

Utilization of Social Media by Housewives in Improving Family Welfare in Minahasa Regency

Edmon Royan Kalesaran¹, Elfie Mingkid¹, Sintje Aneke Rondonuwu¹

¹Faculty of Social and Political Sciences, Sam Ratulangi University, Manado, Indonesia

Received: October 19, 2024

Revised: November 27, 2024

Accepted: December 26, 2024

Abstract

The development of communication and information technology has had a significant impact on social changes in society. Many benefits can be gained if the community can master communication and information technology. Social media is one important aspect of society's life in the digital era. With the availability of the internet, smartphones, and social media, housewives can use them in daily life to improve family welfare. However, observations show that the utilization of social media by housewives has not been optimal in enhancing family economy. Instead, social media usage is often dominated by entertainment or the spread of inaccurate and low-quality information. This study aims to understand the utilization of social media by housewives in improving family welfare in Minahasa Regency.

Keywords: Social Media, Family Welfare

Introduction

Social media has become an essential part of human life in the digital era. According to data from Data Indonesia (2022), the number of social media users in Indonesia reached 191 million people in January 2022, an increase of 12.35% compared to the previous year. Social media facilitates access and the sharing of information, as well as offering various other benefits, such as finding ideas, communication, and entertainment. However, the impact of social media usage is not always positive. Information spread through social media can result in both positive and negative outcomes. Positive impacts include easier interaction, expanded social networks, cost efficiency, and rapid information dissemination. Negative impacts include reduced face-to-face interaction, potential social conflicts, and the spread of inaccurate information (Cahyono, 2016). The use of social media by housewives in Minahasa Regency, for example, is often still dominated by entertainment activities or the spread of false information (hoaxes). In contrast, the use of social media for activities that improve family welfare, such as online marketing, is still very limited and requires better digital literacy. This study aims to examine the utilization of social media by housewives in improving family welfare in Minahasa Regency.

Literature Review

This research refers to several previous studies as a reference. Mulyadi (2020) studied the use of social media for health communication among millennial mothers. The study showed that platforms like Instagram and WhatsApp were used to obtain information on pregnancy health (Mulyadi, 2020). Urva et al. (2022) discussed the optimization of social media for digital marketing. They concluded that society needs training in the use of social media for optimal product marketing (Urva et al., 2022). Soecipto & Holik (2018) studied the use of social media by housewives and youth in Bandung. Their research found that social media could strengthen social relationships but also lead to social conflicts. Therefore, social media literacy is essential (Soecipto & Holik, 2018). Astuti et al. (2020) highlighted the importance of social media literacy for housewives to support household income through online businesses (Astuti et al.,

2020). The fundamental difference in this study lies in the location, research subjects, and the social-cultural background specific to Minahasa Regency. This study emphasizes the importance of using social media wisely by housewives to improve family welfare

Methods

This study uses a qualitative approach to understand the phenomenon of social media utilization by housewives. Data collection techniques include interviews, observations, and documentation. The primary informants are housewives from Minahasa Regency selected through snowball sampling. The study was conducted with 30 informants from various villages in Minahasa. The data analysis stages involve categorization and data reduction, where important information is collected, grouped according to topics, and simplified. The grouped data is then structured into meaningful narratives. The researcher interprets the information provided by the informants. Conclusions are drawn based on the structured narratives. The analysis results are verified with the informants to avoid misinterpretation.

Results and Discussion

According to a report from We Are Social and Hootsuite (cited from databoks.katadata.co.id), the number of social media users worldwide reached 4.76 billion in January 2023, which is 59.4% of the global population. This year, 137 million new users were added, marking a 3% annual growth. The number of global social media users has consistently increased over the past decade, though the annual growth in January 2023 was the lowest in the last decade. The highest growth was recorded in January 2017, with a 20.9% increase compared to the previous year. In Indonesia, the number of social media users reached 60.4% of the population in January 2023. Facebook remained the most widely used platform with 2.95 billion users, followed by YouTube with 2.51 billion users, and WhatsApp and Instagram each with 2 billion active users. Minahasa Regency has significant potential for utilizing social media, especially for housewives.

