as well as society in general. Although social networks on social media are formed through technological devices, the internet is not just a tool (tools). The internet also contributes to the emergence of social bonds on the internet, values in virtual society, to online social structures.

Information

Information becomes an important entity of social media. Because unlike other media on the internet, social media users create representations of their identities, produce content, and interact based on information. In fact, information becomes a kind of deep commodity Public information*(information society).*Information is produced, exchanged and consumed which makes information a valuable commodity as a new form of capitalism. Castells in his book in Nasrullah (2016: 19) provides five basic characteristics of information and the presence of information technology which is increasingly penetrating into aspects of people's lives, namely: a) information is a raw material for the economy, b) information technology influences society and individuals, c) information technology provides convenience in information management that allows network logic to be applied in institutions and economic processes, d) when information technology and logic is applied, it creates greater flexibility with the consequence that economic processes, organizations and institutions are easily formed and continuously - constantly being created, e) individual technologies have been conical into an integrated system. On social media, information becomes a commodity consumed by users. These commodities are basically commodities that are produced and distributed among the users themselves. It is from this consumption activity that users and other users form a network which in the end, consciously or not, leads to the institution of a networked society (network society). On the other hand, the social media industry, such as the companies that create Facebook or Twitter, also use information as a resource. To see the character of information on social media can be seen from two aspects. First, social media is a medium that works based on information. From an institutional standpoint, Social media is built based on encoded information which is then distributed through various devices until it is accessed by users (decoding). From the user side, information becomes the basis for users to interact with each other and form a networked society on the internet. Second, information becomes a commodity on social media. Everyone who wants to log into social media must include personal information, regardless of whether the data is real or made up, in order to have an account and access. This uploaded data becomes a commodity that can be traded from a business perspective. This data also represents the identity of the user. Especially for users who have never physically met and are related offline, one of the reasons for forming networks on social media is similarities, such as regional origin, hobbies, and other identities uploaded by other users. Information here becomes a commodity that is consumed between users.

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For social media users, archives become a character that explains that information has been stored and can be accessed at any time and through any device. Any information uploaded on Facebook, for example, that information doesn't just disappear at the turn of the day, month, to year. The information will continue to be stored and even easily accessible. This is the strength of social media, as part of new media, which not only works based on networks and information alone, but also has archives. Within the framework of communication technology, archives change the way to produce, access, and store information. With the emergence of communication technology, there are two changes to archives, namely a) the ability of every internet user to access archives and make changes to them, and, b) archives become more developed due to what is called the nature and distributions of its users. Archives in cyberspace are not only seen as official documents that are stored. Archives on the internet are never really stored, they are always on the network, distributed as information, and mediate between humans and machines and vice versa, according to Appadurai in Nasrullah, (2016: 23). Therefore, the internet can be placed as a medium for digital libraries and computers, or other devices, as a kind of portal to access archives stored on thousands or even millions of other computers. Social media presence provides extraordinary access to storage. Users are no longer stuck on producing and consuming information, but also that information has become part of the stored documents. A simple assumption that can be made in this context is that when accessing social media and having accounts on social media, the user has automatically built a space or data warehouse. The data warehouse is populated by users and the door is open for anyone to enter. A key consequence in the development of information technology is that everyday life and routines find channels to be archived digitally as a record of a person and how they share their day-to-day life, related to their personal life preferences, political and religious views, and reflections on the events they experience. Social media can be considered as a virtual library space. like

a library, on social media there is also a dial code or bookshelf code as in the library. One of them is by using hashtags or tags. This tagging activity is to indicate what topic the user is currently discussing. If you look at how it works on Twitter, hashtags are not just topic markers, but also information that how much the topic is discussed or is becoming popular in the virtual world.

