



## Digital Communication in the Formation of Teen Character: An Analysis of the Facebook Account 'Amperaku' in Ampera Village

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		<b>Abstract</b>
Received: Revised: Accepted:	07 July 2025 16 July 2025 23 July 2025	<i>This study aims to analyze digital communication on the character formation of adolescents in Ampera Village and identify social and moral values that develop through digital interactions. The research method used is qualitative with a descriptive type/approach, aiming to analyze digital communication on the character formation of adolescents in Ampera Village and identify social and moral values that develop through digital interactions. This study found that digital communication in the Facebook account "Amperaku" shapes the character of adolescents in Ampera Village, providing an illustration that Ampera Village adolescents interact with each other using symbolic like and super emoticons to respond to posts on the Facebook account "Amperaku", and share posts on their respective accounts as a form of support from among the village's adolescents. In addition, the existence of the Facebook account "Amperaku" has a huge impact on personal and social thought patterns and actions.</i>
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### INTRODUCTION

In recent years, social media has become a part of our daily lives. Like other types of media such as television, newspapers, and radio that are watched, read and heard at home and in the office, social media is much more needed by humans in today's era. Social media tools including facebook, twitter, blogs, and flickr have made it easier for humans to exchange and create content in such a wide and fast way than traditional media.

For teenagers, using social networking sites is considered one of their favorite activities. In addition to face-to-face communication, the website is among the most important places for self-expression, identity-building, socialization, connection, and communication

The population of Ampera village is 719 people, from the results of the researcher's observation it was found that Ampera village has a facebook account named "Amperaku", the account has 507 Facebook users including early and middle teenagers who are still in junior high school to high school from the age of 10 to 16 years old and late teenagers who are still in high school and have

gone to college from the age of 17 to 21 years which is the focus of research to be used as a sample. While the other users are adults.

Before the existence of the "Amperaku" Facebook account, many teenagers did not spend time to help their parents but instead played Facebook and TikTok. In Ampera village, teenagers to adults are very dependent on social media. They are so synonymous with smartphones that are almost 24 hours in hand and are very busy communicating in cyberspace or online like facebook which seems to never stop. This phenomenon is considered very natural by teenagers, most of whom are school children from elementary to high school who are users of social media such as Facebook and TikTok which are considered entertainment when they have free time, where they often spend all day making posts on TikTok. The phenomenon that has occurred in 2022 is that there were fights between young people and teenagers due to blasphemy on Facebook.

In Ampera Village, early adolescents aged 10 to 13 years and middle adolescents aged 14 to 16 years mostly maintain their worship compared to a small number of late adolescents aged 17 to 21 years who only pray 2 times during isyaah, because they spend time playing Facebook. These early and middle teens often help their parents to do household chores such as washing dishes and going to the garden. These teenagers have all joined the Facebook group "Amperaku". Researchers saw that for 17 to 21-year-olds, they often involved themselves to help the community in community service work at certain times and when there were celebrations in the village. With the creation of a "Amperaku" facebook group account which functions as a media tool for village information notification to the community and as an online communication tool for interaction between the village government (Pemdes) and the community so that there is a positive impact obtained by the people of Ampera village, especially teenagers who are able to put themselves to serve in the village. The Facebook group account is a media that unites the people of Ampera village.

## **LITERATURE REVIEW**

### **Digital Communication**

Digital communication is the ability to communicate with others digitally without having to meet in person or transmit information that has been digitally encoded, and through digital devices such as computers. (Meinel & Sack, 2019). Digital communication has a significant impact on character building, both positive and negative. On the one hand, the internet and social media can be a forum for learning and self-development, such as the development of skills that various digital platforms allow the development of soft skills such as effective communication, critical thinking, and collaboration.

In addition, there are also other impacts such as the formation of social networks that social media allows individuals to connect with others, build network insights, and expand insights. Self-expression and creativity are also

one of the positive impacts that digital platforms provide a space for individuals to express themselves, share creativity, and participate in online communication. Some positive impacts of digital communication on character building. Meinel & Sack (Minin, 2021)

1. Increasing digital literacy, Digital communication allows individuals to learn about a wide range of topics, access information widely, and develop critical thinking skills.
2. Expanding social networks, digital platforms allow individuals to connect with people from different backgrounds, broaden horizons, and learn about different perspectives.
3. Increased creativity and innovation, Social media and other digital platforms provide a forum for individuals to express themselves, create, and develop new ideas, Learning moral values Through digital character education, individuals can learn about values such as honesty, responsibility, and discipline in the use of technology.

### **Teen Characters**

Based on the National Education System Law Number 20 of 2003, education is defined as a process that is carried out consciously and directed to create a learning environment and facilitate learning activities. This aims to enable students to independently develop various potentials in themselves, including religious spiritual aspects, self-regulation, personality formation, intellectual ability, noble ethics, and competencies needed for self-development and contribution to the social environment and the state.

