

The Role of Social Media for the Elderly in Lembean Village, Kauditan District, North Minahasa Regency

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Abstract. *This study aims to determine the role of social media for the elderly in Lembean Village, Kauditan District. Based on the definition of WHO (World Health Organization), the elderly are people who are in the age range of over 60 years. The use of social media can provide the elderly with social activities and communication to live a happy and joyful old age, the theory of social activity Successful aging depends on how an elderly person feels satisfaction in doing activities and maintaining those activities. Spradley's qualitative research method; study of individuals/groups with the aim of describing cultural characteristics more deeply systematically in their own space and time. the number of informants is 4 people, namely 2 elderly women and 2 elderly men using purposive sampling techniques, in-depth interview data collection techniques, analyzed and described. The results of the study obtained the role of social media for the elderly in Lembean Village, namely; a means of social activity through whats app groups with family, elderly community groups, religious groups; a means of entertainment activities by exposing daily activities both at home and outside the home; a means of information sources of joy or sorrow and events in the outside world through Facebook, a means of economic activity exposing sales for elderly people who are still productive. Social media becomes a means of digital activity for the elderly to fill their time at home, a source of information and a means of immortalizing activities with photos.*

Keywords: *Social Media, Elderly, Activity*

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INTRODUCTION

The increasing number of elderly people in Indonesia is followed by an increase in various challenges, especially in terms of physical and mental health, economic and social. Literature studies show that social media has a positive impact on the health of the elderly. In the context of communication, the elderly also need the right means of communication to achieve a level of happiness. The presence of information and communication technology (ICT) makes it easier for the elderly or people over 60 years of age to be closer to family and relatives and support a more independent life (Magnusson et al., 2005; Magnusson et al., 2004; Keränen et al., 2017; Klimova et al., 2016). The elderly have also adapted to the interaction patterns that have begun to change since the Covid-19 pandemic (Azizah & Aziz, 2022). There has been a trend of increasing numbers of elderly people accessing social media over the past 5 years.

Social media is currently a necessity for many people to obtain information, especially for the elderly, providing positive benefits, especially in filling social activities (Rohmah, 2020; Zaputri, 2021; Marpaung, 2018). Social activities, the elderly will feel meaningful, valuable when they have social connectedness, there is social acceptance (Uraningsari & Djalali, 2016). For the elderly, social acceptance from people of the same age is very important, for the elderly to still

have many friends. In times like this, for the elderly who can connect to the internet, or have families who can help stay connected to the outside world via the internet, social activities can be done through various social media devices, such as WhatsApp groups, fb groups, and so on. The use of social media to interact with family and friends makes the elderly more relaxed. For this reason, this study aims to find out more about the role of social media for the elderly in Lembean Village, Kauditan District.

METHODS

This research method uses a qualitative method with in-depth interviews with several informants and direct observation in the community. Qualitative methods are used by considering the suitability of the objects studied and the relevant scientific studies, that there are differences in gossip communication between women and men. The location of the research was conducted in Lembean Village, Kauditan District, North Minahasa Regency. This research method or design is to find the role of social media for the elderly using a qualitative method, namely asking for information from competent informants with research problems and then interpreted by researchers into research subjects. The focus of this study is social activities through social media with; Family; Friends; looking for entertainment. The population of this study is the community of Lembean Village, Kauditan District. While the research subjects from the target population are determined based on all elements contained in the population. From here the subjects will be selected by purposive sampling according to the need to obtain depth of information. The subjects of this study are 2 elderly women informants and 2 elderly men informants. Data were collected through in-depth interviews with each research subject. This interview is a face-to-face interview between the researcher and the respondent, with an in-depth interview technique. Here the researcher is the main research instrument. Data analysis in the qualitative-constructivist approach is preceded by an effort to reveal the trustworthiness of the research subjects, namely by testing the truth and honesty of the research subjects in revealing reality. This trustworthiness is tested through testing; the credibility of the subjects, by testing the answers to questions relating to their unique experiences and knowledge.

RESULTS AND DISCUSSION

Lembean Village is one of the villages located in Kauditan District, North Minahasa Regency, North Sulawesi, Indonesia. Lembean Village was originally named Dembean which comes from the word "Padembean" because it is located in a fairly high place, which is approximately 1000 meters above sea level. "Padembean" which means from this place the water will separate. The Dutch East Indies government appointed Opa Sumampouw as the first Hukum Tua Wanua Dembean which later became Lembean Village at the time of Hukum Tua Hendrikus Sundah in 1955. Several clans or vam originating from Lembean Village include Sumampouw, Katuuk, Punuh, Wenas, Luntungan, Sundah, Wullur, Moningka, Kamagi, Nelwan etc. Currently the Hukum Tua is a woman, Mrs. Daisy Soemampouw, SH who served until 2030.

In Lembean Village there is an organization of the Elderly of Lembean Village called Rugansia Maesa Dembean with the elected chairperson on June 20, 2024, namely Mrs. Gemma Walansendouw, who was previously held by Mrs. Ketty Kowuh BA. Their routine activities include worship and participating in Lembean village activities in the health sector, namely every 12th of the current month a village posyandu is held for toddlers and the elderly (health checks) and there is also healthy exercise for the elderly.

For the elderly, digital technology is something that must be learned and adapted to, often in the midst of physical limitations such as decreased vision, hearing, and motor skills (Agree, 2014). This challenge is further exacerbated by the design of technology that is often not elderly-friendly, such as small text sizes or reliance on sensitive touch screens. One of the reasons why digital literacy is important for the elderly is because of their independence and social participation, with digital literacy skills, the elderly can be more independent in living their daily lives. In addition, the ability to use social media and instant messaging applications allows them

to stay connected with their families can reduce loneliness which is often a serious problem among the elderly (Ediati & Diponegoro, 2020).

