



## THE ROLE OF SOCIAL MEDIA IN SHAPING TRANSFORMATIONAL CITIZENSHIP

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### Abstract

Social media has become an integral part of modern life, influencing various aspects including politics and citizenship. Transformational citizenship highlights the importance of individuals' active participation in social, political, and environmental issues that affect their communities. This research uses a literature review approach to investigate the role of social media in shaping transformational citizenship. Data was collected from various literature sources such as scientific journals, books and popular articles relevant to the research topic. Analysis of the literature shows that social media provides a platform for individuals to participate in public discussions, obtain information, and mobilize support for social change. However, social media use also poses challenges, such as the spread of false information and polarization of opinion, which can hinder the formation of inclusive and sustainable citizenship. In conclusion, this research highlights the importance of understanding the role and impact of social media in shaping transformational citizenship, as well as emphasizing the need for concerted efforts to maximize the positive benefits of social media while addressing the challenges associated with its use.

**Keywords :** Social media, transformational citizenship, and active participation

### Introduction

The era of digitalization is developing in almost all human activities, including in the world of education (Rosmadi, 2019). Especially regarding social media, social media is one of the technological developments that has a big influence on humans, namely making it easier to communicate and socialize. Social media also provides information quickly. As internet and *cellphone technology* becomes more advanced, social media also grows rapidly. Social media is very familiar in this technological era, in fact almost everyone has social media. Platforms such as Facebook, Twitter, Instagram, and YouTube have become global communication networks that influence the way we interact, obtain information, and shape perceptions of the world around us (Andzani & Irwansyah, 2023). However, social media is not just a tool for sharing photos or light news; they also play an important role in shaping our identity and citizenship. The concept of citizenship has undergone a significant transformation in this digital era (Ramdhani *et al.* 2024). Traditional citizenship limited to legal rights and obligations has evolved into a broader citizenship, which includes active participation in political, social and environmental life. Transformational citizenship highlights the importance of individuals' awareness and involvement in issues affecting their society, including political, environmental, human rights, and social justice issues. In this context, the role of social media in shaping transformational citizenship becomes increasingly important. Social media provides a platform that allows individuals to participate in public discussions, voice their opinions, and collaborate with others who share their interests and goals. Through social media, individuals can easily access information about civic issues and mobilize support for social change. However, although social media offers various opportunities to influence and shape citizenship, there are also challenges associated with its use. For example, there is the problem of spreading false information or hoaxes which can confuse and cloud understanding of citizenship issues. Apart from that, the existence of *filter bubbles* on social media can also cause opinion polarization and narrow an individual's view of the world. In this research, we will investigate in depth the role of social media in shaping transformational

citizenship. We will explore how social media influences individuals' perceptions, awareness, and actions regarding transformational citizenship. In addition, we will also evaluate the positive and negative impacts of social media use in the context of forming an inclusive, sustainable and progressive citizenship.

