

## Social Media Applications For Independence Economy

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**Abstract:** A considerable advancement has been achieved in Indonesia's digitalization process. The increase in internet users after the epidemic has facilitated the world's transition to a digital society. The real-time transfer of information from remote regions of Garut Regency to England is made possible by technological advancements. If this material is shared via social media, it can be promptly accessed by a larger audience. This has led to the creation of new jobs, such as those for content creators who use social media to assist media networks, particularly young people, in becoming financially independent. Since 2022, there has been an increase in internet users in locations like Garut, West Java. Still, the primary industries providing Garut Regency's citizens with money are agriculture, livestock, textiles, and fishing. This project aims to give the younger generation in Garut Regency a new social media paradigm that includes new revenue streams. The first awareness-raising campaigns made the younger generation in Garut Regency aware of the use of social media as a means of encouraging economic independence. Second, the content development sector is expanding in the Garut Regency.

### Abstrak

Kemajuan besar telah dicapai dalam proses digitalisasi di Indonesia. Peningkatan pengguna internet pasca epidemi telah memfasilitasi transisi dunia menuju masyarakat digital. Perpindahan informasi secara real-time dari pelosok Kabupaten Garut ke Inggris dimungkinkan berkat kemajuan teknologi. Jika materi ini dibagikan melalui media sosial, materi ini dapat segera diakses oleh khalayak yang lebih luas. Hal ini telah menciptakan lapangan kerja baru, misalnya bagi pembuat konten yang menggunakan media sosial untuk membantu jaringan media, khususnya kaum muda, untuk menjadi mandiri secara finansial. Sejak tahun 2022, terjadi peningkatan pengguna internet di lokasi seperti Garut, Jawa Barat. Meski begitu, industri utama yang memberikan pendapatan bagi warga Kabupaten Garut adalah pertanian, peternakan, tekstil, dan perikanan. Proyek ini bertujuan untuk memberikan generasi muda di Kabupaten Garut paradigma baru media sosial yang mencakup sumber pendapatan baru. Kampanye peningkatan kesadaran yang pertama menyadarkan generasi muda di Kabupaten Garut akan penggunaan media sosial sebagai sarana mendorong kemandirian ekonomi. Kedua, sektor pengembangan konten semakin berkembang di Kabupaten Garut.

**Kata Kunci:** Kemandirian Ekonomi; Media sosial; Anak muda

## INTRODUCTION

In Indonesia, the process of digitization has advanced significantly. Following the epidemic, the number of internet users has increased, contributing to the global shift towards a digital society with 210.03 million users (Kushendar, 2022). In line with community demands, internet users have also increased since 2022 in places like Garut, West Java. One

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of Southeast Sulawesi's food buffer zones is Garut. According to BPS data, young adults make up the majority of Garut Regency's population. Interestingly, the demographic benefit appears to be dominated by people in the 20–44 age range. The population of productive age will be the primary focus of regional economic development following the pandemic of 2022.

BPS Garut reported that 189,534 persons, or more than half of the total population of Garut Regency, are employed out of the total working-age population (15 years and older). This represents a percentage of 63.22 percent. In contrast to 2021, when the open unemployment rate was generally reported at 6.00 percent, the open unemployment rate in 2022 is expected to rise to 8.17 percent. The residents of Garut Regency make their living through agriculture, plantations, raising animals, fishing, and industries. This demonstrates that the economic behavior of the people of Garut remains rooted in the rural and industrial eras. Despite the fact that more people in Garut are using social media, particularly since the pandemic,

As the number of people using the internet rises, new jobs are emerging as well. For example, content makers on different social media platforms can help people become financially independent, especially young people. According to Yusuf (2023), social media is the fusion of public media, which allows information to be shared with everyone without regard to individual specificity, and personal communication, which involves sharing between individuals (to be communicated one-to-one) (Saepudin, 2022). Because of this, it's critical to complete community service projects that address social media use, particularly for young people in Garut who are trying to become economically independent. This may contribute to the diversity of young people's sources of income in Garut.

