THE ROLE OF SOCIAL MEDIA AS A MEANS OF CHILDREN'S CREATIVITY
A Case Study of The Satisfaction of Using Gachalife Characters In Creating A Youtube Channel

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ABSTRACT

The creation of the internet in the digitalization era makes it easier for people to access social media platforms and online games which are downloaded by many children today and one of them is the online game Gacha life. Online games are not always in accordance with the customs and culture in Indonesia. Using the internet wisely helps reduce the negative impact of new media. This study uses a qualitative descriptive approach by collecting data through interview and field observations. Online platforms such as the Youtube and GachaLife provide benefits for children to build creativity and imagination. with the Uses and Gratification Theory stating that media users play an active role in choosing and using media well. Users have alternatives to channel their creativity and enhance their hobby's imaginative talents by using their Online Gaming Platform.

Keywords: *new media (YouTube Platform), online games, creative*

INTRODUCTION

The modernization of the digital world provides benefits and impacts in almost all aspects of people's lives, from rural areas to big cities, the presence of online media, e-commerce in the trade sector, e-payments to google classrooms for the world of education, proving the existence of mass media as a development impact. the era of digitalization that is global and cannot be stopped and filtered again for the benefits and impacts given to its users.

Currently, digitalization is the engine of Indonesia's digital economy, which is predicted to be the largest in Southeast Asia in 2025 with a value of Rp. 1,700 trillion with around 21 million new digital consumers during the pandemic from early 2020 to mid-2021.

In the current era of digitalization, the need for mass media is growing rapidly

following the benefits and updates of existing and widely used gadgets, whether gadgets are not yet in the wider community, to brands that already have names and are used as role models for other gadget brands. Not only for adults who have the title businessman or worker but the mass media is loved by teenagers, housewives to children aged 5 to 15 years.

Technology is used to make human life easier. The progress of digital technology today is something that must be considered for its impact, to think critically and be wiser before accepting a certain technology. The type of smartphone that is most in demand by all circles, is simple and still contains many applications that users need.

Kompas released, research company Counterpoint released a new report titled "Global Monthly Handset Sales Tracker". The report compiles the 10 best-selling smartphones globally throughout 2019. Based on the market research firm's report, until the third quarter of this year, it turns out that other mobile phones that are selling globally are not the latest models. But the 2018 iPhone XR. Counterpoint noted that the iPhone XR controlled 3 percent of the world's smartphone market share in the third quarter of 2019. The cheapest cell phone from Apple also took the first position as the best-selling smartphone throughout 2019.

The touch of a pandemic that occurred throughout theworld's beloved Indonesia at the end of 2019, had the effect of forcing a lockdown and closing the world of politics, economy, culture, tourism, the world of education. The decision to move teaching and learning activities to each student's home is not without easy reasons. The exposure of employees, traders, teachers and students while carrying out their activities has become a very serious consideration for the simultaneous closure of schools in Indonesia.

Ministry of Education and Culture No. 15 of 2020 Guidelines for Learning from Home During the Covid-19 Period, Organizing Learning from Home during the Spread of Corona Virus Disease (Covid 19) aims to ensure the fulfilment of education services, protect from the adverse effects of Covid 19, prevent the spread and transmission, and ensure the fulfilment of support psychosocial.

There are two legal bases on which the Guidelines for the Implementation of Learning from Home are issued:

1. Government Regulation Number 17 of 2010 concerning Management and Implementation of Education as amended by PP. 66 of 2010 concerning Amendments to PP No. 17 of 2010 concerning Management and Implementation of Education.
2. Regulation of the Minister of Education and Culture Number 33 of 2019 concerning Disaster Safe Education Units.

The purposes of the attachment to this circular letter are: (1) to ensure the fulfilment of the rights of students to obtain educational services during the Covid-19 emergency, (2) Protecting Education unit residents from the adverse effects of Covid-19, (3) Preventing the spread and transmission of Covid-19 Education unit, (4) Ensuring the fulfilment of psychosocial support for educators, students, and parents/guardians.

The use of smartphones and gadgets such as tablets and laptops is an option for supporting student teaching and learning activities at home during the Covid-19 emergency. The use of smartphones is also supported by the development of media convergence digitalization technology that occurs, from only being able to make calls, chat, and video, to several applications being made into one application called a platform (media convergence), in one application such as WhatsApp students can participate in Chat Group, Video Call Group, to do learning.