Character is a combination of the values that are believed in and their application in behavior. According to Lickona (2013), the formation of a person's character is a developmental process influenced by a value system that is considered good as well as an internal tendency to act ethically in various situations. A whole character consists of three interrelated components: moral cognition, moral affect, and moral behavior. Moral cognition includes ethical awareness, understanding of values, viewpoints, ethical reasoning, decision-making processes, and self-knowledge. While moral affection includes conscience, self-esteem, the ability to understand others, love of kindness, self-mastery, and humility. At the behavioral level, character is manifested through three elements: ability, willpower, and habits. These three elements play an important role in shaping an ethical life and moral maturity. In the context of adolescent character development, it is important to consider the values that you want to instill. Ideally, every parent expects their children to have the ability to judge the truth, have concern for moral values, and be able to act according to their beliefs despite facing various internal and external challenges (Lickona, 2023).

### **Social Media and Teen Characters**

Social media has a great influence on the formation of adolescent characters. Questions about social media, associations, moral values, and responsibilities can

be a tool for understanding how media shapes adolescent perceptions and behaviors. Media can also shape adolescents' self-image, both positively and negatively. Here are some important points regarding the relationship between social media and adolescent characters: (Nurmansyah, 2022).

1. Social media does have a significant influence on the way teenagers think and behave. These influences can be positive or negative, depending on how teens use the platform and the content they consume. Wise use can improve social skills, access to information, and creativity, but excessive use or exposure to negative content can trigger mental health problems and unhealthy behaviors.
2. Social media has the potential to encourage adolescents to be more responsible, both to themselves and others, but it can also have negative impacts that need to be watched out.
3. Teenagers often feel pressured to look perfect on social media. This pressure arises because they tend to compare themselves to others, show off their ideal self-image, and worry about reactions and judgments from their followers. There are pressures to appear perfect such as xenophobia and depression, low self-esteem, unhealthy behavior, and *cyberbullying*. Meanwhile, the causes of pressure include unrealistic beauty and lifestyle standards, the urge to get validation, and social comparisons.

## **RESEARCH METHODS**

### **Research type**

This research method uses qualitative research with a descriptive type/approach, where the researcher is the key instrument (Sugiyono, 2005). According to Creswell, J. W. (2014). The choice of the use of qualitative methods in terms of the purpose of the research is to understand how a community or individuals accept a certain issue. The qualitative method is dynamic, meaning that it is always open to change, addition, and replacement during the analysis process (Srivastava, A. & Thomson, S. B., 2009).

The qualitative approach was chosen on the grounds that the symptoms of information, descriptions and explanations of data from the results of observations during the research process on Digital Communication and Adolescent Character Formation: Analysis of the "Amperaku" Facebook Account in Ampere Village will be more appropriate if expressed in the form of words.

### **Data collection**

The data of this study was collected in two ways:

1. Primary data, data obtained through interviews with the manager of the Facebook account "Amperaku" and several teenagers in Ampere village as Facebook users.

2. Secondary data, obtained from several previous journals and theses online and on websites.

#### **Data collection techniques**

The data collection techniques used are:

1. Observation, which is a technique by directly observing problems related to research and recording or observation results. The researcher went directly to the field and joined the informant in carrying out activities that had been posted through the "Amperaku" Facebook account
2. Interview, The use of this method is intended to explore information in more depth related to research problems using the interview method, where researchers and information orally face to face to get information orally with the aim of explaining research problems. The researcher interviewed eleven main informants and 2 key informants through audio recordings using *mobile phones*
3. Documentation, which is a technique by observing the taking of photos/images. The researcher took photos in the facebook account "Amperaku", the photos are the result of all the activities that have been carried out

#### **Data analysis**

In the process of qualitative data analysis, the data that appears is in the form of words and not a series of numbers. (B. Milles and Huberman, 2014).

- a. Reducing data, where this step the researcher tries to contain the data from observation and interviews by clarifying the data to achieve consistency, in the sense that the researcher only contains data that is in accordance with the focus of the research.
- b. Summarizing and analyzing through conceptual studies, in this case the researcher summarizes the problems that have been obtained, then the problem is analyzed through communication theories, especially in the problem of digital communication on the formation of adolescent character and what are the social and moral values that develop through digital interaction through the "Amperaku" Facebook account.
- c. Conclusion, where this step is the last step by making a conclusion or conclusion related to the answer to the problem formulation that has been formulated previously. This thesis is prepared through several scientific writing techniques, which are guided by the guidebook for Writing Scientific Papers for Students, Faculty of Communication, Bumi Hijrah Tidore University.

