

THE INFLUENCE OF FACEBOOK SOCIAL MEDIA USE ON EMPLOYEE WORK BEHAVIOR AT WONOSARI CAMAT OFFICE

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ABSTRACT

This study aims to analyze the of Is there any effect of using social media on the work behavior of employees at the Wonosari sub-district office.

To answer this research question, an associative type of research is used with a quantitative approach with social media facebook as a variable (X) and employee work behavior as a variable (Y). premiere data collection was used through questionnaires which were distributed to 30 respondents with saturated sampling technique or all members of the population, namely the Wonosari sub-district office employees as sample members. The results of data collection were then analyzed using correlation and regression analysis techniques with the help of the SPSS version 17 application program.

The results showed that there was no significant effect of social media on the work behavior of employees at the Wonosari sub-district office, with an influence contribution of 7.70% and the rest explained by regulatory factors. So that the expected merit system of employee management can actually be realized in the Regional Government of Boalemo Regency, especially Wonosari District in order to realize a professional government bureaucracy.

Keywords: Social Media, Facebook, Employee Work Behavior.

INTRODUCTION

Government agencies in this modern era are greatly helped by the rapid development of information technology. Currently, employee performance is increasingly facilitated by the development of social media technology that can assist employees in completing work. The existence of the internet makes distance and time meaningless. Transparency and speed are imperative in providing services to the community without forgetting performance accountability. The internet is a means for government agencies to provide fast and easy services, the internet also makes people more active in supervising the running of public services. More than a year since the Coronavirus Disease 2019

(COVID 19) was first announced as endemic in Indonesia, the Government has since carried out limited service duties and functions. The need to maintain health protocols changes work patterns and daily activities. Many agencies set a WFH (Work From Home) pattern for their employees. The use of social media by government agencies is one of the innovations by maximizing technology. Some of the benefits of social media for the government, namely: encouraging government efficiency, restoring public trust that has fallen, dealing with the times and means of communication during crises and natural disasters. Many interactions are carried out using information technology, namely the internet. No wonder the development of

increasingly sophisticated technology in the current era of globalization has a direct impact on the people of Indonesia. Before this development became clear, not many people were familiar with various kinds of communication media such as the internet. In contrast to today's era where some Indonesians, even the lower middle class, are already familiar with communication technologies such as the internet, this is what makes the internet and social media inseparable.

Many impacts are felt from the development of social networks, both positive and negative. One of the impacts of social media is on the work behavior of the workforce. Working Behavior (work behavior) is the work ability and behaviors of workers where they show action in carrying out the tasks that are in their place of work. Work behavior concerns individual activities in a company in achieving company goals. Behavior is a person's response or reaction to external stimuli or stimuli^[1]. So the work environment and work behavior have a reciprocal influence, meaning that the work environment affects work behavior and work behavior affects the work environment. Behavior is defined as an attitude or action as well as everything that humans do, for example activities carried out by humans in everyday life, whether they accept opinions or reject them.^[2]

Thus, in daily life, employees produce two forms of behavior, namely personal behavior and work behavior. Personal behavior is behavior that has nothing to do with work, for example how to walk, how to eat lunch, and so on. While work behavior is behavior related to work, for example work discipline, behavior required in work procedures and cooperation, commitment to tasks and so on. Work behavior can also include initiatives generated to solve work problems, such as ideas or actions

generated and being able to create alternative solutions to facilitate work, in order to produce high performance.

The use of social media provides many conveniences such as studying, looking for work, sending assignments, looking for information, or shopping. Social media makes us connect with many people, apart from knowing the real world, we also now know the "virtual world" which is a free world without boundaries that contains people from the real world. Everyone can be anything and anyone in cyberspace and can be very different in life in the real world. This can be seen clearly in the number of users of social networking sites.