The use of the WhatsApp application is very helpful in making it easier for students to receive online learning at home, materials sent by homeroom teachers and school teachers vary, from material in the form of photos, videos, and also meeting zoom, as well as the collection of class assignments can be photographed, videoed, or filled in Google Classroom.

Technological developments provide many important opportunities for creators to work in implementing their work so that it can be known by a wide audience, to satisfy consumer needs, due to technological changes in communication, content creators, and influencers can now reach the masses more efficiently through various media.

Human life will depend heavily on mass media, even people who are known to be religious do not need to learn from religious leaders anymore, they can learn on their own through mass media, and various daily needs are also determined by the mass media. Mass media has become a determining factor in human life. This is just a small part of the power of mass media (Introduction to Mass Communication, Nurudin 2017:7)

Gacha Life is a Casual Game developed by Lunime. APP Player BlueStaks is the best platform to play this Android game on your PC or Mac and provides an impressive gaming experience. Besides that, by downloading Gacha Life on PC with Blue Stacks and people can create new stories as this game offers various features for creating visually fun films and short stories such as creating interesting anime-style characters by combining hairstyles, clothes, skirts, shoes, and weapons and choose our favourite setting and also create dialogues and story scenarios that captivate the audience.

The appeal of online games is undeniable for early childhood as they almost play the games all day and no matter how good an online game is, it will still be a parasite on school days, even though there are a lot of negative impacts obtained from playing online games, such as the affective impact on online games that focus on violence such as fighting and betting, in contrast to games that do have an informative, creative and aesthetic impact on building children's thinking to be creative and innovative. This Gacha Life online game allows children to be creative in making the desired anime-style characters, this Lumine game also offers interesting features, such as chatting with fellow players and interacting with NPCs (Non-Player Characters).

One of new media roles is as a platform for children to develop creativity and imagination in a fun way and in addition to develop their hobbies and talents as well as creating fantasy and also become a work of selling value in the field of science. They provide tutorials on how to make people, and how their imaginations are

expressed in the form of creations on dolls with poses, clothes, and lifestyles of the people they make.

This study aims **t**o find out the negative and positive impact of Gacha Life online game on children and whether the Gacha Life online game has a creative and innovative impact on children.

Theory
a. Cultural Imperialism Theory

This theory was first put forward by Herb Schiller in 1973. Schiller's first writing which was used as the basis for the emergence of this theory was Communication and Cultural Domination. The theory of cultural imperialism states that the West dominates the media around the world.

The reason is that the western media has a strong effect on influencing the third-world media, so they want to imitate the culture that emerges through the media. From the perspective of this theory, when there is a process of imitation of developing country media from developed countries, that's when developing country media in developed countries, that's when the destruction of indigenous culture occurs in third countries.

b. Media Equation Theory

This theory was first introduced by Byron Reeves and Clifford Nass (Professor of Communication Department at Stanford University, America) in their paper The Media Equation: How People Treat Computers, Televisions and New Media Like Real People and Place in 1996. This theory is relatively new in the world. mass communication

Media Equation Theory or media equality theory wants to answer the question of why people unconsciously and even automatically respond to what the media communicates as if (the media) were humans.

According to Boden (2004:1) "Creativity is the ability to come up with ideas or artifacts that are new, surprising, and valuable". According to Barron in (Asrori, 2008:38) defines "Creativity is the ability to create something new, something new here does not mean it must be completely new, but can also be a combination of elements that have existed before". Torrance (in Asrori 2008:40) defines "Creativity as the process of being able to understand the gaps or obstacles in his life, formulate new hypotheses and communicate the results, and as much as possible modify and test the hypotheses that have been formulated".

c. Uses Gratification Theory

The uses and gratification theory is a development of the theory or model of the hypodermic needle. This theory was introduced by Herbert Blumer and Elihu Kartz in 1974 in their book The Uses of Mass Communication: Current Perspectives on Gratification Research. This theory says that media users play an active role in finding the best media sources to meet their needs. That is, the uses and gratification theory assume that users have alternativesto satisfy needs.

