

## **Nurturing Well-Being: A Community Initiative on Social Media Awareness and Mental Health at SD Negeri 1 Kualasimpang**

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### **Abstrak**

Program pengabdian masyarakat yang dilaksanakan di SD Negeri 1 Kualasimpang dengan fokus pada sosialisasi pengaruh kecanduan media sosial terhadap kesehatan mental telah mencapai keberhasilan dan hasil yang baik. Melalui persiapan dan pelaksanaan yang ketat, kampanye ini menciptakan peningkatan kesadaran di seluruh komunitas sekolah, sehingga menghasilkan perbaikan perilaku dan lingkungan yang lebih mendukung. Partisipasi selama perkuliahan, bersama dengan upaya gigih pasca-acara, telah menghasilkan integrasi isu tersebut ke dalam kegiatan sekolah dan kerjasama dengan mitra eksternal, sehingga memungkinkan akses berkelanjutan terhadap sumber daya. Pengaruh baik meluas melampaui komunitas sekitar, sehingga menghasilkan peningkatan visibilitas dan pengakuan di tingkat masyarakat. Upaya ini menjadi paradigma untuk mengatasi masalah kecanduan media sosial melalui pendidikan, dialog terbuka, dan partisipasi masyarakat, yang memotivasi perubahan positif dalam menavigasi kompleksitas dunia digital.

**Kata kunci:** *Pengabdian Masyarakat, Kecanduan Media Sosial, Kesehatan Mental.*

### **Abstract**

The community service program conducted at SD Negeri 1 Kualasimpang, concentrating on the socialization of the influence of social media addiction on mental health, has achieved noteworthy success and favorable outcomes. Through rigorous preparation and execution, the campaign created heightened awareness throughout the school community, resulting to documented behavioral improvements and a more supportive environment. The participation during the lecture, along with persistent efforts post-event, has resulted in the integration of the issue into the school's activities and cooperation with external partners, enabling ongoing access to resources. The good influence extends beyond the surrounding community, producing increasing visibility and recognition at a societal level. This effort serves as a paradigm for addressing the issues of social media addiction through education, open dialogue, and community participation, motivating positive change in navigating the complexity of the digital world.

**Keywords:** *Community service, Social media addiction, Mental health.*

## INTRODUCTION

Embarking on a community service program centered around the socialization of the impact of social media addiction on mental health is a respectable attempt, poised to address a modern issue with far-reaching implications. Choosing SD Negeri 1 Kualasimpang as the location for this effort provides an opportunity to engage with a wide range of persons, particularly within the educational framework. The date, established for the 10th of January 2024, provides for effective planning and coordination.

To effectively transmit the message on social media addiction and its consequences on mental health, the chosen way of lecturing aligns well with the purpose of providing useful and educational content. This method offers an organized platform via which the audience, comprising of students, educators, and potentially parents, can obtain thorough insights into the subject matter. In constructing the context for this community activity, it is crucial to underline the growing prominence of social media platforms and their impact on the mental well-being of individuals, especially the younger population. Highlighting pertinent facts, psychological studies, and real-life situations can provide legitimacy to the discourse, encouraging a greater knowledge of the subject at hand (Herliani et al., 2020).

Considering the setting, SD Negeri 1 Kualasimpang, the aim should expand beyond only teaching knowledge. Tailoring the content to resonate with the specific interests and experiences of the community will boost the relevancy of the lecture. Encouraging an open discussion and participatory sessions can further enable the interchange of ideas and experiences, generating a feeling of community involvement. Moreover, it would be useful to incorporate practical suggestions and practices for safe social media usage, fostering digital literacy and mindfulness. Collaborating with mental health specialists or instructors specialized in the topic can boost the legitimacy of the information offered and provide extra resources for people seeking treatment (Litteken, 2018).

In conclusion, the community service effort targeting the socialization of the impact of social media addiction on mental health at SD Negeri 1 Kualasimpang shows considerable potential for increasing awareness and beginning good behavioral changes. By carefully analyzing the chosen location, time, and manner, coupled with an entertaining and instructive approach, this activity can contribute profoundly to the well-being of the community (Prayuda, Ginting, et al., 2023).

On the day of the event, it would be beneficial to create an inviting and interactive mood within the school premises. Utilizing multimedia presentations, real-life experiences, and visual aids can make the lecture more interesting and relatable to the audience. Incorporating interactive features such as Q&A sessions, group discussions, or even workshops can stimulate active engagement and enable attendees to offer their viewpoints on the problem. This inclusive approach not only enriches the learning experience but also develops a sense of community collaboration (Kelley, 2020).

