

Analysis of the Impact of YouTube Social Media on the Morals of Elementary School Students

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ABSTRACT

This research aims to analyze the impact of YouTube social media on the morals of elementary school students, considering the increasing popularity of this platform among children. The method used is a qualitative approach with a phenomenological method. The sources of information include students, parents, and teachers to collect data on the types of YouTube content accessed and its influence on students' attitudes. Data collection techniques employed are observation, interviews, and documentation. Data analysis techniques involve data reduction, data presentation, and conclusion drawing. The results of this study indicate that YouTube social media can have a positive impact through educational content; however, it can also lead to negative effects due to exposure to inappropriate content that has the potential to cause deviant behavior, thereby affecting students' morals. This research also emphasizes the importance of the roles of parents and teachers in supervising YouTube usage and the need for a proactive approach in educating children about the wise and responsible use of social media.

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1. INTRODUCTION

Education is a right for every individual to improve their quality of life. According to Law No. 20 of 2003 concerning the National Education System, it is explained that education is a conscious and planned effort to create a learning environment and a learning process. The goal of education is for students to actively develop their potential, thereby possessing spiritual strength in religion, self-control, good personality, intelligence, noble character, and the skills needed for themselves, society, the nation, and the state. One of the focuses of education in Indonesia is to encourage the development of ethics and morals among students.

Education not only serves to transfer knowledge but also to shape the moral character of individuals. The development of information and communication technology has advanced rapidly, impacting various aspects of life, including education. The emergence of the internet as a form of technological advancement has been followed by the growth of various social media platforms. Social media serves as a tool to connect people, allowing them to communicate and share information through sites where individuals can create personal networking pages [1].

The presence of social media has rapidly and widely changed the way humans interact. Social media can be easily accessed by anyone, including children. According to data from APJII (Indonesian Internet Service

Providers Association), out of a total of 143.26 million social media users in Indonesia, approximately 75.50% or 108.16 million of them are children and teenagers. About 45% of these children and teenagers are always online, and 90% of them are active users of social media platforms such as YouTube, Facebook, Instagram, WhatsApp, and Twitter [2].

This fact indicates a very concerning situation. YouTube is a video-sharing platform founded in 2005, allowing users to upload, watch, and share videos, and it has become one of the most popular websites in the world with millions of active users every day. YouTube social media has become one of the most favored platforms among children and teenagers, thanks to its easy access and the variety of content available. Engaging features such as live streaming, video recommendations, and the option to save videos for later viewing further enhance YouTube's appeal. YouTube provides entertainment in the form of songs, clips, and movies.

Children and teenagers are now also starting to utilize YouTube as a means of education and skill enhancement [3]. However, behind the convenience and benefits offered, there are significant challenges that need to be addressed, particularly concerning exposure to inappropriate content. Content that contains negative elements can have adverse effects on the morals of students. The habit of accessing YouTube social media can have a negative impact on the morals of students, as evidenced by a decline in ethical values and character.

According to the Indonesian Dictionary (1989: 592), morality is defined as ethics, character, or decency. Morality is formed through good and bad habits, which in turn result in good and bad actions in individuals. These habits play a role in shaping a person's morals, whether positive or negative [4]. Exposure to unhealthy YouTube content, such as violence, pornography, and online gaming, often contributes to poor morals among students. This condition can potentially increase the risk of aggressive behavior among them. It can also lead to emotional instability and dependence on harmful content. Initial observations found that students often use foul language by mimicking jargon from YouTube content when talking to their peers during school lessons.

Disrespectful behavior and language are also exhibited by students when speaking with teachers. Students frequently neglect their assignments, and when asked for the reason, they claim to have been playing on their phones until they fell asleep and forgot to complete their tasks. Poor behavior has affected the majority of elementary school children as a result of social media usage, such as increased emotionality, a lack of respect for parents and teachers, a lack of discipline in studying and worship, and a decreased concern for their surrounding environment [5].

Based on the researcher's understanding, the negative impacts of using YouTube social media would not occur if students were able to utilize it by filtering information properly and accurately. Environmental factors also significantly influence the effects experienced.

2. RESEARCH METHODS

This research employs a descriptive qualitative approach using a phenomenological method. This descriptive qualitative approach involves the researcher as a direct observer in the field, allowing for the acquisition of deeper and more contextual data. Phenomenology focuses on individuals' experiences regarding a phenomenon that occurs in their lives [6]. This study was conducted at SD Negeri Karangrena 04 in Maos District, Cilacap Regency, over a period of one month in January 2025. The subjects of the research are informants who provide information in a study [7].

