

THE EFFECT OF ELECTRONIC MEDIA ON MUSLIM YOUTH CHARACTER

(Study in East Ledong Village, West Ledong Village and Padang Sipirok
Village, Aek Ledong District, Asahan Regency)

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Keywords:

*Character, Media, Electronics,
Muslim Youth*

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Abstract: *This study aims to describe how the influence of electronic media on the formation of Muslim youth characters in Aek Ledong District, Asahan Regency. This research method is descriptive with a quantitative approach. The results showed that electronic media had an effect on the character formation of Muslim youth in Aek Ledong District. In practice, the influence of electronic media occurs through cellphones in the process of character building. The majority of Muslim youth use mobile phones because they are considered easy in delivery and learning. But besides that, there are still many young people who have difficulty in finding information about character building, so they still need guidance from adults to get used to using electronic media.*

INTRODUCTION

Technological progress is very rapid and increasingly sophisticated. Many advanced technologies that have been created have made such a big change in human life in various circles. The influence of electronic media that is increasingly advanced has made the character of Muslim youths now mostly not accentuated as real Muslim youths. Then information and communication technology, which is moving very fast, far ahead of their mental readiness to face the entry of a foreign culture that is so powerful. Technological advances that can change the formation of the youth's character are electronic media such as gadgets. Gadgets can have a huge impact on cultural, social and even religious values. nowadays everyone around the world must already have a gadget. Not infrequently now many people have more than one gadget. Nowadays, gadget users do not only come from the workers. But almost all people, including children and toddlers, have used gadgets in their daily activities. Muhibbin, (2003)

In the modern era, youth are more active in communicating through electronic media. Communication that used to take a long time to deliver, now

with technology everything has become very fast and seems to be without distance. This is proven by the existence of electronic media such as gadgets, internet, radio, and television that can support what they want at this time. It is also sometimes the youth feel prestige and not slang if they are not able to join social media such as facebook, whatshap, instagram and so on which will make them connected to global life.

The increasingly sophisticated electronic media, and merciless technological advances present a number of serious threats to their misuse. Through television, now the nation's young generation can see how children their age in other parts of the world live, dress, communicate, socialize, and so on. Through television, they can see the culture of other nations which sometimes contradicts the culture of their own nation. Then through the internet, they can access all kinds of information that without realizing it can damage their character or personality. These are some of the threats brought about by technological sophistication, which in turn demands a process of cultural acculturation between nations, especially Muslim youth in Indonesia. Mahyudin, (2012)

Youth has a big role in the history of the nation's revival. The progress of a nation depends on the condition of its youth. If the youth has an advanced soul, a great soul, and a leadership spirit, then the nation will be advanced, great and able to lead world civilization.

On the other hand, if the youth spend their time on things that are not useful, especially against religious values, such as drunkenness, brawls, pornography, and pornography, the future of the nation will be bleak. What kind of youth can be expected to be able to build this country? In the Qur'an described Ashhabul kahfi youth, namely a group of young people who have moral integrity (faith).

لَقَدْ نَقَصْنَا عَلَيْكَ نَبَأَهُمْ بِالْحَقِّ إِنَّهُمْ فِتْيَةٌ آمَنُوا بِرَبِّهِمْ وَزِدْنَاهُمْ هُدًى ﴿١٣﴾

Meaning: "We tell you their story (Muhammad) with the truth. Verily, they are youths who believe in their Lord and We added to them guidance." (Surat al-Kahf: 13).

From the verse it appears that the issue of youth by Islam is highly emphasized. It is emphasized that not only is youth a period of provision for old age, but it is also in youth that all great powers are seen. In this modern era, youth's interest in religious learning is very minimal, especially if there is no encouragement from parents and the environment.

Researchers here will discuss changes in the character of Muslim youth in Aek Ledong sub-district, Asahan Regency in the misuse of electronic media. Because in terms of their daily lives, they often use electronic media just to have fun, and see and even give examples of things that are not good for them.

LITERATURE REVIEW

Media

Media is a tool (means) of communication such as newspapers, magazines, radio, television, films, posters, and banners that are located between two parties (people, groups, and so on). The word media also comes from the Latin *medius* which literally means middle, intermediary or introduction. In Arabic, the media is an intermediary or introductory message from the sender to the recipient of the message. Gerlach & Ely said that the media, if understood in broad terms, are human, material, or events that build conditions that enable students to acquire knowledge, skills, and attitudes. Azhar, (2011) There are many limitations that people place on media. The Association of Education and Communication Technology (AECT) in America, limits the media as all forms and channels that people use to convey messages or information. Gagne states that the media are various types of components in the student's environment that can stimulate him to learn. Arief, (2010)

Electronic

Electronics is a tool that is made based on the principles of electronics. (KBBI) So electronic media are all media tools that use electromechanical energy for users to access their content. A simpler definition of electronic media is all information or data that is created, distributed, and accessed using electronic form.