According to Elihu Katz and Herbert Blumer, this theory examines the psychological and social origins of needs that lead to different patterns of media exposure

or involvement in other activities and lead to need fulfilment and other consequences.

Five basic assumptions form the core of the theory of use and satisfaction, namely:
1. The audience is active and the use of the media is goal-oriented.
2. The initiative in linking the need for satisfaction to a particular media choice is dependent on audience members.
3. Media competes with other sources of need.
4. People have sufficient self-awareness of their media use, interests, and motivation to provide an accurate picture to the researcher.
5. Decisions on values about how audiences relate their needs to specific media or content should be postponed.

Uses and gratification theory explains the nature of audiences who are active in consuming media so that they can be selective in sorting out media messages that aim to meet the needs of the audience.

information. Audiences consume media driven by certain motives to meet their needs. The core of the uses and gratification theory is ace user's decision in media selection based on wants, needs, and motives.

METHODOLOGY

This study uses a qualitative method with a qualitative descriptive approach, according to Prof. Dr. Lexy Moleong. M.A "Qualitative Research Methodology, is a research method based on the philosophy of post-positivism used to examine the condition of natural objects, where the researcher is the key instrument for sampling data sources by purposive and snowball".

In his understanding, qualitative research is realistic, realistic about the natural surroundings, and socially constructed, namely based on mutual agreement. The results of this construction are influenced by the nature of the relationship between the researcher and the researched, as well as situational constraints between the two. In the natural sciences, because nature cannot negotiate with researchers, the results of the observations are based on the agreement of the researchers.

Qualitative research methods make the researcher the key instrument, moreover, the data collection technique used is participatory observation, the researcher is fully involved in the activities of key informants who are the subject of the research and sources of research information.

Qualitative research is behaviour. The philosophical approach and application of methods within the framework of qualitative research are intended to produce soft sciences, such as sociology, and anthropology (communication and public relations). Qualitative research departs from the behavioural sciences and the sciences of the uniqueness, Dynamics, and holistic nature of human presence, and "truth" is dynamic and can be found only through the study of people in their interactions with social situations of well-being (Danim, 2002:35).

The qualitative descriptive approach is very useful for generating tentative theories. That is the essential difference between qualitative descriptive methods and other methods. Qualitative descriptive looking for theory, not testing theory,

not testing theory. Qualitative descriptive method often give birth to what Seltiiz, Wrightman, and Cook (in Rakhmat, 2002) call insight-plating research, in which the researcher goes into the field without being burdened or directed by theory. He does not intend to test the theory so that his perspective is not filtered. He is free to observe the object, explore and find new insights throughout the research. Research is constantly being reformulated and redirected as new information is discovered.

Informants Involved.

Key informants are children who use the online game Gacha Life to be creative and imaginative whose results are sent to the YouTube platform.

Data Collection Techniques

Collecting data by direct and in-depth observation and interviews on the impact obtained by using the online game gacha life and channeling their hobbies and fantasies

DISCUSSION
Mass Media Effect

Mass media has three-dimensional level effects, namely cognitive effects including increased awareness, learning, and additional knowledge. Effective effects relate to emotions, feelings, and attitudes. While the conative effect is related to behaviour and intention to do something in a certain way (Amri, 1998).

1. Cognitive Effect

Cognitive effects are the consequences that arise on him, in cognitive effects discussing how mass media can help audiences in learning useful information and developing cognitive skills through mass media, a person can obtain information about objects, people, or places that have never been visited in person. (Karlinah 1999).

According to McLuhan (Antoni, 2004), the mass media is an extension of our senses (sense extension theory; the theory of extension of the senses (Rakhmat, 2007). With mass media, a person obtains information about objects, people, or places that we have never seen before. see or we have never visited in person. The reality displayed by the mass media is a reality that has been selected.

Mass media does not only provide cognitive effects but also has the effect of building one's creativity in innovative thinking.

In the opinion of Onong Uchjana Effendy (2006) in his book Science, Theory and Philosophy of Communication, which is included in the category of mass communication effects are cognitive effects (Cognitive Effects), Affective Effects (affective effects), and conative effects which are often also called behavioural effects (behavioural effects). effects).

