

The Influence of Youtube on the Formation of Children's Character Values in Elementary Schools

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ABSTRACT: This research uses quantitative research methods. The subjects in this study were all students from grade 1 to grade 6 at SD Negeri 2 Krajan. Data collection techniques used were questionnaires and documentation which had previously been tested by a team of experts. The data analysis technique used is through pre-research tests in the form of validity and reliability tests and uses classical assumption tests in the form of normality tests and linearity tests and then uses hypothesis tests in the form of simple linear regression analysis tests and coefficients of determination test. The results of this study indicate that youtube has a positive influence on the formation of children's character values. From the results of the discussion, it is stated that there is a positive influence between YouTube on the formation of children's character values. The result of the coefficient of determination is 40.8% so it can be concluded that there is a contribution made by the youtube variable (X) on the formation of children's character values (Y). The factors that can influence the formation of children's character values are instinct factors, heredity factors, habit factors and environmental factors.

Keywords: youtube influence, character formation

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INTRODUCTION

Starting from the emergence of coin telephones, mobile phones (mobile phones) (Saefudin, & Munjiatun, 2022). Mobile phones developed from electronic telephones, the difference is that telephones still use cables to communicate, while cellphones do not need to use cables and are portable (practically can be carried anywhere) (Svensson, 2021). Almost every individual, from children to the elderly, now has a cell phone. And now gadgets or cellphones are like the needs of the community which are very important with easy access to the various kinds of features offered from service providers from smartphone manufacturers themselves. According to (Amelia and Lestari, 2021) YouTube is a social media platform that has started to become popular in the last 5 years. A video-based platform that can be accessed easily by anyone (Zheng, 2020). Youtube contains various videos that are accessed by various people, for sharing or commercial purposes, with the ease of access provided by this platform resulting in many impacts for those who access it as well as for elementary school-aged children (Adeel, 2020). According to (Djamali, 2018) YouTube is a service from Google that facilitates its users to upload videos and can be accessed by other users from all over the world for free. You could say YouTube is the most popular video database on the internet, or maybe even the most complete and varied.

Indonesia is a country that uses gadgets and tools other telecommunications. Internet users from year to year continues to increase. Until now, where Indonesia has become one of the countries with the largest number biggest internet user. Indonesia has a population of more than 250 million people, and 70% of the population on average use internet access and are on high heels with the digital world every day (Digital 2019: Indonesia-DataReportal-Global Digital Insights, 2019). Among the platforms that are in the gadget itself, the YouTube application be the first order of users or the largest access to the number of residents access around 88%, followed by the WhatsApp platform (Tohari, 2019). Restrictions on the use of gadgets also apply at school. Ministry of Women's Empowerment and Child Protection will limit

the use of gadgets while studying, both in elementary schools and schools junior high school, and high school or equivalent. This regulation is prepared by The consideration is that the use of gadgets during the learning process greatly disrupts the learning process and teaching, as well as having a negative impact on children when using gadgets excessively. Regulation This is still being discussed by the relevant ministries to equalize perceptions about the substance meant (Syifa, Setianingsih, & Sulianto, 2019).

The ease of accessing information offered by smartphones via YouTube will make it difficult for children to choose negative or positive things (Lestari, & SB. Nugraheti, 2022). This convenience will arouse curiosity in children and it will be easier for them to access adult content that triggers criminal acts, minors will imitate or follow the characters they see on YouTube that children have. Where most parents let their children watch YouTube without strict supervision and parents should be more careful in presenting shows on YouTube to children (Pratiwi, & Alim, 2022). Parents should not always let children watch YouTube shows alone, parents must also set a time limit when children will watch YouTube. Many children always watch YouTube without a time limit so there is a change in the behavior and character of the child because they imitate what the child often sees on YouTube (Eldelena., Putra, & Syahrilfuddin, 2022). Of the several phenomena that have developed, the magnitude of the influence brought by advances in technology and communication on social media YouTube on character formation in children is one of the problems in the world of education. The use of YouTube social media is possible to influence children's character education.

METHOD

The research plan is a thought process that is mature about the things that will be done. The approach in this study uses a quantitative approach which is a research method based on the philosophy of positivism. According to Sugiyono (2017) quantitative data is a research method that is based on positivistic (concrete data), research data is in the form of numbers that will be measured using statistics as a counting test tool, related to the problem being studied to produce a conclusion. Positivistic philosophy is used in certain populations or samples. The type of research used in this research is correlational research. According to Suryabrata, correlational research is research with the aim of detecting the degree of association of variations in one factor with variations in other factors based on the correlation coefficient.

In order to obtain data related to this study, the authors used the following data collection techniques:

1. Questionnaire

Sugiyono (2018: 193), states that a questionnaire or questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer or respond to. This questionnaire method was used to obtain data regarding the influence of YouTube social media on the formation of children's character values.

2. Documentation

In this study, researchers also used documentation to collect data in the form of images. As defined by Sugiyono (2017: 240), documentation is a record of events that have been researched. Documents can be in the form of writing, pictures, or monumental works of a person.