## **METHODS**

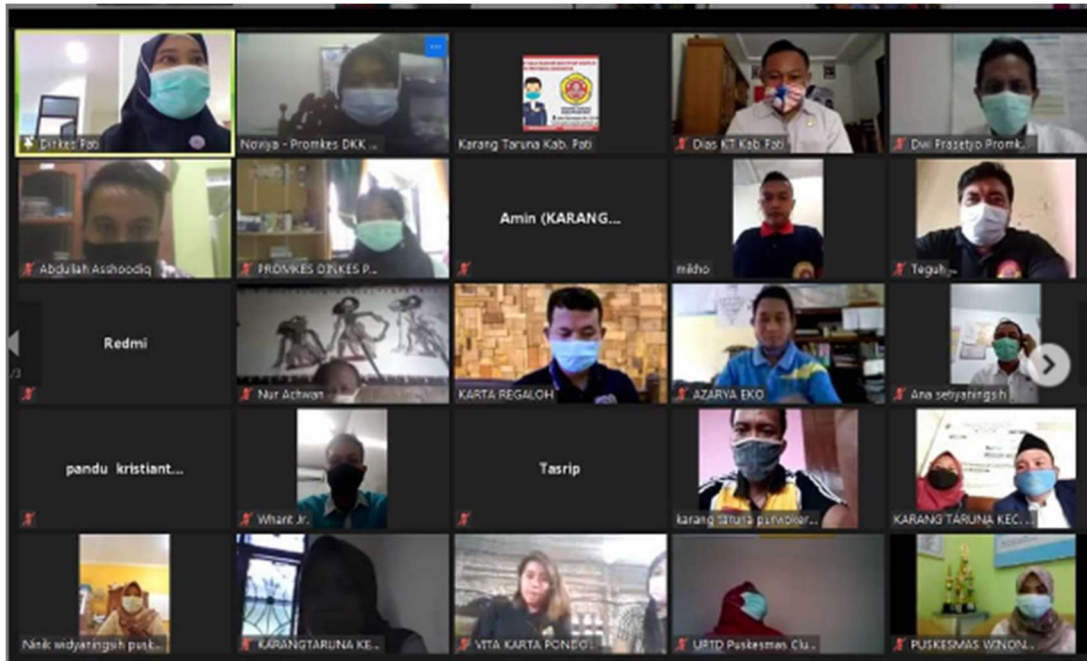
Keg. There are four steps involved in this exercise. First, arrange for involved parties to receive administrative permits from the Garut Regency Karang Taruna. The second step is setting up the activity space, supplies, and presenters. Third, use social media to create content to draw in participation. Fourth, the socialization exercises that were conducted at Garut's Café Terrace The way that socialization is delivered is through lectures that cover a variety of topics related to using social media, including Instagram and TikTok. In addition, it involves producing engaging material for social media.

## **RESULT AND TALK**

Keg. The Garut Regency Karang Taruna is attempting to address the issue of the growing number of unemployed individuals in Garut who are of working age by conducting an outreach program on the usage of social media. Therefore, the young people taking part in this activity are Garut Regency residents who are enrolled in school. According to Chapter 1, Article 1, Paragraphs 1 and 11, of Law Number 40 of 2009 concerning Youth, youth are Indonesian citizens between the ages of 16 (sixteen) and 30 (thirty) who are about to enter a critical stage of growth and development. The first two requirements for participation in this socialization were being young and enrolled in school. This is due to the fact that students are leading the way in their capacity as social change and control agents.

Pupils can play a pivotal role in bringing about positive changes by acting as trailblazers, organizers, and initiators (Gerung, 2023). The youth must play a part in pushing for healthy economic growth in light of the current state of the country. As a result, students can be sensitive to social change and have a positive outlook on economic life as they get older. This allows them to not only mobilize pre-existing societal elements and start change initiatives, but also to become either the agent or the target of change.

Additionally, students have a responsibility to maintain openness and transparency as societal watchdogs. Therefore, in order to perceive things more deeply and discover perspectives that are not often seen by others, students must learn critical thinking skills. Students are able to recognize when anything is wrong, even in seemingly normal social situations. This can undoubtedly help Garut Regency control youth behavior in a better way, particularly with regard to social media use.



**Figure 1. A summary of the lectures given to the youth organization of the Garut Regency**

Source: Committee Documentation, 2023

A total of 35 locals, comprising young individuals with student status from different districts within Garut Regency, took part in this activity. The Terrace cafe at the Garut Regency was chosen to host this event in order to create a welcoming, friendly, and unhurried environment for the attendees. Participants will therefore be able to understand the information more readily.

In order to support students' roles as change agents and social control, the speakers in this activity included lecturers from a variety of academic institutions, including Teuku Umar University Aceh, Timor University, and the Indonesian Education University. Young people do, nevertheless, also work in the social media industry as practitioners and students. First, a lecturer at Indonesian Education University named Ellina Rienovita Second, Teuku Umar Aceh lecturer Dian Ariani Third, University of Timor lecturer Josua Sahala The goal of this socialization activity is to motivate young people in Garut Regency to perceive social media as a new economic option. Presenters who are lecturers are integral to this endeavor. They are therefore freed from the outdated belief that required them to wait for a bachelor's degree before applying for jobs in order to become financially independent.

Secondly, Junus Paulus asserts that content producers on TikTok should maintain consistency by building a high-caliber system of content. Third, be aware of your niche, which

is the content that is shown and stays on subject from post to post. The TikTok algorithm will find this easier. Fourth, engage more people. Building relationships with followers will boost engagement, according to Junus, and the TikTok algorithm will take note of it, increasing the likelihood that the uploaded video is fake.

Jacomina, a professor at a Maluku university, provided an illustration of how to create engaging content. Utilizing a variety of video editing software, interesting content can be produced for social media videos. When creating a video, it's important to comprehend the situation, use proper shooting methods, edit the footage, and choose music that complements the visuals.

## **CONCLUSION**

Assume it is possible to draw the following conclusions from the findings and the discussion above:

1. Educating young people in Garut Regency about the potential of social media to promote economic independence
2. Garut youth use social media as a means of gaining financial independence while they wait for the emergence of a new career, in this case, as content creators in Garut Regency.

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