The convenience offered by social networking sites such as users can disseminate or search for messages or information quickly, report daily activities to others, gather with friends without having to meet face-to-face, to find new friends through these social networking sites. The conveniences offered by social networks have resulted in the development of users increasing rapidly. There are many known social networks including Google+, Wiki, Facebook, Twitter, Instagram, Whatsapp, Line, Path and many more. But currently, there is one type of social network that is used by many people, namely Facebook (which was created in 2004) which is a social networking site with the second most users in the world after Google+, in January 2015 there were more than 1.2 billion users. The reason why many people use Facebook is because this social network offers features that are fresher in communicating and get more attention in the eyes of the world, including in Indonesia. Now to access social networks can be done anywhere and anytime just by using a smartphone. The speed with which people can access social networks has resulted in a major phenomenon in the flow of information. Because the speed of

social media is also starting to appear to replace the role of conventional mass media in spreading news.

In managing social media, government agencies must have different principles and ethics from managing social media for personal use. Guidelines for the Utilization of Social Media in Government Agencies issued by the Ministry of Administrative Reform and Bureaucratic Reform Number 83 of 2012 regulates several principles and ethics that need to be considered by social media managers in government agencies, namely: (1) Credible, namely maintaining credibility so that the information submitted accurate, balanced, and representative. (2) Integrity, namely showing an honest attitude and maintaining ethics. (3) Professional, namely having education, expertise, and skills in their field. (4) Responsive, namely aligning the use of social media with other communication media, both internet-based (on-line) and non-internet-based (off-line). (5) Integrated, ie the message conveyed represents the interests of government agencies, not personal interests.

While the ethics that need to be enforced are:

1. Upholding the honor of government agencies
2. Own skill, competence, objectivity, honesty, and integrity
3. Keeping state secrets and carrying out the oath of office
4. Enforce applicable ethics in order to create the image and reputation of government agencies
5. Respect the code of ethics for civil servants
6. Deliver and receive true, precise and accurate public information

7. Appreciate, respect and foster solidarity and the good name of institutions and individuals
8. Implement public information disclosure in accordance with the provisions of the legislation.

To achieve a goal, employees are needed who are able to carry out the tasks that have been given. In the digital era like now, everything depends on technology, so employees must be smart in using technology such as the internet. The existence of an internet network connection (wifi) facility makes it easier for employees to use social media at work, both with the aim of completing work or publicizing a good work environment. However, this is expected to have a positive influence on employee work behavior. The results of initial observations show that employee behavior does not support office tasks such as incompetent behavior, even though being a competent employee in the workplace will not only assist in the subsequent performance appraisal but it is also to convey a good employee image to superiors and other co-workers. Social media users with the support of internet network facilities tend to be used to instill hatred towards others by uploading unethical images or words so that feelings of displeasure and hatred are built up against others, especially between employees with one another.

Another impact is that employees rarely communicate with the work environment, changes in employee behavior during breaks, meetings or socialization because each employee is busy with his smartphone regardless of the people around him, social interaction is reduced, even during working hours many employees do not respect deadlines such as social media when given an assignment by the boss so that the work is not finished and even neglected because he is busy

commenting or making comments through Facebook which is actually not very useful for him. Jobs whose targets only take two or three days have shifted to four days and some have even taken up to a week. Employees who use social media during working hours, most of whom are female employees reasoning that they feel bored, want to cool their brains and so on. But without them realizing that there has been a reduction in time to work and complete their obligations as employees. This also has an impact on the number of employees who are stressed because of the pile of work.

For this reason, this research is important to measure how much influence the use of social media has on the work behavior of employees at the Wonosari sub-district office. So that this research is expected to be useful material for readers, especially providing input for leaders so that leaders can supervise their employees during working hours, especially so that employees can regulate attitudes and times when surfing in cyberspace.