This research has significant relevance in understanding the dynamics of the relationship between social media and citizenship in the modern context. By better understanding the role of social media in shaping transformational citizenship, we can develop more effective strategies for harnessing the positive potential of social media and overcoming the challenges associated with its use. This will help build a society that is more democratic, inclusive and responsive to the needs and aspirations of its citizens. Research that is relevant to the research, with the title *Fostering Environmental Awareness Through Social Media-Based Habituation to Foster Moral Virtue towards Environmental Conservation*. The results of this research are: first, the development of environmental awareness is carried out in civic education learning planning starting from learning tools to the implementation of learning in the classroom which has been integrated with environmental education material. Second, the development of environmental awareness is fostered with habituation activities and the provision of insightful school facilities. environment. Third, habituation activities are carried out in collaboration with the city government which utilizes the existence of social media as a persuasive approach tool in mobilizing student participation (Saputra, 2017). Then the next research is entitled *Network Society, Social Media, and the Transformation of Public Space: Reflections on the Arab Spring Phenomenon and "Ahok's Friends"*. The results of the research are as follows: Social media as a form of transformation of public space which ultimately forms a giant community called a network society which is integrated globally in a dense world into a large space which carries a rapid flow of information directly without time lag and almost without process. This is a development that certainly in the era of informationalism which is centered on ICT development. Change and innovation advance and accelerate day by day, until in the end humans increasingly have no pause to take a breath in catching up and getting used to the pace. In this world which is said to be *a space of flows and timeless time* by Manuel Castells, the entirety of human diversity throughout the world is brought together, not to homogenize everything, but to enrich this large network with a variety of styles that each of them wants to highlight (Anggara & Pratama, 2019). Then with the title *The Influence of Social Media on Changes in Students' Attitudes and Morals in the Perspective of Civic Disposition* (Analytical Descriptive Study of Instagram Use in Class XII Students at SMAN 1 Warunggunung). Research Results The research results show that the influence of Instagram Social Media on Students' Attitudes and Morals from the Civic Disposition Perspective is 33.4%. With the level of influence based on the  $\text{calculated } f \text{ value} = 25.629$  with a significance level of  $0.000 < 0.005$ . Based on the  $t$  value, it is known that the  $t$  value is  $5.062 > t_{\text{table}} 2.008$ , so it can be concluded that Instagram Social Media has an influence on the Attitudes and Morals of Students in the Perspective of Civic Disposition. So it can be concluded that there is an influence between Instagram social media on changes in students' attitudes and morals from the perspective of civic disposition (Destriani *et al*, 2020). Based on the explanation above, researchers are interested in studying research entitled "The Role of Social Media in Forming Transformational Citizenship", using a literature review approach to analyze the theoretical framework and previous research findings. This research aims to investigate in depth how social media influences individuals' perceptions, awareness and actions regarding transformational citizenship.

## Research Methodology

This research is research using the literature study or literature review method (Melati *et, al* . 2023). A literature review is a comprehensive overview of research that has been conducted on a specific topic to show readers what is already known about the topic and what is not yet known, to find rationale for research that has been conducted or for ideas for further research (Denney & Tewksbury, 2013 ). Literature studies can be obtained from various sources, including journals, books, documentation, internet and libraries. The research objects in this literature review method are various articles, books, journals and other academic sources that discuss the role of social media in shaping transformational citizenship. Data analysis was carried out by examining social media and citizenship. Thus, this research can find the concept of the role of social media, transformational citizenship, the positive and negative impacts of social media in forming transformational citizenship. For this reason, checking the data in this research was carried out using reference materials (Assingily & Salminawati, 2020).

## Result & Discussion

Based on the results of literature review document searches with documents that have been published in journals, conclusions can be drawn in table 1 as follows:

**Table 1. Document Review**

<b>Writer</b>	<b>Title</b>	<b>Method</b>	<b>Results</b>
Abiyuna, 2023	Citizenship Education as a Vehicle for Preparing Young Citizens with Smart and Good Digital Citizenship	Qualitative method	Conceptually, the results of the research show that there are differences in meaning between digital citizenship, digital citizenship and digital citizenship education. In the current digital era, developing digital citizenship education in Indonesia should be a necessity. This is because the current era of digitalization has had a tremendous disruptive impact on various aspects of people's lives, including in the world of education. However, the development of digital citizenship education in Indonesia must certainly look at various aspects of existing opportunities and challenges.
Anshori & Nadiyya, 2023	The Role of Digital Space as a Transformation of Student Social Action Movements Through Social Media Platforms	Qualitative method	The research results prove that the transformation of social movements occurs due to disharmonious social conditions. Social media is used as a means for social movements carried out by students. Initially social movements were carried out in certain public spaces, now they have shifted to a digital basis. The research results show that social media has an important role in the development process of student social movements in Indonesia. Social movements carried out through social media can mobilize larger masses, arousing netizens' anger. Social media can provoke the heat of a developing issue, as well as build public opinion. Apart from that, social media also plays a role in the process of finding joint solutions and forming an identity.
Wulandari <i>et al</i> , 2023	Strengthening the Citizenship Spirit in the Digital Era with Comprehensive Citizenship Education	Qualitative method	The importance of citizenship education in increasing citizens' concern and awareness of the social, political and economic environment. In the increasingly developing digital era, comprehensive citizenship education is crucial to protecting the rights and obligations of citizens. Comprehensive citizenship education focuses on building positive character and attitudes of citizens that are integrated with existing technology and information. Through comprehensive citizenship education, the younger generation will become the nation's successors who have the ability and skills to build awareness and active participation in a democracy that is responsive and inclusive in the use of technology and information.
Sapriya <i>et al</i> , 2021	Transformation of Civic Literacy of Elementary School Teacher Education Students in Distance Learning	Qualitative descriptive.	The research results show that the citizenship literacy of elementary school teacher education students in distance learning is transformed into an understanding of their rights and obligations as Indonesian citizens. The civic literacy of elementary school teacher education students is quite good, if analyzed from the depth of

