THE IMPACT OF IT SOCIAL NETWORK PATH IN THE STUDENTS OF COMMUNITY
(A Research Study at UBL Campus)

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ABSTRACT - *Most social media network users in the world are the ones generation The young are born in the late 80's or early 90's. Nielsen (2011) report user that dominated by women and 18-34 year-old is the most active in social media networking. They use rapidly new media and the latest technology. They are interested and more interested in everything related to the Internet and its applications. they are very active and tend to engage with social networks such as page Facebook, Twitter, Google+ or Path. This study aims to know the definite acceptance and user experience in using social media especially among university students using Technology Acceptance Model (TAM) by Davis (1989) as a theoretical background.additional change that is a factor and the circuit connection between the personal and the social has been added to the model origin.*

keywords: *Social Media Network, Technology Acceptance Model (TAM), The Circuit Connection*

1. INTRODUCE

The approach used in this study is a qualitative approach. Forms of research is descriptive. Data collection techniques used is observation, interview and documentation. Data collection tool in this study is the use of guidelines for observation, interview and documentation. Researchers concluded that utilization of networking media computer-based social responsible by students and used as media technologies effectively to deliver or transmit material learning so that the learning environment more accommodating and fun so to improve the quality and learning outcomes. There are some suggestions that will be presented in this research that schools and educational institutions need adopting / using active learning methods (yet controlled) to utilizing Internet technology applications, especially social networking media-based computers such as Facebook, Twitter, Path to be used as a learning media optimal in the activities of teaching and learning process. The need for parents to know the use of social networking media so that they can provide insight good with regard to the utilization of social networking media-based computer committed by their children. So that cases of crimes that often occur through misuse of social networking media performed by actors who are not responsible as kidnapping underage girls (students) fraud, rape and so on can be avoided.

Social networking media is a computer-based media types are Virtual can provide immediate response to the results of study conducted by students. Moreover, computer-based media have the ability store and process and transmit information in accordance with needs. Development of Internet technology very rapidly now has allowed computer loading and displaying various forms of media in it. The use of the internet and social networking web not only can provide positive contribution to the academic activities of students but also for teachers. Internet and social networking web can make it possible for teachers to explore as well as exchanging information

and knowledge in subjects into a field knowledge. Through the use of internet and social networking web, the teacher will always be ready to teach cutting-edge science to students. This of course requires the teacher's own ability to always enterprising access website in areas of expertise. This is in line with the definition or the meaning of the media and learning technologies in schools in a broad sense, that is includes hardware (hardware), software (software), and human resources (humanware) which can be used to enrich student learning experience. Media in learning has a function as a tool for clarify the message delivered teacher. The media also serves to learning where individual media position fully serve the needs of students' (Pattern of media).

2. BACKGROUND

Now this is the use of computer-based social networking media not only among adolescents, college students, and students only, but has penetrated to all groups such as domestic servants, street vendors, homemakers stairs, artisan vegetables, their driver's belonged to lower middle strata social, economic and technology where they are used to not know term average internet now using social networking as social media a site that contained in the internet.

Students who use the internet facility with a variety of reasons including:

1. Finding the source of reference tasks assigned by the lecturer,
2. Learning to use the internet / computer
3. Using social networking media like face book, twitter, Path etc.
4. Playing games on line

Of the various reasons above it turns out most of the students who come to the internet is to find the source of reference the assignment of teachers in schools apart from that they are also using or accessing social networking media. In terms of positive media social networking can provide motivation and passion for students to have greater insight and conversation using

technology that is expected to improve results / learning achievement them. However, social media can also base on computer a bad influence or negative for the students, because they will be more often in front of a computer, laptop or using a mobile phone than develop interpersonal intelligence that can lead students into lazy to do his duty and decreased motivation to learn better at home and at collage.

In addition, the presence of social media has led to changes towards the inclusion of an online community. Community participation is not only happens in the real world but also in cyberspace (Ali & Samsudin 2012). In fact, social media has given the impact on the community engagement in issue during. These include the active involvement abreast of issues during connect blog, online form groups to express their aspirations, create a blog about contemporary issues, giving comments in online news, articles / blog, take a portion in the online discussion, loading down or spreading news related to the issue during the (PewInternet 2009; Ali & Samsudin 2012).
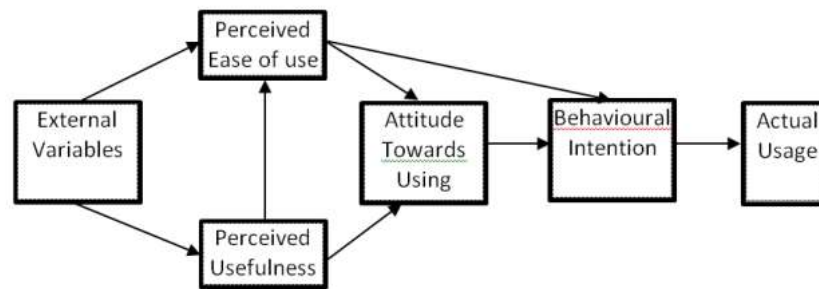

Fig 1. TAM Model by Davis (1989)

Model studies have been designed to form two phases. Factors that brings easy to use, a factor of expediency, the circuit between the personal and social and the connection is an initial step in individuals using or accessing social media. The fourth change is assessed to see how far where accessing social media is influenced by these factors. On The second phase of this study, can see change of use. User change use to see the purpose of the user activity associated by accessing social media. Among user change the indicator on this portion is social interaction, entertainment, identity formation and intimation partnership.