Social media has become an integral part of their daily lives, offering both positive and negative impacts (Raza et al., 2020; Elverici, 2020). While entertainment is often a primary use, social media also offers business opportunities. This research uses a qualitative descriptive method, with interviews as the primary data collection technique. It found that Facebook and Instagram are the most frequently used social media platforms among housewives. The study explores how social media can be leveraged by housewives to improve family welfare, in contrast to many studies that focus on the negative impacts of social media. Key areas of focus include understanding social media, the ability to use it, its benefits for families, and the challenges in utilizing it.

These topics are based on the CMC (Computer-Mediated Communication) theory which explains the shift from face-to-face communication to digital interaction, including the rise of social media (Soukup, 2000; Spitzberg, 2006). In Minahasa, housewives increasingly use social media for information, entertainment, and small-scale businesses. The research found that while housewives understand social media as a communication and information tool through apps like Facebook, Instagram, YouTube, and WhatsApp, their skills are still at a basic level. They primarily post simple captions and photos taken directly from their cameras, with minimal use of editing apps or professional content creation. Social media is used frequently, with housewives accessing a variety of information daily. Many housewives find social media beneficial for promoting and selling products, leading to a significant increase in family income. However, challenges include connectivity issues like lost signals or data quotas, and a

lack of skills in creating engaging posts or live-streaming videos, as well as managing social media etiquette.

Conclusion

The utilization of social media by housewives in Minahasa has positively contributed to family welfare, especially through the promotion and sale of products, resulting in increased household income. While housewives understand social media and use it frequently for entertainment, information, and business, their skills remain at a basic level, limited to posting simple content without advanced editing or content creation techniques. The main challenges they face include technical issues such as poor internet connection and data limitations, as well as the need for better skills in creating engaging and ethical content. To improve social media usage for family welfare, it is recommended that housewives receive further training and support from the government and relevant authorities to enhance their digital literacy and usage skills. Social media literacy training should be provided to help them utilize these platforms more effectively for both communication and business purposes.

References

- Astuti, R., Pulungan, D. R., Alpi, M. F., & Lubis, S. (2020). Literasi media sosial sebagai peluang bisnis online bagi ibu rumah tangga mendukung pendapatan rumah tangga. *IHSAN: Jurnal Pengabdian Masyarakat*, 2(1), 63-73.
- Cahyono, A. S. (2016). Pengaruh media sosial terhadap perubahan sosial masyarakat di Indonesia. *Publiciana*, 9(1), 140-157.
- Data Indonesia. (2022). *Pengguna media sosial di Indonesia capai 191 juta pada 2022*. Retrieved from <https://dataindonesia.id/digital/detail/pengguna-media-sosial-di-indonesia-capai-191-juta-pada-2022>.
- Elverici, S. E. (2020). Can social media promote social presence and attitude in efl classes?. *Turkish Online Journal of Distance Education*, 22(1), 133-147.
- Mulyadi, F. S. (2020). Pemanfaatan media sosial sebagai media komunikasi kesehatan kehamilan dan persalinan pada ibu milenial. *VISIONER*, 2(2), 257-264.
- Raza, S. A., Qazi, W., Umer, B., & Khan, K. A. (2020). Influence of social networking sites on life satisfaction among university students: a mediating role of social benefit and social overload. *Health Education*, 120(2), 141-164.
- Soecipto, S., & Holik, A. (2018). Pemanfaatan media sosial bagi ibu rumah tangga dan pemuda di Desa Arjasari, Kabupaten Bandung. *Jurnal Pengabdian Kepada Masyarakat*, 8(1), 52-57.
- Soukup, C. (2000). Building a theory of multi-media CMC: An analysis, critique and integration of computer-mediated communication theory and research. *New Media & Society*, 2(4), 407-425.
- Spitzberg, B. H. (2006). Preliminary development of a model and measure of computer-mediated communication (CMC) competence. *Journal of Computer-Mediated Communication*, 11(2), 629-666.
- Urva, G., Pratiwi, M., & Syarief, A. O. (2022). Optimalisasi media sosial sebagai penunjang digital marketing. *ABDINE: Jurnal Pengabdian Masyarakat*, 2(1), 56-61.