			coverage regarding the rights and obligations as citizens. That the obstacle in the transformation of citizenship literacy is the transfer of learning patterns remotely or <i>online</i> .
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#### *Increased access to information via social media*

Social media plays an important role in increasing people's political awareness. By providing easy and fast access to political information, social media allows individuals to become more informed about political and social issues. This can result in more active citizenship and involvement in the political process. (Sunstein, 2017). Through social media platforms such as Facebook, Twitter, Instagram, and others, individuals can easily access a variety of political information, including the latest news, political analysis, discussions, and views from various sources and viewpoints. This is different from the past where access to political information was mainly limited to traditional mass media such as newspapers, radio and television. With this easy and fast access, individuals have the opportunity to become more informed about relevant political and social issues. They can read the latest news, follow political developments, and gain insight into various existing perspectives. This in turn increases their political awareness. In the context of citizenship, increasing political awareness among citizens has positive implications. More informed citizens tend to be more active and involved in the political process. They are more likely to vote consciously, participate in public discussions, and even engage in political action or social activism. Thus, the concept of Increasing Access to Information through Social Media highlights how social media enables the formation of citizenship that is more active, informed and involved in the political process. This shows the important role of social media in shaping transformational citizenship in today's digital era.

#### *Social media as a tool for political mobilization*

Research conducted by Castells (2015) highlights the important role of social media in facilitating political mobilization. In this context, political mobilization refers to the ability of individuals or groups to organize and carry out various political actions, such as demonstrations, online petitions, public campaigns, and others, using social media platforms such as Twitter, Facebook, and Instagram.

##### a. Political Mobilization Mechanisms through Social Media:

###### 1. Ease of Communication

Social media platforms provide easy-to-use communication tools, such as posts, comments, and direct messages, that enable individuals to communicate and collaborate in planning and organizing political action.

###### 2. Use of *Hashtags*

Hashtags can be used to organize and coordinate political efforts, allowing social media users to easily find and join specific political discussions and actions.

###### 3. Individual Empowerment

Social media empowers individuals to become agents of political change by providing a platform for them to voice opinions, mobilize support, and organize political action independently.

###### 4. Rapid Diffusion of Information

Information about political actions can quickly spread through social media through sharing and retweeting features, creating a domino effect where more people get involved in the action.

##### b. The Impact of Political Mobilization through Social Media

###### 1. Strengthening Political Participation

Social media enables wider and more intensive political participation from the public, including groups that were not previously actively involved in the political process.

###### 2. Increased Political Awareness

Political actions organized through social media can increase public awareness of political and social issues, help educate the public and broaden the base of support for political change.

###### 3. Influencing Public Policy

Political mobilization through social media can influence political agendas, force governments to respond to public demands, and even influence public policy making.

###### 4. Community empowerment

Social media empowers people to take the initiative in formulating and implementing political action, reducing dependence on political elites and traditional mass media.

Thus, research by Castells (2015) highlights the vital role of social media in facilitating political mobilization, which in turn strengthens political participation and exerts influence on government policies and actions in an increasingly digitally connected society.