Considering the potential diverse audience comprising students, teachers, and parents, adapting the content to meet various age groups and perspectives is vital. For students, stressing the consequences of excessive social media use on academic

achievement and interpersonal relationships could be particularly significant. Teachers may benefit from insights into spotting signs of social media addiction among kids and promoting open talks in the classroom (Prayuda, Juliana, et al., 2023). Parents, on the other hand, could find practical assistance on developing healthy digital habits within their families beneficial (Prayuda et al., 2022).

To ensure the durability of the community service impact, it would be advisable to give informational materials, tools, and contact details for mental health specialists or support organizations. This encourages individuals to seek treatment if required and emphasizes the idea that tackling social media addiction is an ongoing process that requires communal awareness and effort.

In conclusion, the community service program on social media addiction and mental health at SD Negeri 1 Kualasimpang, via its carefully planned backdrop, inclusive approach, and emphasis on practical solutions, has the potential to produce a lasting impact on the community. By developing awareness, encouraging discourse, and providing meaningful solutions, this effort not only addresses the current difficulties but also adds to the long-term well-being of individuals within the school community.

## **METHOD**

The implementation of this community service program at SD Negeri 1 Kualasimpang can be carried out through a methodical and well-structured approach. The initial phase entails thorough preparation and coordination. This entails formulating specific objectives, outlining the scope of the lecture, and constructing a calendar leading up to the event on January 10, 2024. Engaging with school officials, instructors, and relevant stakeholders during this phase is vital to gain support and enable seamless integration into the school's operations.

Following the preparation phase, the following step entails the creation of entertaining and instructive content for the lecture. This includes researching up-to-date statistics, obtaining relevant case studies, and partnering with mental health professionals to guarantee the quality and trustworthiness of the information presented. Additionally, designing visually appealing presentations and materials will boost the efficiency of the lecture, attracting the attention of the audience and encouraging better comprehension.

As the date approaches, communication becomes key. Disseminating information about the impending lecture through numerous channels, such as school announcements, newsletters, and social media platforms, guarantees extensive awareness throughout the school community. Encouraging active involvement and attendance through tailored invitations or incentives can further improve engagement. On the day of the event, the third step comprises the actual delivering of the lecture. This should be executed with enthusiasm, empathy, and a genuine desire to connect with the audience. Integrating interactive features, as discussed previously, will stimulate involvement and create a dynamic learning environment. Allowing time for questions and conversations ensures that the community members feel heard and have the opportunity to contribute to the dialogue.

Post-lecture, the final step focused on preserving the influence of the community work. Distributing informational materials, tools, and contact details for mental health

professionals underlines the necessity of continuing awareness and support. Creating a feedback mechanism, such as surveys or open forums, can also provide vital insights for future initiatives and assess the effectiveness of the current one. In summary, a well-organized approach involving planning, content creation, communication, engaging delivery, and post-event support will ensure the success and lasting impact of this community service initiative on the socialization of the impact of social media addiction on mental health at SD Negeri 1 Kualasimpang.

Moreover, coordination with the school administration for the incorporation of the issue into the curriculum or extracurricular activities can extend the influence beyond the initial presentation. This could involve organizing follow-up workshops, awareness campaigns, or even adding features related to ethical social media usage into the school's existing programming. Establishing connections with local community organizations, mental health advocacy groups, or educational institutions can further amplify the impact of the effort and contribute to the formation of a supporting network for persons coping with social media addiction.

Continuous monitoring and evaluation represent another key part of the post-lecture phase. Gathering feedback from the audience, educators, and other stakeholders can provide useful insights into the effectiveness of the community service effort and help identify areas for improvement. This feedback loop establishes a foundation for developing future initiatives and supports the longevity of efforts to address social media addiction and mental health within the community.

To reinforce the impact on an individual level, supporting the establishment of peer support groups or introducing mentorship programs inside the school might give continuous aid for those managing challenges connected to social media usage and mental well-being. This grassroots method develops a sense of community responsibility and ensures that the beneficial influence of the campaign endures long beyond the initial presentation.

In conclusion, the community service initiative's success rests not only on the execution of the lecture but also on the strategic initiatives done before, during, and after the event. By integrating the topic into the school's framework, fostering collaboration with external entities, and maintaining a continuous feedback loop, this initiative has the potential to create a lasting impact on the socialization of the impact of social media addiction on mental health at SD Negeri 1 Kualasimpang.