1. Basic theory

a. Definition of Management

Management comes from English management with the origin of the word to manage which means to manage, manage, or manage. In addition, the term management, which is a typical process of moving an organization, is very important because without management, the achievement of good organizational goals, economic, political and social goals depends on the ability of the managers in the organization concerned. In terms, many experts put forward as follows:

Management is the science and art of managing the use of human resources and other resources effectively and efficiently to achieve certain goals^[4]. Management is defined as the art of planning and

controlling the use of resources to achieve performance goals or objectives^[5]. Management is working with people to achieve organizational goals by implementing the functions of planning (planning), organizing (organizing), preparing personnel or staffing (staffing), direction and leadership (leading), and controlling (controlling). Management is a typical process, which consists of planning, organizing, moving, and controlling actions that are carried out to determine and achieve predetermined goals through the use of human resources and other resources.^[6]

Management involves coordinating and supervising the work activities of others so that their activities are completed in an efficient and effective manner effective. Thus the leadership coordinates a number of other people's activities which include planning, organizing, placing, briefing and control^[7]. Management is the process of planning, organizing, directing, and supervising the efforts of organizational members and other organizational resources in order to achieve predetermined organizational goals.^[8]

Based on the definitions of the experts above, it can be concluded that management is a combination of science and art, regulating a number of activities or actions carried out by people including planning, organizing, directing, and controlling in achieving goals (goals) effectively and efficiently.

b. Management Functions

The management function is the basic elements that are always attached to the management process and are used as a reference for managers in carrying out these activities. The most basic management functions are planning, organizing, actuating and controlling. The management function does not mean the usefulness function of management, but as

a reference or task carried out by each member of the organization.

To achieve the various objectives that have been determined, then in the implementation of management, management functions are needed, while the management functions are as follows:

1) Planning (Planning)

Various limitations on planning from the very simple to the very complex. For example, it is simple to formulate that planning is the determination of a series of actions to achieve a desired result. The last limitation in formulating planning is placing answers to the following six questions:

- What action should be taken?
- Why should this action be taken?
- Where should the action be taken?
- When should the action be taken?
- Who will do the action?
- How to carry out the action?

2) Organizing

Organizing is a process of determining, grouping and arranging various activities needed to achieve goals, placing people in these activities, providing the tools used, determining the authority that is relatively delegated to each individual who will carry out these activities. the activity.

3) Motivating (Motivating)

Motivating is one of the management functions in the form of providing inspiration, enthusiasm and encouragement to subordinates, so that subordinates carry out activities voluntarily according to what is desired by superiors.

4) Control (*controlling*)

controlling namely the process of setting various factors within a company, so that they are in accordance with the provisions in the plan.

5) Assessment (Evaluating)

Evaluating is one of the functions of management to provide assessments in various activities and assess the extent to

which efforts have been made to achieve the goals that have been set^[9].

c. Management Elements

To achieve the goals that have been set, a manager needs management tools called elements of management. There are several elements of management, abbreviated as 6M, which consists of the following:

1) Human (Man)

The primary means for any manager to achieve predetermined goals are people. The sign of humans, managers will not be able to achieve their goals. Humans are people who achieve results through the activities of other people.

2) Money (Money)

To carry out various company activities, money is needed. Money used to pay wages or salaries, buy materials, and equipment. Money as a management tool must be used effectively so that the objectives are achieved at the lowest possible cost.

3) Materials (Materials)

Materials are the main supporting factor in the production process, and greatly affect the smoothness of the production process, without materials the production process will not run. These materials include raw materials and other auxiliary materials to support the production process.

4) Machines (Machines)

With advances in technology, the use of machines is needed in the implementation of company activities.

5) Methods (Methods)

To carry out activities to be efficient and effective, humans are faced with various alternative methods or ways of doing work. Therefore, the method is a means of management to achieve the goal.