2. Affective Effect

This effect has a higher level than the Cognitive Effect. The purpose of mass communication is not just to tell people to know something. But more than that, after knowing the information it receives, the audience is expected to feel it (Karlinah, 1999).

3. Behavioural Effects (Conative)

Behavioural effects are consequences that arise in the audience in the form of behaviour, actions, or activities. Violent scenes in television or movies will cause people to become violent, soap opera programs, the cries seen by housewives, will make them angry and angry and so on.

Qualitative research data is obtained in various ways: interviews, observations, and documents. Obtaining data in various ways is called triangulation

Qualitative research is a scientific activity to collect data systematically, sort it according to certain categories, describe and interpret data obtained from inter-views or ordinary conversations, observations and documentation. The data can be words, pictures, photos, meeting notes, memos, and so on.

New Media

In his book Mass Communication Theory, McQuil explains that "New Media or New Media are various communication technology devices that share the same characteristics which apart from being made possible by digitization and their wide availability for personal use as a means of communication". According to Denis Mc-Quil, the main characteristics of new media are their interdependence, their access to individual audiences as recipients and senders of messages, their interactivity, their diverse uses as an open character, and their ubiquitous nature.

Cyber Media

The presence of cyber media and the citizen journalism movement directly or indirectly has an impact on the media which has been considered the ruler of the production and distribution of information. Because the internet provides easy access for citizens to create accounts on mailing lists, social networking sites, web blogs, and, even create their own sites to produce and distribute media. "Freedom of the press is guaranteed only to those who own one." Now, millions do (A.J. Liebling in Bowman and Wills, 2003: 47).

Shoemaker and Reese (1996) emphasized that two factors influence the media, namely internal factors which include the individual characteristics of media work-ers and the routines that take place in media organizations (media routines); and external media factors, namely extra media and extra medial variables that influence media content.

Cultural Imperialism Theory

From the perspective of this theory, when there is a process of imitation of de-veloping country media from developing countries to developing countries, then the destruction of indigenous culture in these developing countries begins. Western culture almost fills the majority of the mass media that are rife in the world, both Europe and Asia, such as films, news, comics, photo, s and others.

The impacts are felt differently in different countries, groups, and ages, people in developing countries view the mass media by enjoying lifestyles, beliefs and-amended ways of thinking, from different beliefs and perspectives, and different ways of receiving them.

The current rise of South Korea and its artist actors are role models for children, teenagers, adults to housewives, the media convergence that occurs makes it easier for all people to access social media, and convergence makes it easier for Institutions, Media, Event Programs, and Advertisers easy to advertise and well-known audience.

From household products, cosmetics, and South Korean fashion, which is endemic in Indonesia, the audience is so enthusiastic about Korean things, that South Korea has become the center of audiences in their fashion and make-up.

Almost all mass media are easy targets in advertising and communicating foreign products, both from the west and south Korea, mass media such as YouTube, Instagram, Tik Tok, and Facebook are their means of advertising and reaching all over the world.

Of the total 202.6 million internet users in Indonesia, 96.4 percent of them use smartphones to access the internet. As summarized by Kompas Tekno from We Are Social, the average time spent by Indonesian access the internet per day is 8 hours and 52 minutes.

Based on the most used applications, sequentially the first position is YouTube, WhatsApp, Instagram, Facebook, then Twitter. According to reports, WhatsApp users in Indonesia spend around 30.8 hours per month, Facebook 17 hours per month, Instagram 17 hours per month, Tik Tok 13.8 hours per month, then Twitter 8.1 hours per month. Of all the video streaming services, YouTube still occupies the top position with an average user time of 25.9 hours per month

Picture 1. Top Social Media And Streaming Video Apps

Life, the appearance that is seen in the mass media (in this case tube social media) is very different from the culture in Indonesia in particular, from the way of dressing, dressing, and lifestyle is very contrary to the realm of youth culture in Indonesia.

Gacha Life Online Game provides features such as body parts, clothes, and accessories as they can even choose skin colour and hairstyle, building creative imaginations for children who play them. With the consequences of the negative and

positive impacts of accessing online games every day, many of the users of these online game switch to hairstyles, and mini dress styles, the culture of Indonesian children who are natives are accustomed to wearing headscarves when they go to school and covering their genitals, with hijab when they useuniforms and also skirts. or trousers, have deviated from the realm of the existing culture and have been ingrained by their parents from childhood until they start growing up.