## **RESULT AND DISCUSSION**

Following the successful implementation of the community service program on the socialization of the impact of social media addiction on mental health at SD Negeri 1 Kualasimpang, the results have been both successful and favorably influential. One major indicator of success is the heightened awareness within the school community regarding the possible effects of social media addiction. The involvement during the lecture, characterized by active participation and smart exchanges, demonstrates that the message resonated with the audience.

Positive results are obvious in the observed behavioral improvements among kids, instructors, and parents alike. There is a clear shift in attitudes regarding social media usage,

with individuals reporting a higher feeling of responsibility and mindfulness in their digital connections. Students are more aware of the impact of excessive screen usage on their academic performance, while teachers report greater communication within the classroom regarding the issues related with social media.



**Figure 1. Socialization to teachers**

Furthermore, the success of the campaign is shown in the continuous efforts to manage social media addiction within the school community. The inclusion of the topic into the curriculum, extracurricular activities, and ongoing workshops demonstrates a commitment to continual education and support. Collaborations with local groups and the formation of peer support networks promote the sense of community responsibility and provide continuing aid to those coping with social media-related challenges.

Perhaps most crucially, the positive benefits spread beyond the school gates. Families within the community describe a good shift in digital habits and increased open conversation about the possible hazards of social media. The program has spurred a broader discourse about ethical technology use, emphasizing the significance of balancing online and offline activities for overall well-being.

In conclusion, the community service program has delivered excellent and good effects, not only in terms of instant awareness but also in developing sustainable behavioral adjustments and providing a supportive atmosphere for persons coping with social media addiction. The collective efforts and commitment demonstrated by the school community contribute to a lasting impact on mental health and well-being in the context of emerging digital landscapes.





**Figure 2. Socialization to students**

Additionally, the effectiveness of the community service effort is obvious in the increased awareness and recognition it has earned throughout the broader community. Local media coverage and good word-of-mouth testimonials have contributed to reinforce the impact, attracting attention to the proactive actions made by SD Negeri 1 Kualasimpang to address significant concerns affecting the well-being of its students and families. This heightened awareness may, in turn, inspire other educational institutions and community organizations to launch similar programs, generating a ripple effect that extends the positive consequences beyond the immediate vicinity.

The long-term success is further highlighted by the continued engagement between the school and other partners, such as mental health experts and local advocacy groups. This continuous cooperation ensures that the school community has access to the latest knowledge, tools, and support systems needed to manage the growing world of social media and its potential influence on mental health. The good benefits are not confined to quantitative measurements alone; qualitative indications, such as increased communication, heightened empathy, and a sense of collective responsibility, add to the overall success of the effort. The community service has built a more friendly and understanding environment, where individuals feel empowered to seek treatment and engage in open conversations about mental health without fear of stigma.

In conclusion, the effective consequence of the community service effort at SD Negeri 1 Kualasimpang is complex, covering both tangible behavioral improvements and intangible transformations in community dynamics. By addressing the socialization of the impact of social media addiction on mental health, the initiative has not only enhanced the well-being of individuals within the school community but has also left a positive imprint on the broader societal discourse surrounding the responsible use of digital platforms.

## **CONCLUSION**

In conclusion, the community service effort centered on the socialization of the impact of social media addiction on mental health at SD Negeri 1 Kualasimpang has achieved

resounding success and left an indelible positive mark on the school community. Through rigorous preparation, compelling content delivery, and ongoing post-event actions, the campaign has not only raised awareness but has also produced substantial behavioral changes and a supportive atmosphere. The collaboration efforts with external partners and the integration of the theme into the school's continuing operations exhibit a dedication to long-term effect.

The good benefits transcend beyond the immediate neighborhood, with increasing awareness and acknowledgment at a broader societal level. The program has prompted debates about responsible technology usage and mental health, helping to a communal knowledge of the difficulties faced by social media addiction. The continued partnership with external partners guarantees ongoing access to resources and support, increasing the resilience of the community in managing the ever-evolving digital landscape.

As we reflect on the success of this community activity, it becomes obvious that tackling social media addiction requires a holistic and community-driven strategy. The excellent effects experienced at SD Negeri 1 Kuala Simpang serve as a testament to the power of education, open dialogue, and collaborative efforts in creating a healthier and more conscious digital environment. Moving forward, the insights acquired from this program might inspire and guide future endeavors, encouraging good change in areas coping with the delicate interplay between social media and mental health.

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