

Understanding Social Media: Benefits of Social Media for Individuals

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Abstrak

Saat ini, peran media sosial sangat penting bagi pemenuhan kebutuhan, keinginan, dan harapan manusia. Banyak orang yang sudah mengerti bagaimana cara mengaksesnya, termasuk masyarakat awam. Namun, masih banyak dari mereka yang belum mengetahui apa saja manfaat media sosial bagi individu. Penelitian ini bertujuan untuk memberikan pemahaman mengenai manfaat media sosial bagi individu. Penelitian ini bersifat kualitatif. Teknik pengumpulan data meliputi menyimak dan mencatat informasi penting untuk melakukan analisis data melalui reduksi data, display data, dan penarikan kesimpulan. Penelitian ini mendapatkan hasil bahwa terdapat beberapa manfaat media sosial bagi individu diantaranya adalah memahami dimensi penggunaan pribadi, eksplorasi kreativitas, interaksi sosial, dan pemberdayaan positif. Dengan membaca artikel ini, diharapkan dapat menjadi bahan evaluasi diri untuk lebih bijak dan kreatif dalam memanfaatkan media sosial.

Kata kunci: *Media Sosial, Manfaat, Individu*

Abstract

Nowadays, the role of social media is very important for the fulfillment of human needs, desires and expectations. Many people already understand how to access it, including ordinary people. However, many of them still do not know what the benefits of social media are for individuals. This research aims to provide an understanding of the benefits of social media for individuals. This research is qualitative in nature. Data collection techniques include listening and recording important information to conduct data analysis through data reduction, data display, and conclusion drawing. This study arrived at a result that there are several benefits of social media for individuals including understanding the dimensions of personal use, creativity exploration, social interaction, and positive empowerment. By reading this article, it is hoped that it will become material for self-evaluation to be wiser and more creative in utilizing social media.

Keywords: *Social Media, Benefits, Individuals*

INTRODUCTION

The proliferation of social media can be traced back to the earliest days of the internet, when users began interacting and sharing content online (Subagja et al., 2022). The earlier platforms, however, were more "technology" demanding, necessitating expertise to use, and so only a small subset of the population actually did so (Ausat, 2023). With the advancement of technology came increasingly user-friendly platforms that even those

without a technical education could navigate with ease (Ausat, 2022). This was a watershed moment in Internet history because it meant users were no longer passive recipients of information online (Gadzali, 2023). With this newfound freedom, they can produce and disseminate their own works, interact with and cooperate with others, and do much more besides (Ausat & Suherlan, 2021) (Subagja, 2023). As a result of this kind of participation from its users, social media evolved into what it is today.

The power of social media to unite people and affect policy decisions is becoming increasingly apparent as time passes (Sampe et al., 2022). The people in the network became influencers, some more than others or more prominently (Sutrisno, 2022). They are now actively contributing to society, whether through a small action like a product suggestion or a large one like a major donation to a public cause. The term "Social Influencer" has been coined to describe them.

Then the question arises, what exactly are the benefits of social media for individuals? Don't humans have unique needs, which are different from others? For individuals, social media benefits are mostly experiences. In addition, social media is a way, place, or opportunity to stay connected with the network or relationships of its users, communicate, and collect various information for certain purposes. This study aims to provide information on some of the benefits of social media for individuals. Because it is possible, the reviews in this study are still many individuals who do not know so that it is expected to be a source of useful information for readers.

METHOD

In this study, researchers conducted library research so that they did not need to go directly to the field during the data collection process, but instead reviewed various reference sources that supported the smooth running of the research. Literature was obtained from online media and databases from journal portals that are in accordance with the keywords related to this discussion, namely the benefits of social media for individuals. For example, the author does not exclusively rely on Emerald Insight, ResearchGate, or Elsevier's journal portals when compiling a list of pertinent references, preferring instead to take a more open approach. In this article, the author narrows the scope of the search to these terms so as not to detract from the article's primary emphasis on the beneficial aspects of social media for individuals. Journals, articles, and publications primarily released between 2015 and the present were sought out. Only articles that specifically address the beneficial impacts of social media on people's lives will be used in this analysis.

This research is a type of qualitative research. Data collection techniques include listening and recording important information to conduct data analysis through data reduction, data display, and conclusion drawing to obtain an overview of the conclusions regarding the literature study that will be developed in this study. Data validation uses triangulation of data sources.

RESULT AND DISCUSSION

The term "social media" refers to any online service that allows its users to interact with one another and exchange information (such as text, images, and videos) (Manohar Singh & Singh, 2018). In addition to providing a platform for individuals to connect with one another, social media platforms offer a time-and location-independent platform for people to engage in meaningful social interactions with one another (Shahbaznezhad et al., 2021). Examples of social media that have been popularly used for decades are Facebook, Twitter, Instagram, LinkedIn, TikTok, WhatsApp, YouTube and so on.

As the audience has likely already seen, progress in the realm of social media has been significant. In comparison to what it was like, say, ten years ago, people's interactions with one another and the way they carry on conversations are on an entirely different plane. It's impossible to deny it anymore. For example, it used to take hours or even days to meet someone off the island, when all we wanted to do was see their face. But now, social media

has been able to bridge these conditions. All you need is a cell phone in the palm of your hand and a social media account to make a video call (Sarwar & Soomro, 2013).