3. IMPACT

In the current era of globalization is a lot of emerging social media. Not only adults who use social media, and even high school students and children who are not old enough also already familiar with social media are now being developed. Starting from Friendster, and Facebook, Twitter, Skype, Foursquare, Line, What's App, Path, Instagram, and many more. Many of the impacts that may result from the use of social media, following the positive and negative effects of social media:

Positive impact:
- To raise a family, brothers, relatives are scattered, with social networking is very useful and serves to reunite the family or distant relatives and have not met, then through the virtual world it could be done.
- For media information dissemination. Information up to date is easily spread through social networking sites. Within a few minutes after the incident, we have been able to enjoy such information.

- Expanding the network of friends. By using social networks, we can communicate with anyone, even with people who have not even known to us from different corners of the world.
- Social networking sites make children and young people become more friendly, caring and empathy.
- As a means to develop skills and social. Can users learn how to adapt, to socialize with the public and manage a network of friends.
- Internet as a communication medium, any Internet user can communicate with other users from around the world.
- Media exchange data. By using a network of web sites of Internet users around the world can exchange information quickly and cheaply.
- As a media campaign in the business. This allows small businesses can promote their products and services without spending much money.

Negative impact:
- Hard to socialize with people around. This is because social media users become lazy learn to communicate real. This is absolutely true, because I have a friend who is very active in social media, he always post whatever he was doing, but different circumstances 180 degrees if it met real. People who are active in soaial media, if met in fact are quiet people and not a lot of hanging out.
- Social media sites will make a person more self-centered. They become aware of the environment around them, because most of spending time on the internet. Have you ever walks or traveling with someone, but the person who you invite even cool way to mobile phones and social media itself?

- Disadvantaged and terlupakannya formal language. Because social media users often use informal language in their daily life, so that their formal language rules be forgotten.
- Reduce performance. Company employees, students who play social media at the time was working on the job will reduce work time and time to learn them.
- Reduced personal privacy. In social media we are free to write and to share anything, often without realizing we publish things that should not need to be submitted to the social sphere.
- Cybercrimes. Crimes known as cyber crime. Cyber crimes are extremely diverse. Among them: carding, hacking, cracking, phishing, and spam.

Pornography. With the ability to deliver information that is owned by the Internet, pornography was rampant. Sometimes someone posted a photo that should be the privacy of her own in the social media, it is very dangerous because it could be pictures that are only in post on social media is misused by irresponsible parties.
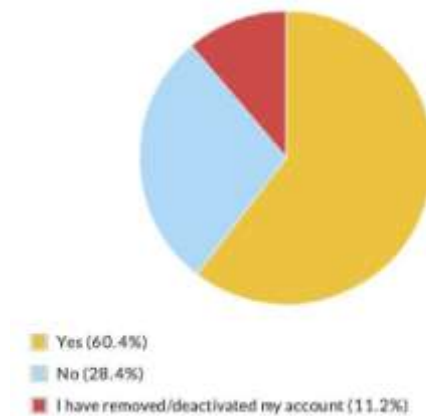
4. SURVEY

Social networks from the United States, Path, which was rising more and caught the public's attention lately. Besides being a platform that is more exclusive, limiting the number of friends in the network up to 150 people, Path names are increasingly being touted as Bakrie Global Group bought some shares Path, in early February.

Although not the investment rate Bakrie Global Group in Path, Chief Executive and founder of Path, Dave Morin claimed shares purchased Bakrie company was less than one percent. Morin also stated that if the investment does not affect the number of users Path in Indonesia. "User Path in Indonesia remains the number one in the world," said Dave Morin.
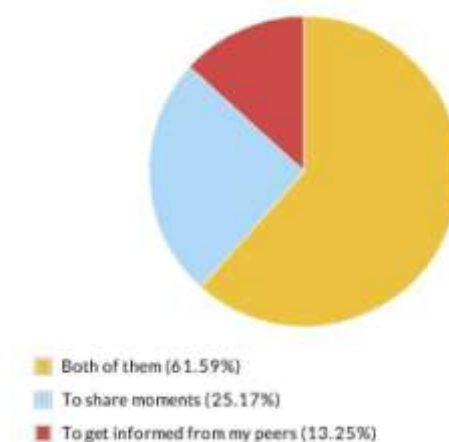

Fig.1: Path Survey Result

Fig.2: Survey Path

Fig.3: Survey Path

5. RESULT

This study has achieved the objective to be achieved by knowing for surefactors that provide a significant impression on the acceptance and the use of social media. These studies also have known surely other factors which has not been described by Davis (1989) in the Technology Acceptance Model (TAM). Another factor that added to the models include factors linked and the circuit between the personal and the social. These factors are promoting Internet users use social media all day in the life them. Kewujudan social media as an application in the Internet has become the new media in the digital age and the era has brought changes in the various aspects of human life. It is certainly an impact posed by rapid technological advances. Thus, this case is considered important because it is now being not only recognized as being social, but also active as a creature of social networking.

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