## **RESULTS AND DISCUSSION**

### **The Role of the "Amperaku" Account in Character Formation**

Ampera Village teenagers feel that self-awareness is very important, with the existence of the "Amperaku" facebook account is a place for learning and character education that they obtain and apply through speech and attitude. This is what character education is intended to be, that knowledge and self-awareness and

the determination to take responsibility are very important and needed to realize future hopes and ideals full of challenges.

Therefore, there are many changes in themselves from teenagers through the role of the "Amperaku" facebook account that has been implemented by these teenagers as stated above to be able to be a reflection of themselves as a young generation who will later realize how important life is in society. There is a sense that arises from their soul to do all that so that they can get the result, namely a change in themselves from the role of the "Amperaku" facebook account.

The "Amperaku" Facebook platform has a lot of influence on young people in Ampera Village, especially in terms of social interaction, learning process, and involvement in the community. Its main advantage lies in the ability to strengthen social relationships. Lee & Robbins (1995), a wide network of friends can improve mental well-being. Through Facebook "Amperaku", teenagers can maintain communication with close relatives and friends from outside, which significantly reduces loneliness. Facilities such as discussion groups and conversation features also provide a forum for exchanging stories and getting motivation when experiencing difficulties.

Katz (1973), social media users are actively looking for material that can improve their knowledge. Ampera's young people can now easily get news updates, and other positive things. Facebook "Amperaku" as a means that is also used for distribution and has meaning in the context of education.

Facebook "Amperaku" also plays an important role in the process of forming identity and self-actualization of Ampera teenagers. Goffman (1959) revealed that everyone tries to display a certain image in front of others. By posting photos, writing statuses, or providing responses, the young generation of Ampera Village can show their personal characteristics, interests, and life principles. This phenomenon is very helpful in the process of finding identity and increasing confidence, especially in the adolescent phase when they are intensively forming their personality.

No less important, Facebook "Amperaku" also functions as a driver of public awareness and a forum for social action. Melucci (1989) explained that digital media is able to expand the scope of mass movements. Nowadays, Ampera young people are increasingly actively participating in various social initiatives, as well as mutual cooperation actions. This platform facilitates the instant dissemination of information, gathers mass support, and increases awareness of various important issues in Ampera Village such as nature conservation and other positive things.

#### **Identify social and moral values that develop through social interaction**

The teenagers in Ampera village gave good responses and thoughts in the comment column of the "Amperaku" facebook account and from the sense of awareness as community children and village children who must join and can participate in various activities posted on the account, then the social and moral values that develop through social interaction to form the character of teenagers in Ampera village can be seen based on the theory of media socialization interaction

according to Simmel (Norma, 2017) which discusses how media, especially social media, affects a person's socialization process. This theory examines how individuals interact and learn through media, shaping their norms, values, and behaviors. The theory of media socialization interaction helps us understand how social media plays a role in shaping individuals and society. Therefore, based on the results of research that has been carried out through in-depth interviews and observations, it is found that teenagers when they join the "Amperaku" facebook account, can form good characters including:

- 1) Be a good child in knowledge and self-awareness to cooperate and be polite when interacting with older people,
- 2) Able to provide thoughtful and bold ideas so that there are no obstacles to doing the role of the "Amperaku" facebook account.

In addition, they also build chemistry between members, which gives birth to a sense of togetherness, trust, and mutual understanding. Regarding the social and moral values that develop through digital interaction, the following analysis results can be found:

- (a) Instilling character values since being in the village community and organization, participating in village activities posted through the "Amperaku" Facebook account.
- (b) Character education has provided knowledge-oriented learning and self-awareness to be part of the village community (student youth) to cooperate and be polite when interacting with older people, able to provide ideas of thought and courage that arise when participating in TPQ recitations, discussions, gotong royong (community service), and others.

This is based on the theory of symbolic interaction from (George H. & Herbert) which says that a person's behavior is influenced by the symbols given by others, and vice versa. Through signaling in the form of symbols, we can express our feelings, thoughts, and intentions by reading the symbols displayed by others. The main concepts in symbolic interaction theory are symbols, interactions, meanings, and self-concepts. Digital communication through the "Amperaku" facebook account in social interaction in the comment column has proven that the role of the "Amperaku" facebook account through the hope of forming the character of teenagers well in polite speech.

## **CONCLUSION**

Digital communication in the "Amperaku" facebook account forms the character of teenagers in Amperaku village the teenagers interact with each other and interpret the symbols of posts on the "Amperaku" facebook account. Identifying social and moral values that develop through social interaction, they can form good characters, including: Cooperation and good manners when interacting with older people, Chemistry between members, That is to give birth to a sense of togetherness, trust, and mutual understanding. , Participating in village activities

posted through the "Amperaku" facebook account. ,Participating in TPQ recitation and holding discussions.

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