#### *Social media in forming political identity*

Social media has a significant role in shaping an individual's political identity. Research by Bennett and Segerberg (2012) highlights its impact on political identity formation, covering several important aspects:

- a. **Wide Access to Political Perspectives**  
Social media provides broad access to a variety of political perspectives from a variety of sources, including news, opinions, and discussions from political individuals and groups. This gives individuals the opportunity to be exposed to diverse views on political issues
- b. **Development of Political Views**  
By being exposed to a variety of political perspectives, social media users can develop their own political views. They can dig deeper into information, consider different arguments, and form a better understanding of specific political issues.
- c. **Identification with a Political Community**  
Social media allows individuals to identify with particular political communities whose values and views align with theirs. Through groups, pages, or hashtags related to a particular political ideology, individuals can feel connected to people who share similar views.
- d. **Strengthening Political Engagement**  
By identifying with a particular political community, individuals tend to become more involved in the political process. They may be active in supporting candidates or political parties that align with their values, participate in political discussions, or even engage in political action and activism.
- e. **Influence on Voting Patterns and Political Participation**  
Identification with a particular political community driven by interactions on social media can influence individual voting and political participation patterns. They may be more likely to vote for candidates or support political initiatives proposed by their political community, as well as be more active in the political process overall.

Overall, social media has a strong influence in shaping individuals' political identities. By providing broad access to political perspectives, enabling the development of political views, and facilitating identification with political communities, social media strengthens political engagement and influences voting patterns and participation in the political process.

#### *Challenges and Negative Impacts*

A study by Tufekci (2017) highlights the challenges social media faces in shaping citizenship. The spread of fake news and inaccurate information can cloud public perceptions of political issues and reduce trust in democratic institutions. Additionally, the polarization of opinion amplified by social media algorithms can divide society and hinder constructive political dialogue. Then several problems arose:

- a. **Spread of Fake News and Inaccurate Information**  
One of the main challenges is the spread of fake news or hoaxes and inaccurate information through social media. With the ease of information dissemination on these platforms, often information that is not accurately verified can quickly spread, clouding the public's perception of political and social issues.
- b. **Declining Trust in Democratic Institutions**  
The spread of fake news and inaccurate information can also reduce people's trust in democratic institutions, such as traditional media, government and political institutions. When the public cannot differentiate between true and false information, trust in these institutions can erode, threatening the stability of democracy.
- c. **Opinion Polarization and Societal Divisions**  
Social media algorithms often reinforce opinion polarization by displaying content that aligns with users' preferences, creating "information bubbles" in which individuals are only exposed to views that align with their own beliefs. This can lead to divisions in society and hinder constructive political dialogue, as individuals tend to be isolated in groups that hold similar views.
- d. **Implications**

The challenges and negative impacts faced by social media in shaping citizenship require serious attention. The spread of fake news, declining trust in democratic institutions, and the polarization of opinion can threaten the integrity of democracy and healthy political processes. Therefore, better measures are needed to combat the spread of fake news, increase digital literacy, and promote inclusive, fact-based dialogue on social media. This is

a complex challenge that must be faced by society, government, and social media platforms themselves to maintain the health of democracy in this digital era.

## Conclusion

Through this literature review, we can conclude that social media has a significant role in shaping transformational citizenship. By increasing political awareness, facilitating political mobilization, forming political identities, but also facing challenges such as the spread of fake news and polarization of opinion, social media has a complex impact on the process of democratization and political participation. Therefore, it is important for governments, social media platforms and society to work together to overcome these challenges and maximize the positive potential of social media in shaping inclusive and sustainable citizenship. Social media has enabled greater access to political information and issues social, which allows citizens to become more informed. Through discussions and debates that occur on social media, individuals can form their own opinions about public issues and participate in the policy formation process. Social media has become an important tool in organizing political movements and social activism, allowing citizens to join and participate in collective action. By facilitating communication between government and society, social media has played an important role in strengthening the democratization process in various countries.

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