In this research, the subjects are the students of SD Negeri Karangrena 04 in Maos District, Cilacap Regency, who are users of YouTube social media. The researcher can delve deeper into how they interact with the content they consume and its impact on their morals in the school environment by involving the students as subjects. This research utilizes data collection techniques in the form of observation, interviews, and documentation. Observations were conducted by directly observing the behavior of students who are users of YouTube social media. Interviews were carried out to obtain information and subjective views from students while using YouTube and its impact on their morals.

Documentation was used to collect written evidence regarding the use of YouTube by students. Data analysis was conducted concurrently with other parts of the research development. The data analysis techniques in this study include data reduction, data presentation, and conclusion drawing [8]. The process of validating the research data was carried out through credibility testing using the triangulation method, thereby gaining a more comprehensive understanding of the phenomenon being studied.

3. RESULTS AND DISCUSSIONS

Every individual is born without moral or immoral traits, but within them lies a moral potential that can be developed. Children learn to understand good and bad behavior through interactions with their surrounding environment. Students are considered to act in accordance with morality if their actions are based on judgments of right and wrong. The higher a person's reasoning ability, the higher the level of morality they possess [9]. This study aims to analyze the influence of YouTube social media on the morals of students. The research findings

indicate that YouTube social media has a significant impact on the morals of students at SD Negeri Karangrena 04 in Maos District, Cilacap Regency.

The use of YouTube social media has both negative and positive effects on the morals of students. The research findings indicate that the use of YouTube social media has become a mandatory routine for students while at home. According to parents, their children access YouTube through gadgets after school for an average duration of 5 hours a day. During school holidays, almost all children spend their time just playing on gadgets until late at night. When children are busy watching YouTube, they often become lazy when asked to study.

Instead of stopping their YouTube viewing, children become angry, shouting and cursing at their parents with rude words such as "*sok asyik lu*," "*bukan urusan lu*," "*masa bodoh*," and "*emang gua pikirin*." Spending a long time on social media sites can reduce the time available for studying, leading to a decrease in motivation to learn, which in turn negatively impacts academic performance. Students' motivation to learn can decline due to excessive use of social media [10]. The researcher notes that students often exhibit disrespectful behavior and language when speaking with teachers.

There is a significant amount of content on YouTube that contains coarse language, sensitive topics, and elements of pornography, making it inappropriate for children and teenagers to watch, as it can negatively influence their way of speaking and behavior [11]. The researcher found that students who behave and speak disrespectfully often watch game streaming. Students tend to imitate the behaviors they see, especially from public figures they find appealing. They frequently mimic the quirky remarks they encounter in YouTube content, such as "*gaje*," "*bacot*," "*anjing*," "*tolol*," "*bangke*," "*mati lu*," "*gila lu*," and others when interacting with their peers.

These curses and coarse words are commonly used by game streaming content creators as jokes when speaking with their opponents in their games. These expressions, which may initially be considered funny or entertaining, gradually become part of the students' everyday vocabulary, including when interacting with teachers and their peers. Students utilize YouTube to seek references for completing their assignments. The references they look for include easy math tricks and tutorials for project tasks. The learning process becomes more interactive and enjoyable, as after watching videos, students can immediately practice the techniques they have learned.

Students report feeling more confident to try new things after seeing the steps demonstrated in the videos. The use of YouTube as a learning tool can enhance students' enthusiasm and motivation, as it helps reduce boredom and aids in their understanding of the material being taught [12]. YouTube not only serves as a learning aid but also as a source of inspiration that encourages students' creativity. This positive impact creates a more dynamic learning environment, where children feel more engaged and motivated to continue learning and exploring new things.

For students, YouTube becomes an effective tool in supporting their learning process. According to the researcher, the use of YouTube can have both positive and negative impacts on students, depending on the type of content they watch. Educational content, such as tutorial videos, can help enhance students' understanding and skills in various fields. YouTube also offers access to a wide range of learning resources that can expand their knowledge beyond the material taught in school.

On the other hand, non-educational content or content containing negative elements can distract students and disrupt their learning process, potentially affecting their attitudes and behavior. It is important for parents and educators to monitor and guide the use of YouTube so that students can make the most of this platform.

4. CONCLUSION

The use of YouTube social media has a significant impact on students' moral development. This impact can be categorized into positive and negative effects. The negative effects are evident in students' disrespectful behavior and speech, as well as their lack of discipline in studying. The positive effects indicate that students have a higher motivation to learn. This research is expected to serve as a recommendation for parents to consistently monitor the content accessed by their children.

Parents are advised to set time limits on YouTube usage to reduce the risk of addiction. Teachers also play an important role in educating and guiding students to be more wise and responsible in using YouTube social media. The involvement of both parents and teachers is essential to minimize the negative impacts and maximize the positive effects of using the YouTube social media platform on students' moral development.

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