6) Market (Markets)

The market is a tool that is no less important in management, because a sign of a market, the production will be

meaningless so that the company's goals will not be achieved^[10].

d. Human Resource Management

1) Definition of Human Resource Management

Human resource management consists of four syllables, namely management, resources, resources, and people. The four syllables proved not difficult to understand, meaning that resources are sources of energy, energy, strength, which are needed to create activities and activities. These resources include natural resources, financial resources, scientific and technological resources, and human resources. Among these resources, the most important resource is human resources. Human resources are considered important because they can affect the efficiency and effectiveness of the organization, and are the main expenses of the organization in carrying out its activities. There are several definitions of human resources put forward by various experts, including: Human resource management is the science and art of managing labor relations and processes to be effective and efficient as well as assisting the realization of the goals of the company, employees and society.^[11] Human resource management is the process of acquiring, training, appraising and compensating employees and for managing labor relations, health and safety, and matters relating to justice.^[12] Human resource management is a process of dealing with various problems in the scope of employees, employees, laborers, managers and other workers to be able to support the activities of the organization or company in order to achieve predetermined goals.

Based on the opinions of the experts above, it can be concluded that human resource management is the science that regulates and manages the workforce so that they can perform their functions

effectively and efficiently in achieving company goals.

e. Human Resource Management Function

The function of human resource management is the basis of effective and efficient implementation of human resource processes in achieving company goals. What is meant by human resource management is the control process based on the management function of human resources. There are two functions of Human Resource Management, namely:

1) Managerial Functions

a) Planning

The planning function includes the determination of human resource programs which will help the achievement of the company that has been set

b) Organizing

Organissasin function is to form an organization by designing the arrangement of the various relationships between positions, personnel, and physical factors.

c) Briefing

The function of direction is to make employees want to work effectively through ordersmotivation.

d) Control

The function of control is to make observations on the implementation and compare it with the plan and correct it if occurdeviations or if necessary readjust the plans that have been made^[13].

2) Operational Function

a) Procurement

The procurement function includes human resource planning, recruitment, selection, placement, relating to the withdrawal, selection, preparation, andevaluationjob application forms, psychological tests and interviews.

b) Development

The development function aims to improve skills,

knowledge, and attitudes of employees in order to carry out their duties properly. This activity is becoming more and more important^[14].

f. Work Behavior

1) Definition of Work Behavior

Work behavior is behavior that a person uses in his work and is usually more formal than other types of human behavior. This work behavior is employee behavior related to work, for example work discipline, behavior required in work and cooperation procedures, commitment to tasks, and so on. Behavior is a person's response or reaction to a stimulus (stimulus from outside)^[15]. Behavior is an action that can be observed and has a specific frequency, duration and purpose, whether consciously or not. Behavior is a collection of various interacting factors^[16].

From the explanation above, it can be concluded that work behavior is the work ability and behavior of workers where they show action in carrying out the tasks in their place of work.

2) Types of Work Behavior

Work behavior can be interpreted as all actions shown by someone in the work environment itself. The types of work behavior as follows:

- a) Conscious behavior, namely behavior through the work of the brain and the central nervous system.
- b) Unconscious behavior, this behavior is spontaneous or instinctive behavior.
- c) Visible and invisible behavior looks
- d) Cognitive, affective, conative and psychomotor behavior^[17].

Judging from the form of response to the stimulus, behavior can be divided into two, namely:

- a) Passive form / closed behavior, a person's response to a stimulus in a hidden or closed form. Response or the reaction to this stimulus is still on the attention, perception, knowledge or awareness and attitudes that occur

in someone who receives the stimulus, and cannot be clearly observed by others.

- b) Open behavior, the response to this stimulus is clear in the form of actions or practices, which can easily be observed or seen by others^[18].

g. Factors Affecting Behavior

Humans were created as bearers of moral values, reason plays a very important role in creating the pattern of life or human behavior itself. In addition to reason and reason, there are several factors that influence human behavior, people who are able to maintain their identity will have high self-esteem which in turn will appear in the form of a desire to be respected and treated humanely by their leaders. Therefore a leader needs to understand the factors that shape an employee's behavior:

