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THE ROLE OF SOCIAL MEDIA IN THE ERA OF DIGITAL TRANSFORMATION AS A MEANS OF COMMUNICATION KARANG TARUNA COMMUNITY KAMPUNG PARUNG SERAB CILEDUG

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Abstract

Social media is where the communication tool is by the user in the social process. At the same time, digital transformation uses technology to transform analog processes into digital. We have digitalization in all areas of our lives, from smartwatches to artificial intelligence-enabled household assistants. The role of social media in the era of transformation in the village serab ciledug is still not maximal in social media use, therefore Kewan then the community conducted in the organization of taruna taruna kampung parung serab is to provide education or direction in social media in the current digital transformation era. So that when the organization of taruna taruna kampung parung serab ciledug in the direction of activities in the organization area, can return information which of the community perseverance activities (PKM) this. So by means of the way then the activities of salting this community can stretch the coral taruna kampung parung serab ciledug to be able to increase efficiency and efficiency in social media. So that by also can be dikung far coral activities taruna kampung parung serab ciledug.

Keywords: Social media, Digital transformation, Communication

INTRODUCTION

The role of social media in the era of transformation in the village of serab ciledug is still not maximized in the use of social media. Therefore, with the holding of community service activities is expected to help taruna taruna kampong parung serab ciledug to be able to increase productivity and efficiency in using social media. So that it can help maximize the activities of taruna taruna kampung parung serab ciledug. Based on the observations in the field there are problems experienced by the organization of taruna taruna kampung parung serab ciledug. Various problems that occur because with the presence of social media can lead to deviant behavior and easily instigated in receiving information

Community service conducted at the taruna taruna karang kampung parung serab organization aims to provide education or direction in utilizing social media in today's digital transformation era. So that when the organization of taruna taruna kampung parung serab ciledug in carrying out activities in the territory of the organization, can channel back information obtained from the activities of devotion to the community services.

METHOD AND PROCEDURES

The stages and methods carried out n in this activity is the committee conducting surveys and interviews with some residents of Kampung Parung Serab Ciledug has the extent to which they understand and understand the use of social media in this era of transformation that already exists in their village so that based on the data, the committee proposes this face-to-face activity by increasing

the knowledge of the citizens in presenting the challenges of offline learning that inevitably have to be done in the pandemic. As for before this activity was carried out, the committee had conducted interviews and approaches through the chairman of taruna coral in KAMPUNG PARUNG SERAB CILEDUG, and from the results of the interview obtained proposals or inputs from the chairman of the taruna reef so that the committee conducted activities in the form of seminars and presentations as a briefing to the citizens in using social media that is already in their village.

The details of the information of this seminar activity are as follows:

1. Time and Place of Implementation

   Day and Ladder Implementation: Friday, 09 April 2021

   Implementation Time: 19.00 Wib – Pk. 8:45 p.m.

   Place of Implementation: Kampung Parung Serab and Virtual Conference (Zoom Application)

2. Implementation(Event Arrangement)

   The composition of the implementation event is as follows:

No.	Waktu	Acara	Penanggung Jawab
1.	19.00 – 19.15	Pembukaan Oleh MC	Nuraini Sitepu
2.	19.15 – 19.30	Sambutan Dospem	Slamet Raharjo S.Si, M.Kom, MVP, VCP, COBIT5
3.	19.30 – 19.40	Penyampaian Materi 1	Natasya Arifa
4.	19.40 – 19.50	Penyampaian Materi 2	Allam Ramzy P.H
5.	19.50 – 20.00	Penyampaian Materi 3	Widuri Indana Saleha
6.	20.00 – 20.10	Penyampaian Materi 4	Rafli
7.	20.10 – 20.20	Tanya Jawab	Kelompok dan Audience
8.	20.20 – 20.30	Penutup	Kelompok
9.	20.30 – 20.40	Penyerahan Souvenir	Kelompok
10.	20.40 – 20.45	Dokumentasi	-

Table 1. Event Arrangements

RESULTS

The documentation of offline seminar activities about the role of social media in the era of digital transformation as a means of communication coral cadets kampung PARUNG SERAB CILEDUG community are as follows:



Figure 1.Speech from Dosen Guide using google meet



Figure 2 Opening Ceremony by Nuraini Sitepu



Figure 3 Remarks from the chairman of Amoeba



Figure 4. Documentation after completion of the activity



Figure 5. Documentation of attendance and snacking



Figure 6. List documentation present

CONCLUSION

From the activities of Devotion to community can be concluded that Must always add insight and improve skills about early childhood learning and education and to the community. Should better prepare the learning media to be used flow more actively communicate with children and also parents

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very well

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