On the other hand, the global nature of the internet and web technologies means that both people and businesses can benefit from using social media to great effect (Ausat et al., 2021). The advantages of social media for people are primarily experiential; however, these platforms also provide a means of maintaining relationships, exchanging information, and learning new things. Here are some of the benefits of social media for individuals:

Personal Use

People may use social media for their own purposes, such as keeping up with the most recent developments in technology, as well as the latest news, gossip, and events occurring anywhere in the world or in their local community (Schwaiger et al., 2022). Traditional modes of communication are also being eclipsed by social media at an alarming rate (Al-Quran, 2022). It is extremely unlikely that you will find anyone in this day and age who does not make use of the messaging capabilities offered by social media platforms such as Instagram, WhatsApp, and email to communicate with friends and colleagues, as well as for business-related reasons, or to collaborate on projects. People also speak to one another in real time by using the chat or instant messaging features that are included in the majority of email clients or other types of devices (Tang & Hew, 2022). WhatsApp also allows users to make live phone conversations to one another.

People can keep up with their many interests, such as music, movies, sports, and games, by using social media to interact with others who share those interests. The use of social media not only makes it possible to connect with other individuals who have interests that are analogous to one's own, but it also makes it possible to quickly upload and download media files with the assistance of particular media sites. Users of social media can also engage in social gaming, which is a type of online gaming activity, in real time with acquaintances or complete strangers and compete against them (Treppe et al., 2012).

Explore Your Creativity

As was covered in the prior section, there are many distinct variations of social media to choose from. People are able to explore their own creativity through the use of these mediums. For instance, a person who enjoys writing is able to establish their own blog and explore their writing talent through this medium. Individuals have a wonderful opportunity to convey who they are, as well as their perspectives and judgments on everything, through the use of blogs (Alsamadani, 2017)). Utilizing blogs in an efficient manner allows individuals to increase their level of knowledge in a specific area (Kilic & Gokdas, 2014). There are a number of other platforms for writing that provide individuals with the opportunity to publish material on their websites and reward them in a variety of ways. Because of the nature of social media, it is simple to communicate with a large audience and locate viewers who are interested in what you have to say (Hanna et al., 2011).

In a similar vein, one can use picture sharing sites to upload and store personal photographs while maintaining complete control over their privacy, and then choose which individuals to share them with. The majority of online photo storage and sharing services include a set of photos altering tools that users can employ to modify or improve the quality of their own personal photographs. Additionally, there are video hosting websites that enable users to submit videos and edit those videos in order to create new videos or movies.

As you can see, the Internet is a diverse medium in today's world, which means that anyone can easily discover something on the internet that corresponds to his or her interests or hobbies, which will enable that person to become more creative and, as a result, learn more about the topic.

Social Interaction

People are naturally gregarious and enjoy mingling with other people (Salim et al., 2022). People are able to communicate with one another through the use of modern forms of

communication that are easily approachable and scalable, such as mobile phones and websites (Yusuf et al., 2022). This is made possible through the use of social media.

The concept of social interaction is at the core of many different social networking sites, including Facebook, Instagram, and LinkedIn, amongst others. One is able to expand their network by adding or inviting additional friends or colleagues, after which they can interact, share, and communicate with those individuals in real time or send them messages. One can easily locate long-lost friends and stay in touch with them by using these networking sites, which are very simple to use because they do not require a fee to register and do so. It is also possible to communicate with complete strangers who have interests that are comparable to one's own and to form new friendships with people from different parts of the globe.

These social media platforms are now commonly used as primary communication tools for people in their everyday lives (Osterrieder, 2013). As an added bonus, you can peek in on the conversations of those whose profiles are linked in the same network. As a result, it's much simpler for people to get recommendations, reviews, and insights from their social circle about businesses, goods, and services. Thus, everyone has what's known as "Social Impact," the ability to affect those in their social circle.

Get Empowered

The authority has been successfully returned to customers as a result of the rise of social media. As was discussed in the previous paragraph, individuals are able to exert "social influence" through the use of mobile technology or through their participation in social interactions on the internet.

The vast majority of people talk to their close acquaintances or family members about their impressions of various goods, services, and forms of entertainment (Ausat et al., 2022). And considering that the vast majority of conversations that take place these days take place on social networking sites, a greater number of individuals within the network can also hear about it. In the event that the interaction is negative, the entire network will be aware of it. Therefore, it is very simple for a single individual to negatively impact the reputation of a business or brand via the internet.

The act of "tagging" and "posting" content among groups or within your own network of friends or lists on social networking sites is another feature that contributes to the rapid spread of content and can make it go viral in a matter of minutes. This is the quickest method for sharing any material across social media platforms. As a result, a picture that has been tagged or a link or video that has been shared on a networking site has the potential to become extremely popular on the internet. And once that has occurred, there is no means to prevent it from spreading further.

CONCLUSION

If we look at the results and discussion above, social media actually offers many positive benefits to individuals. On social media people get along quickly without a long time. This can be used as collaboration capital to develop creativity together. Of course, it is a good idea that must be realized. In addition, the way to show it off is quite simple, just share it to your group or social media status. Many people will immediately recognize and know that it is your work. From there you will be recognized by many people. This is clearly a positive benefit, as you can be more motivated to be more creative in creating useful innovations for the lives of mankind. As the saying goes, the best of people are the ones who are useful to others. Therefore, be wise in using social media.

By reading this paper, this research is expected to be an evaluation material for anyone who has used social media that there are many benefits that social media provides for humans, especially individually. These benefits include being able to explore creativity and improvise during social interactions.

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