- 1) Genetic factors, what is meant by genetic factors in this case are traits that are brought from birth which are even inherited from their parents, for example regarding the background of employees' lives, such as intelligence, short-tempered nature, patient and others.
- 2) Environmental factors are situations and conditions faced by a person at a young age in the home and in the wider environment, including the school environment and close community environments that are encountered daily.
- 3) The educational factor is a conscious and systematic effort in order to transfer knowledge from one person to another. Education can be formal as well as non-formal.
- 4) Experience factors, experiences since childhood also shape behavior in organizational life. Experience can form apathy, stubbornness, intolerance, easily discouraged, and so on.

h. Work Behavior Indicator

There are four indicators used to measure work behavior, namely:

- 1) Social relations, a worker must have good social relations with other workers, where each worker must supervise colleagues so that they act in the right way and warn if there are mistakes.
- 2) Honesty skills, skills that a person has in accordance with the job.
- 3) Work motivation, the willingness to work to achieve certain goals such as needs physiological, security, love, self-esteem and self-actualization.
- 4) Self-confidence initiatives, namely in good work behavior must be cultivate full confidence and take the initiative that all work can be carried out in accordance with the existing job description ^[19].

The work behavior referred to in this study is the work behavior of employees, namely people in the government work environment can actualize themselves through attitudes at work, including in the spirit and passion for work. Basically, temporary employees in a government agency are employees who have a reference for themselves to be able to become Civil Servants (State Civil Apparatus). In the guidelines for assessing the work behavior of Civil Servants (State Civil Apparatus), the Government has indicators of employee work behavior as outlined in Government Regulation Number 46 of 2011 concerning the assessment of the work performance of Civil Servants. It was explained that the assessment of work behavior includes aspects of: a) Service Orientation, b) Integrity, c) Commitment, d) Discipline, e) Cooperation, f) Leadership.

a) Service orientation

Is the attitude and behavior in providing the best service to the community.

b) Integrity

Is the ability to act in accordance with the values, norms and ethics in the organization.

c) Commitment

Is the willingness and ability to align attitudes and actions to realize organizational goals.

d) Discipline

Is the ability of employees to comply with obligations and avoid the prohibitions that have been determined.

e) Cooperation

Is the willingness and ability to cooperate with colleagues, superiors, subordinates in the work environment as well as with other agencies in completing tasks and responsibilities. specified prohibition.

f) Leadership

The ability and willingness to motivate subordinates or other people related to their field of work in order to achieve organizational goals.

i. Social media

1) Definition of Social Media

Social media is an online medium, with its users being able to easily participate, share, and create contents including blog, social networking, wikis, forums and virtual world. Blogs, social networks and wikis are the most common forms of social media used by people around the world. Social media is media used by individuals to be social online by sharing content, news, photos and others with other people.^[20] Social media is internet-based media that allows users the opportunity to interact and present themselves, either immediately or delayed, with a wide audience or not, which encourages the value of user generated content and the perception of interaction with other people.^[21]

The two definitions give affirmation that social media is an online media that is used by each other where users can easily participate, interact, share without being

limited by space and time. Thus, social media that meant in this study is the social media Facebook.

2) Types of Social Media

Social media technologies take many forms including magazines, internet forums, weblogs, social blogs, microblogging, wikis, podcasts, photos or images, videos, ratings and social bookmarking. By applying a set of theories in the field of media research (social presence, media wealth) and social processes (self-presentation, self-disclosure). There is a number of types of social media, among others namely Bookmarking, Content Sharing, Wiki, Flickr, Social Network, Creating Opinion. Each type of social media is explained as follows:

a) Bookmarking

Bookmarking offers the opportunity to share links and tags which is of interest. It has a purpose so that everyone can enjoy what we like.

b) Content Sharing

Through these content sharing sites, people create various media and publications to share with others. Youtube and Flickr are content sharing sites that are frequently visited by many people.

c) Wiki

As a site that has a variety of different characteristics such as a knowledge sharing site, Wikitravel which has a focus on place information, and the concept of community is more exclusive.

d) Flickr

This Yahoo-owned site is a special site for sharing image sharing with contributors who are experts in each field of photography throughout world. Flickr creates a photo catalog where each product can be marketed.

e) Social network

Activities that use the features provided by certain sites become a

relationship, interaction with others. The social networking sites include LinkedIn, Facebook and FacebookMyspace.

f) Creating Opinions

This social media offers means to share opinions with others around the world. Through creating opinions, everyone can become writers, journalists and also commentators^[22].