Electronic media are widely used as a means of entertainment, education, relaxation, information and communication. Everyone can learn about foreign cultures, understand other people's points of view, get inspired, and promote their creativity. In addition, another benefit is the support for security, safety, and social support offered by modern communication. Wawan, ((1996)

Various academic research shows that children do not only learn from books, but also other learning tools such as television, computers, and the internet. They can get a lot of information that is not in the book by accessing information in various electronic media. With electronic media, everyone can get the latest information and news, both from within the country and abroad. Besides being easy to obtain, all this information can also be accessed quickly, making people in this modern world more up to date. Anderson, (2012)

Electronic media of course also has various negative impacts, such as reduced time to do other activities that are actually more useful, such as reading and doing homework, because children are too busy with electronic media. Watching television too often can form a simple and less critical mindset. In addition, children become more lazy to learn and interact with other people because they prefer to spend time with electronic media such as television and computers. The use of other media such as cellphones also limits children's ability to communicate face-to-face and express themselves. Content from electronic media, such as pornography that is easily accessible via the internet and

television viewing that smells of violence, drama and conflict can affect the mindset, attitudes, and behavior of teenagers.

Character Building

In this study, what is meant by formation is a stage or process of forming a person's character through electronic media. The word character is etymologically as contained in the Big Indonesian Dictionary, character is defined as mental, moral or character traits that distinguish a person from others. The definition of character according to experts etymologically is as described below. Syarbini stated that the word character comes from English, character (character) which means a distinctive differentiating mark. A sign or trait that distinguishes one person from another. Syabrini also explained that character comes from the Greek language which means to mark, (to mark) and focuses on how to apply the value of goodness in actions or behavior character building, according to experts, according to Lickona, character is related to moral concepts (moral knowing), moral attitudes (moral felling), and moral behavior (moral behavior). Based on these three components, it can be stated that the character is supported by knowledge of goodness, the desire to do good, and do good deeds.

D. Muslim Youth

Youth according to the Big Indonesian Dictionary (KBBI), youth means people who are still young; young people; - the hope of the nation, young men - men, teenagers; cadets: these will be the nation's leaders. While a Muslim is someone who adheres to the religion of Islam. Therefore, Muslim youth is someone who is still young, Muslim youth who are the successors of the nation's generation.

RESEARCH METHODOLOGY

In this study, the author uses a descriptive method with a quantitative approach. Descriptive method is a description or situation that occurs, intended to raise facts, circumstances, variables, and phenomena that occur when the research takes place. in this case the writer will examine the problem of the influence of electronic media (variable X) and character formation (variable Y) which the authors consider more effective using this method.

The population in this study were Muslim youth in Aek Ledong sub-district who saw how strong the influence of electronic media was in shaping the character of Muslim youth.

RESULTS AND DISCUSSION

From the results seen in the field, all young people today cannot be separated from electronic media, such as TV, computers, tablets, cellphones and others. especially mobile phones, almost all people already have mobile phones ranging from children to the elderly. Starting from cellphones that can only make voice calls to video calls. They can get various kinds of cellphone brands ranging from hundreds of thousands to millions of rupiah. Mobile phone brands that are often used are Samsung, OPPO, VIVO, Xiomie, Realme and Iphone. The

development of mobile phones is currently very rapid and has a very significant effect on individuals and communities, all activities, life, ways of working, learning methods, lifestyle and ways of thinking. Therefore, the use of mobile phones should be introduced to youth so that they have adequate knowledge and experience to be able to apply and use them in learning activities, work and aspects of daily life. In addition to mobile phones, TV can also provide the latest information for youth, such as news on the development of education, economy, politics and even lifestyle. However, not many young people will care about these things. They use TV are more likely to watch soap operas, movies and information about idolized celebrities. Without realizing it, this can change the character of Muslim youth, ranging from changing mindsets and lifestyles to become more confident, enthusiasm for learning and even causing negative things such as feeling lazy, not caring about people around and imitating inappropriate lifestyles in life. daily.

The existence of electronic media makes it easier for Muslim youth to get information on the development of Islam in the world, facilitate the teaching and learning process, communicate remotely, and develop youth aspirations through social media. Today's youth are secondary to books, if they can't find enough knowledge given by teachers at school they can access or look for it on the internet via cellphones, if they don't find it then look for it in books. This development should be a sign that Muslim youth in Aek Ledong District should not be left behind with technology, but on the contrary, can intelligently use this technology to increase religious knowledge and change good character. The use of electronic media in changing the character of Muslim youth in Aek Ledong District greatly affects the personality of every youth. The role of parents and the surrounding environment is very involved in changing these characters. More extra supervision is needed in each use so that it is not misused for negative things that can change the character of Muslim youth for the worse. Because bad behavior often occurs due to promiscuity that is too broad without any restrictions or direction from parents or people around.

For this reason, it can be seen from the data that has been obtained about the influence of electronic media on the formation of the character of Muslim youth in Aek Ledong sub-district, Asahan Regency.