Interactivity

The basic character of social media is the formation of networks between users. This network does not only expand friendships or followers (followers) on the internet alone, but also must be built with interactions between these users. In simple terms, the interactions that occur on social media are at least in the form of mutual comments or giving signs, such as the thumbs-up sign on Facebook. A video that is uploaded on the YouTube page gets a lot of comments not from users who intentionally visit the YouTube page, but through other platforms. Information from the video is shared via other social media, on personal sites, broadcast via messaging applications, such as Blackberry Messenger. Interaction in media studies is one of the differences between old media and new media. In this context David Holmes in Nasrullah (2016: 26) states that in old media media users or audiences are passive audiences and tend not to know one another: while in new media users can interact, both among the users themselves and with others. media content producer. In theory, the word "interaction" can be approached in several meanings, namely: a) interaction is a structure that connects audiences and technology built from hardware and software from various media systems, b) interaction requires individuals as human agencies. Technological devices such as social media are more of a means or tool that can be fully used by audiences, c) interaction shows a concept of communication that occurs between users mediated by new media and provides new possibilities that have so far existed in the process of interpersonal communication, d) interaction can also be interpreted as a concept that removes barriers or boundaries of space and time. Interactions in virtual space can occur at any time and involve users from various regions.

Social simulation (simulation of society)

Social media has the character of being a medium for society to take place in the virtual world. Like a society or a country, social media also has rules and ethics that bind its users. This rule can be due to the technological device as a machine that is connected online or can arise due to interactions between fellow users. When interacting with other users through the interface on social media, users must go through two conditions. First, the user must connect to be in cyberspace. This connection is a standard procedure that must be carried out by all users when using social media, namely logging in or entering social media by previously writing a username and password. All new facilities can be accessed when the user has logged in and conversely the user cannot communicate through the message facility on Facebook to his network of friends when he has logged out. Second, when on social media, users sometimes involve openness in self-identity while directing the individual to identify or construct himself in the virtual world. Facebook users must enter their personal information, such as name, date of birth, education, and hobbies. This information is not only accessible to the account owner, but can also be read by everyone who is connected to the social networking site. This condition can also include the first prerequisite that every audience who wants to become a user on social media is given some kind of digital form to fill in with their identity to get an account on social media. Identity, regardless of being fake or not, is what will become an entity or "a person" in the virtual world later.

Content by users (user-generated content)

Another social media character is content by users or more popularly known as user generated content (UGC). This shows that on social media content is fully owned and based on the contributions of users or account owners. Content by these users is a sign that on social media audiences do not only produce content in a space called their own individualized place, but also consume content produced by other users. Technology that enables mass production and circulation of content from users or user generated content (UGC). This form is a new format of interactive culture where users at the same time act as producers on the one hand and as consumers of content produced in the online space on the other. For example on YouTube, social media whose content is video provides tools or facilities for creating channels or channels. This channel belongs to audiences who already have accounts. On this channel, users can upload videos based on the desired category or type. Like a television station channel on a TV set, the channel created by this user is an image or a micro production module of TV on social media.

Deployment (Share/Sharing)

Dissemination (share/sharing) is another characteristic of social media. This medium not only produces content that is built from and consumed by its users, but is also distributed and developed by its users. This practice is a characteristic of social media which shows that audiences are actively spreading content as well as developing it. The purpose of this development is that existing content gets it, for example, comments that are not just opinions, but also the latest data or facts. This deployment occurs in two types. First, through content. On social media, content is not only produced by audiences, but also distributed manually by other users. Of course, automatically the programs on each social media platform also distribute any content that has been published on the network. Uniquely, content is not only limited to what has been uploaded. Content on social media that is distributed also allows it to develop with additional data, revised information, comments, until opinions agree or not. The practice of developing and disseminating content on social media can be seen as a form of individual effort as social media users and members of the offline community. There are several reasons why the character of dissemination is important for social media, including: a) efforts to share information that is considered important to members of other social (media) communities, b) shows the audience's position or alignment with anissue or information that is disseminated, c) content that is disseminated is a means to add information or other new data so that the content becomes more complete (crowdsourcing). Second, through the device. The spread through devices can be seen how technology provides facilities to expand the reach of content, for example the share button on YouTube which functions to spread video content, both to other social media platforms and other internet media. The power of device deployment is also utilized by many mediums on the internet. Starting from online news media, corporate websites, to educational media on the internet, they also use/embed share buttons on their pages.

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