Based on data research studies compiled by We Are Social in 2019, social media users in Indonesia have reached 150 million people. This means that about 57% of the entire population of Indonesia already uses various social media. To find out in more detail, here are the various social media that are currently trending, namely: Youtube, Whatsapp, Facebook, Instagram, Tiktok. The various types of social media can be explained as follows:

1) Youtube

Youtube itself is a social media that allows its users to view, post, and share videos. Youtube is a website created by three former PayPal employees on february 2005. The company is headquartered in San Bruno, California, and uses Adobe Flash technology *Videos* and HTML5 to display a wide variety of user/creator-generated video content, including movie clips, TV clips, and music videos. In addition, amateur content such as blogsvideos, short original videos, and videoseducation is also on this site. unregistered users can watchvideos, while registered users can upload videos in unlimited quantities. Videosdeemed to contain offensive content can only be viewed by registered users aged 18 years or over. In November 2006, YouTube, LLC was purchased by Google for a value of US \$ 1.65 billion and officially operates as a subsidiary of Google.

2) Whatsapp

Whatsapp is a messaging application for smartphones. Whatsapp is a cross-

platform messaging application that allows us to exchange messages without credit, because Whatsapp using an internet data package. The Whatsapp application uses a 3G, 4G or Wifi internet connection for data communication. By using Whatsapp, we can have online chats, share files, exchange photos and more.

3) Facebook

Facebook is a social networking service which was launched in February 2004, and is headquartered in Menlo Park, California, United States of America. As of September 2012, Facebook has more than one billion active users, more than half of them use Mobile phone. Users have to register before using this site. After that, users can create private profile, added another user as friend, and exchange messages, including automatic notifications when they update their profile. In addition, users can join user groups with similar interests, sorted by workplace, school or college, or other characteristics, and group their friends into lists such as "Coworkers" or "Close Friends". (wikipedia.org)

Facebook was founded by Mark Zuckerberg with his roommates and fellow students Harvard University, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes. Membership of this website was initially limited to Harvard students only, later expanded to other colleges in Boston, Ivy League, and Stanford University. The site slowly opened up to students at other universities before opening to high school students, and finally to anyone who is at least 13 years old.

4) Instagram

Instagram (abbreviated as IG or Insta) is an application for sharing photos and videos which

allows users to take photos, take videos, apply digital filters, and share them on various social networking services, including Instagram's own. One unique feature on Instagram is cropping photos into a square shape, so they look like the results of the Kodak Instamatic and Polaroid cameras. This is different from the 4:3 or 16:9 aspect ratio commonly used by cameras on mobile devices. Instagram can be used on any version of iPhone, iPad or iPod Touch with iOS 7.0 operating system or later, any Android mobile phone with operating system version 2.2 (Froyo) and above, and Windows Phone 8. On April 9, 2012, it was announced that Facebook agreed to take over Instagram for about \$1 billion.

5) Tiktok

Tiktok also known as Doujin is a Chinese social network and music video platform launched in September 2016 by Zhang Yiming, the founder of Toutiao. The app allows users to create their own short music videos. In 2012 tiktok increased in popularity like Facebook and Youtube. Tiktok itself is a short video social platform supported by music. Be it music for dance, freestyle or performance. Users are encouraged to imagine freely and express their expressions freely and can later be shared with friends or the world. TikTok itself can perform facial recognition at high speed which will be suggested on interesting facial features such as cute, cool, silly and embarrassing expressions.

j. Social Media Usage Indicator

The indicators for the use of social media are as follows:

- 1) Time allocation for accessing social media
- 2) Owned social media accounts
- 3) Uses or reasons for using social media

- 4) Positive and negative impacts of using social media ^[23].