Informant's Last Education

The data obtained that the majority who answered questions from the questionnaire were high school students and also Strata One students with a total of 20 respondents. Based on the author's idea for this research activity, the author is more interested in choosing youth with high school education because the process of character formation reaches its peak during high school. It is at this time that a young man shows his true identity to be more directed towards positive things or more towards negative things. If it leads to positive things, of course it will have a very good impact on the environment and vice

versa if it leads to negative things it will have a bad impact on the surrounding environment and will also have an impact on our lives.

Electronic Media Affects Youth Character

Based on the author's research conducted in the field, it states that electronic media is very influential on the formation of the character of Muslim youth . Of course, this can also provide benefits for Muslim youths to better direct themselves in a better direction in terms of character building.

In this case, Muslim youth also need to be selective in using various kinds of electronic media because there are also negative content that can affect the character of the youth themselves. The role of this electronic media is the most dominant in terms of character formation so that it can affect the character of the youth and access from this electronic media we can seek various information from anywhere regarding science, religion, technology, economics and others. In this modern era, the role of electronic media is very important because it can also make it easier for us to do all our activities. So that we can shorten our time and can also make all the activities we do run efficiently.

The Most Used Electronic Media

Electronic media that is often used by Muslim youth in the villages of East Ledong, West Ledong and Padang Sipirok is mobile phones. This can be seen from the number of Muslim youths who use cellphones in the village as many as almost on average use them in daily activities starting from communicating and even for learning facilities. From the results of the author's interview with Muslim youth in Aek Ledong that having a cellphone among Muslim youth is something that cannot be avoided. The intention is to direct the needs of youth to seek information that is useful for youth in the future.

The main purpose of using cellphones among Muslim youth related to character building by using cellphones here is how much influence cellphones have in character formation. Often without us realizing the influence of this cellphone is very large in character building and besides that, cellphones are very easy to carry everywhere compared to television, radio and computers.

Electronic Media Helps Youth Activities

Based on the results of the study, it is known that electronic media is quite helpful in every activity of Muslim youth in the three villages. This is evidenced by the number of respondents who stated this as many as 20 respondents. Of course, this can be an encouraging study because Muslim youth can feel the impact of using electronic media, so it is hoped that it can help youth in carrying out all their activities properly and sufficiently directed so that the results obtained can be satisfactory and in accordance with what has been expected so far.

Electronic Media Has Instilled Character In Youth

Based on research conducted by the author in the field, it has shown that electronic media is sufficient to instill the character of Muslim youth in the three villages. This is evidenced by the answers of respondents as many as 15 of 20 respondents. Character building for Muslim youth in the use of electronic media should indeed be done for the sake of effective character planting for Muslim youth, with the use of effective and targeted electronic media, the use of electronic media can be a very good thing in relation to character building itself.

Responsible for instilling the Character of the Youth

Based on the results of the study, it is the parents who are responsible for instilling the character of Muslim youths. This is evidenced by the respondents' answers amounting to 18 responses. How important the role of parents in shaping the character of youth is indeed very important, because it is from parents that we educate and get attention for the first time. The role of parents is what shapes the character in us and usually someone will follow what is exemplified by our parents. Parents are also the most comfortable sharing friends for youth to express all the problems that occur. The role of parents can be said as a provider of solutions to the problems we face. In essence, the role of parents is very important in our lives.

The development of interests and talents needs to be developed so that a person learns or in the future can work in the field of interest and according to his abilities and talents and interests so that they can develop the capability to learn and work optimally with enthusiasm.

But often young people choose a major or field of study because they are carried away and join their friends or choose a field that is currently popular without having time to digest and understand the field to be studied, what to become after finishing school or even further to identify what kind of work will be done. according to their educational background. So after looking at the results of research on the influence of electronic media on the character of youth, it can be concluded that electronic media is very influential due to the very wide range of information that can be obtained from one hand, namely a cellphone. However, it is necessary to monitor and control young people so that they are not wrong in using the sophistication of today's technology, so that they do not become a bad influence on the character of Muslim youth by filling their free time to gather at the knowledge assembly and making positive things by using the sophistication of technology there is.

CONCLUSION

The use of electronic media in character building for Muslim youth needs to be done so that Muslim youth understand and are motivated to make changes to their character for the better. The use of electronic media in the millennial era like now makes it easier for parents to educate their children. Electronic media is even easier for youth to understand and preferable in terms of delivery. But sometimes the media gives impressions that are not in accordance with the actual

character of the nation's children. When in fact adolescence is a period of searching for identity, they try to understand and accept the circumstances and the reality that exists in themselves and others. Even the social environment that always participates in shaping the personality of a young man himself. If the teenager lives in a social environment that is not good, then the character formed will be less good, it will greatly affect his personality. This social environment will form the character of teenagers.

We thank those who support this research, so that we can complete this research easily and get the results as expected.

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