RESULT AND DISCUSSION

1. Prerequisite Analysis Test

a. Normality test

The normality test is a test to measure whether the dependent and independent variables have a normal distribution or not. In the normality test, the researcher used the Kolmogorov-Smirnov test with the decision criteria for a significance value of probability less than 0.05, the data distribution was not normal, while the significance value or probability value was more than 0.05 with a normal distribution. The following is the result of the calculation using the help of the SPSS version 22 program.

Table 1. Normality Test

N		36
Normal	Mean	,0000000
Parameters ^{a,b}	Std. Deviation	6,29980511
Most Extreme	Absolute	,137
Differences	Positive	,137
	Negatif	,092
Test Statistic		,137
Asymp. Sig. (2-tailed)		,086 ^c

Based on the table above, it can be concluded that the Asymp. Sig. (2-tailed) is 0.086, thus meaning that the significance value of the data is above 0.05. So it can be stated that the data is normally distributed.

b. Linearity Test

The linearity test is a test conducted with the aim of knowing whether the dependent variable (y) and the independent variable (x) have a linear relationship with decision making if the significance value or probability value is less than 0.05, the data distribution is not linear, while the significance value is or probability value more than 0.05 linear data distribution. Following are the results of the linearity test with the help of SPSS 22.

Table 2. Linearity Test

Model	Unstandardized		T	sig
	Coefficients	Coefficients		
1	29,145	6,485	4,494	,000
(constan)				
Pengaruh	,518	,107	,638	4,837 ,000
Youtube				

Based on calculations performed using the SPSS application, it is known that the sig. deviation from linearity of 0.495 is greater than the significance value of 0.05. Thus it can be concluded that there is a linear relationship between YouTube and the values of children's character education.

2. Hypothesis Test

a. Simple Linear Regression Test

The hypothesis testing was carried out using a simple linear regression test which was used to test the influence of YouTube on the formation of children's character values. The hypothesis used in this study is that H1 reads that there is an influence between YouTube on the formation of the character values of children at SD Negeri 2 Krajan, while H0 says that there is no influence between YouTube on the formation of the character values of children at SD Negeri 2 Krajan. The basis for making a decision H0 is rejected and H1 is accepted if the significance value is <0.05 . And H0 is accepted and H1 is rejected if the significance value is > 0.05 . and The following is an explanation of the results of the simple linear regression test of variables X and Y with the help of SPSS.

From the table above it is known that the significance value is 0.000 <0.05 , then H0 is rejected and H1 is accepted and it can be concluded that there is an influence of YouTube on the formation of children's character values at SD Negeri 2 Krajan. To find out how much the dependent variable changes, if the independent variable changes, it is determined by the regression equation. Based on the table above, the constant value of unstandardized (a) is 29.145 and the regression coefficient (b) is 0.518. So, arrange the following equation:

$$Y = a + Bx$$

$$Y = 29.145 + 0.518 X$$

Based on the regression coefficient (b) of 0.518, it can be interpreted that the independent variable (X), namely YouTube, has a positive influence on the dependent variable (Y), namely the

formation of the character values of children in SD Negeri 2 Krajan. The value of the regression coefficient X of 0.518 states that for every 1% addition in the value of using YouTube, the formation of children's character values will also increase by 0.518.

b. Determination Coefficient Test

To find out how much the contribution of variable X is to variable Y. The results (R^2)² can be seen in the following table:

Table 3. Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	,638 ^a	,408	,390	6,39178

Based on the test results in the table above, it is known that the R value obtained is 0.638 indicating that the youtube variable has a relationship with the formation of children's character values at SD Negeri 2 Krajan. The R Square value obtained is 0.408, which means that the YouTube variable has a 40.8% influence on the formation of children's character values and 59.2% is influenced by factors that are not included in this study.

CONCLUSION

Based on the research that has been done, it can be concluded that there is an influence of YouTube on the formation of children's character values at SD Negeri 2 Krajan. This is evidenced by the significance value in the multiple linear regression test which has a value of $0.000 < 0.05$, meaning here H_1 is accepted and H_0 is rejected. Judging from the significance value, there is an influence on YouTube on the formation of children's character values. The influence of YouTube on the formation of children's character values at SD Negeri 2 Krajan for the 2021/2022 academic year is 40.8%.

Suggestion

1. For parents, they must be able to control their children's watching videos on YouTube, so that children do not see videos that they shouldn't see, and parents must also limit the duration or time in operating YouTube every day.
2. Teachers are expected to be able to provide more guidance and supervision to students regarding the use of YouTube social media and to increase control over students to suit their needs so as to form good character values.
3. From the results of this study it is hoped that it will be able to provide additional information for those who read it. There are several suggestions that can be given from researchers for future researchers in order to be able to explore a number of things. It is suggested that further researchers within the scope of education not only social media YouTube for measuring the formation of character values, but also social media

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