According to Chris Heuer, founder of the Social Media Club and New Media Innovative, that there are 4 indicators in the use of social media, namely:

- 1) Context

That is how we stringing a word by paying attention to the grammar, form, and content of the message into a story or information interesting and understandable by many people.

- 2) Communication

That is how we convey information to others with the aim of providing understanding, changing attitudes, opinions, or behavior to suit what we want. hope.

- 3) Collaboration

That is how two or more parties can work together by unifying perceptions, mutually share experience, knowledge and ability of each to make things better and more efficient and effective.

- 4) Connection

That is how to build a relationship that intertwined and take care of it so that remain sustainable so that users feel closer to the company's social media users [24].

B. Previous Research

Various previous research results that are relevant to the problems discussed are very important things to serve as supporting data. In this case, the focus of previous research that is used as a reference is related to the problem of the influence of social media (Facebook) on the work behavior of employees at the Wonosari sub-district office. This is a reference for researchers to conduct studies on several research results in the form of journals and theses either through literature studies or through online searches as can be mapped below:

1. Evi Sri Restuawati (2009) conducted a study on "The Phenomenon of Desire to Present Yourself to Students Through the Facebook Social Networking Site Service." The population used in this study were University students Muhammadiyah Surakarta. Shapessample used is purposive sample with the criteria of research subjects are students of Muhammadiyah University of Surakarta force 2017 have a facebook account at least 6 months old, 18-24 years old. The sampling technique used in this research is purposive non random sampling with the number of research subjects is 193 people. The method used is descriptive analysis in the form of frequency and data percentage. The results showed that: (1) the desire to present themselves to students through Facebook was more easily channeled; (2) monthly pocket money has a role in facilitating internet costs for students using Facebook.
2. Fera Puspita Dewi Afandi (2011) conducted a study on "The Influence of Intensity of Facebook Usage on Development" Social Teenagers at Taruna Junior High School Dra. Zuleha" in 2011. This study aims to determine the effect of the intensity of the use of Facebook on the social development of adolescents in Taruna Dra. Zuleha. This study uses a quantitative approach using a descriptive strategy. The subjects of this study were students of class VIII SMP Taruna Dra. Zuleha. Measurements were carried out using questionnaire. By testing the validity and reliability as well as analyze it with Pearson correlation and simple regression. The results of the study show that the intensity of Facebook use has an influence on the

- development of social adolescents, but the effect is only small.
3. Dian Fatima Niranti (2013) conducted research on “Patterns” Behavior Facebook Users (Qualitative Descriptive Study of Facebook User Motivation and Its Impact on Personality of Facebook Users Among High School Students In Facebook Community Tawangmangu Adem)” This study aims to determine: (1) the motivation of facebook users among High school students in the Tawangmangu Adem facebook community, (2) the impact on the personality of facebook users among high school student in the Tawangmangu Adem community. This study uses a qualitative research approach using a descriptive strategy. Data collection was obtained from the results of interviews and observations. Informants were taken using purposive sampling with the informants being high school students who have Facebook accounts and live in Tawangmangun sub-district. The results of the study show that: (1) The motivation in using facebook from each individual must be different. (2) They have different incentives in making decisions in the use of Facebook. (3) The impact caused by the use of Facebook is very diverse, there are positive and negative.
 4. Wildiantari (2013) with the research title Differences in Communication Intensity Through Social Networks between Extrovert and Introvert Personality Types in adolescents. This research was conducted using a comparison method with public high school students in Denpasar with 2018 students as respondents. The results of this study indicate that there are differences in the intensity of communication through social networks between introverted and introverted personality types extrovert in adolescents, namely personality type extrovert have a high intensity of communication compared to other types of personality introvert. In addition, it can be stated that there is a relationship between the number of social networks and the intensity of communication through networks, and there is no difference in the intensity of communication through social networks between women and men.
 5. Dian Ayu Gumilang (2011) research title The Role of Facebook as an Online Business Media (Qualitative Descriptive Study of the Role of Facebook as an Online Business Communication Media), this study uses a qualitative descriptive, the results of this study are that Facebook not only acts as a promotional medium in online business, but also acts as a medium to communicate with potential consumers, besides that, Facebook also provides a broad market share for online businesses.