Social media helps you connect with people you know and don't know. It lets you share your interests and hobbies, so the world can see what's important to you. But most importantly, social media is a channel for self-expression. You can use it to show the world who you are: what makes you unique, how you feel about things, why things matter to you, and when we all express ourselves freely online, it's easier for us to identify with each other—and it also helps build community in real life.

Social media is a communication and marketing tool where people can share their thoughts, ideas, and experiences with others (Qurniawati & Nurohman, 2018; Harahap & Adeni, 2020). It's a form of electronic media that allows people to create content and share it with the public, social media has become an essential part of our lives. It allows us to stay connected with friends and family members who are far away from us. It also helps us connect with people who share the same interests as us. In addition, social media also helps us to promote our business or brand in an effective way because it provides a platform for businesses to reach their target audience easily without having to spend too much money on advertising campaigns (Chakti, 2019; Sari et al., 2023). A large number of people use social media every day, making it easy for businesses to market their products or services through these platforms easily without any hassle (Rafiah & Kirana, 2019; Aulia et al., 2024).

Social media is a platform that allows you to connect with other people and businesses (Taprial & Kanwar, 2012). The purpose of social media is to help you find things you are interested in, share your thoughts and ideas with others, and learn more about what is happening in the world around you. Social media can be used for various purposes, including: 1) Share information about yourself or your business with others; 2) Create connections between people who share common interests; 3) Help people find local businesses and other resources; 4) Provide access to information about events happening near you or around the world.

According to Law No. 23 of 1992 concerning health, elderly people are people who experience biological, physical, psychological and social changes due to their age (Saputri & Indrawati, 2011). These changes will affect all aspects of life, including their health. Therefore, the health of the elderly needs special attention by being maintained and improved so that they can live productively according to their abilities as long as possible so that they can actively participate in development. Meanwhile, according to Wahyudi (2008), elderly people are people who have entered the final stage of their life phase. This group categorized as elderly will experience a process called the Aging Process or aging process. According to Maryam (2008), there are several terms for elderly people, including elderly people (manula), elderly people (lansia), elderly age (usila), and some call the elderly group (glamur). According to Law No. 13 of 1998 concerning the welfare of the elderly, a person is said to be elderly if they have reached the age of 60 (sixty years) and above. Meanwhile, according to WHO, elderly includes middle age, namely the group with an age range of 45-59 years, elderly age, namely the group with an age range of 60-70 years, elderly old age, namely the group with an age range of 75-90 years, and very old age (Very Old) group with an age range of 90 years and above. Aging is a complex process that can be categorized into various types based on various perspectives. Understanding these various types of aging can provide a comprehensive picture of the aging process. Social aging refers to changes in roles, relationships, and societal expectations that occur as individuals age. As people age, they can take on new roles, such as becoming grandparents, or transitioning from work life to retirement. These changes in social roles may come with certain expectations or limitations.

Society often has preconceived notions about how individuals should behave or what activities are considered appropriate for a particular age group. A person's social age in a particular context can influence their experiences and perceptions of aging, shape their views, and influence their sense of fulfillment and involvement. Furthermore, it is said in the theory of aging activity that the path to successful aging is by staying active (Stanley & Patricia, 2007).

There are three main activities that the elderly can do to remain productive and independent in their lives, namely physical activity, social activity and religious activity. Regarding social activities, activities that are still well connected with family and fellow elderly friends also have many benefits for the elderly. The results of the study on the role of social media on the elderly in Lembean Village can be said to be elderly in the digital era, namely; . Carrying out social activities through WhatsApp groups with family, fellow elderly groups called the Rugansia Maesa Group, Lembean Village, religious groups in worship; also other social groups. As an elderly person, always write daily activities on social media so that the elderly can stimulate their brains. At a fairly old age, families often live far apart compared to before. Although nothing can replace the experience of spending quality time together in person and having face-to-face conversations, social media has made it easier to stay connected with children and grandchildren through video calls and sharing photos. On social media, the elderly can share photos, so that the elderly can share their beautiful memories (Nefoanto, 2024).

Furthermore, social media is used as an entertainment activity by exposing daily activities both at home and outside the home; Technological advances can provide solutions to issues such as social isolation faced by the elderly (Waycott & Vines, 2019). Social media, instant messaging applications, video call platforms, and assistive technology help the elderly stay connected with loved ones in the community, keep up with the latest developments, and engage in social and community activities. Likewise, social media helps the elderly follow information about joy and sorrow and get information about events in the outside world through Facebook, economic activities expose sales for the elderly who are still productive. Social media such as Facebook, Instagram, and Twitter allow the elderly to connect with family and friends who live far away, share photos and videos, and keep up with the latest developments, helping to reduce loneliness and increase happiness. Technology opens up new opportunities for the elderly to socialize and participate in community activities, both online and offline, where they can meet new people, participate in activities such as gymnastics, art, and education, and share stories and experiences. (MFarhanSolahuddinAlAyubi.

CONCLUSION

Social media plays a role for the elderly today because it makes it easier for the elderly to stay connected and communicate with their families, children and grandchildren even though they are far away, they can use smartphones with video calls so they can relieve longing and feel less isolated from their families. Social media is also a means to interact with social groups such as the elderly, religious groups to get information on meeting or worship activities, meetings with fellow elderly communities. As well as the benefits of getting information from various parts of the world, from sorrow to joy. For the elderly who are still productive, social media is used as a marketing tool.

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