RESEARCH METHODS

The approach and type in this research is a quantitative approach with the type of associative research. This type of associative research is research that seeks to find a relationship between one variable and another, the relationship can be symmetrical, causal or interactive.

Associative research is research that aims to determine the relationship / influence between two or more variables, this research has the highest level compared to descriptive and cooperative research because this research can build a theory that can function to explain, predict and control a symptom ^[25].

Quantitative approach is a type of research in which research data are presented in the form of numbers ^[26]. This quantitative study was used by researchers because it collected both observations and

through questionnaires (questionnaires), then in the form of numbers.

DISCUSSION

This study aims to describe (1) the level of use of social media by employees at the Wonosari sub-district office (2) how well the work behavior of employees at the Wonosari sub-district office (3) whether the effect of using social media has a positive and significant effect on employee work behavior at the Wonosari sub-district office. . To achieve this goal, it is done descriptively and associative inferential.

RESEARCH RESULT

The results of each research are described below:

1. The level of use of social media at the Wonosari sub-district office After reading other people's posts every weekday, it gives a high effect, namely 69.33%, while the percentage is moderate after employees post photos/videos, which is 43.33%. So social media has a positive but not significant effect on work behavior.
2. The work behavior of employees at the Wonosari sub-district office after using social media, the behavior of employees in cooperation is high with a percentage of 57.33%, while the work behavior of employees in working speed after using social media is low with 51.11%. If it is seen from the average value of 52.24%, it can be said that social media has a positive and insignificant effect on the work behavior of employees at the Wonosari District Office.
3. The effect of using social media on employee work behavior. The results of the above study also confirm that social media is not usually used as a basis for predicting employee work behavior at the Wonosari Sub-district

Office, Boalemo Regency, because there is no significant effect. Thus, it can be said that the use of social media by employees during working hours results in changes in work behavior and a decrease in employee work behavior so that the working time of employees is reduced. The researcher's hypothesis which states that "there is a negative and significant influence between social media on the work behavior of employees at the Wonosari District Head Office, Boalemo Regency" in this study was not sent as shown by the tcount value which proved to be smaller than the ttable value (1,530,1,701), then the hypothesis is declared positive and not significant on the work behavior of employees at the Wonosari sub-district office. Likewise with the submission of probabilities, it is proven that the probability value of sig is greater than the probability value of 0.05 (0.137 <0.05), which means that there is no significant effect between social media (facebook) and employee work behavior.

CONCLUSION

Based on the results of the research and discussion above, it can be concluded that:

1. The level of use of social media by employees at the Wonosari Sub-district Office is in the high category, this is shown by after reading other people's posts on weekdays with a value of 69.33%, with the average level of social media use being 61.81% and the lowest after post photos/videos 43.33%.
2. The work behavior of employees at the Wonosari sub-district office is in the fairly good category or the moderate category, with the highest percentage value seen in the cooperation dimension, namely 57.33% and the lowest being in the

innovation dimension, which is 51.83%. In the dimension of cooperation, there is a better understanding between employees and co-workers with a percentage value of 58.67%.

3. Social Media has a positive and insignificant effect on behaviorwork employees at the Wonosari sub-district office with a contribution of 7.70% influence and the remaining 92.30% on changes in the media social and the remaining 71.60% is explained by factorother. The hypothesis states that there is an influencenegativeThe significance of social media on employee work behavior is not proven and not accepted where it is proven that the tcount value is smaller than the ttable value ($1.530 < 1.701$). Then the hypothesis is declared positive and not significant.

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