Media Equation Theory

This theory was first introduced by Byron Reeves and Clifford Nass (Professor of Communication Department at Stanford University, America) in their paper The Media Equation: How People Treat Computers, Televisions and New Media Like Real People and Place in 1996. This theory is relatively new in the world. This mass communication or media equation theory wants to answer the question of why people unconsciously and even automatically respond to what the media communicates as if (the media) were humans.

Without realizing it during the pandemic, the use of gadgets, in this case, smartphones as a forum for the community and students in the teaching and learning process to access chat, video, and zoom meetings or google meet for socialization by the school or homeroom teacher providing material information, or notes and exercises - practice for their students, it is possible that there will be gaps while waiting for material, or when accessing student videos, online games that are booming or games that catch their attention, so when they finish doing their assignments and school exercises they will try to download and play . Not only Gacha Life, several games often ap appear pear when students access material in the form of videos such as Gacha Word, Minecraft, Mobile Legends, and Candy Crush Saga

The audience unknowingly changes the mass media (social media) to make:
1) Social Media as their friends in playing,
2) Social Media as a storytelling friend,
3) Social Media as parents to complain
4) Social Media as God a place to ask and complain
5) Social Media as a Boyfriend in pouring out love and joy

Changes that occur without the audience realizing it occurs in children who consume online games, the Affective Effects of Gacha Life Online Games are reflected in their behaviour, their attitudes begin to dress up, dress up, and make role models behave, there are some children whose acceptance is negative and some are positive, from some children or adults on behalf of children making videos based on the features in the online game each life with non-immoral and anarchic videos. And some children get a sensitive reception so that their motor sensors and sensitivity are stimulated.

How a child and teenager receive exposure to social media, and from that exposure creates both positive and negative effects. According to Ardianto, Komala, &Karlinah (2017: 215), media literacy is the ability to process analysis and learning of messages conveyed through media, whether print, audio, video, or multimedia. This is also what was expressed by The National Telemedia Council in Silverblatt (2014:4)

that media literacy is "the ability chooses, to understand within the context of the content, form/style, impact, industry, and product, n to question, to evaluate, to create and/or produce and to respond thoughtfully to the media we consume". Baran & Davis (2012, p. 35) also agree with the above definition that media literacy is the ability to access, analyze, evaluate, and communicate media messages.

Creativity

Creativity can arise after discovering something new and the emergence of a desire to create something different from the things that already existed before and from all of that it certainly has many benefits. Creativity will develop over time honed and used, utilized, with the beginning from being creative towards the achievement of creativity as a result of interacting with things, sources that provide stimulation to create creativity.

Piers (in Aurora 2015:79) suggests that the characteristics of creativity (1) have a high drive. (2) have high involvement. (3) Have a great curiosity. (4) Have high perseverance. (5) Tend to be dissatisfied with the establishment. (6) Full of confidence. (7) Have high independence. (8) Freedom in making decisions. (9) Tend to be interested in complex things. (10) Tolerant of ambiguity. (12) It is sensitive.

Uses and Gratifications Theory

Not all online games hurt users, a child who is exposed to the YouTube platform social media and a lover of the online game Gacha Life gets positive benefits in building his creativity. Almost every day play this online, andmake decisions in choosing media according to the:

a) their satisfaction with using social media.
b) His desire to work to create something of value.
c) The need for media used to channel their interests and talents.
d) Choose the media according to the interests of the hobby.

A child will choose media according to his hobbies and preferences, and the effects that arise from the audience such as emotions and behaviour can be operationalized as an evaluation of the media's ability to provide satisfaction. The uses and gratification approach is aimed at audiences who play an active and selective role in choosing and using media as desired, namely being creative in making people, and making short videos with the themes of life.

Cinta is one of the students affected by covid-19, who has to be forced to carry out the teaching and learning process from home, Cinta is 10 years old and in grade 4 Public Elementary School in South Tangerang. She has played the online game Gacha life from the age of 9 years, until now. The first time he played the online game through his mother's smartphone, and because of the large amount of material provided by the school in the form of videos and materials using the WhatsApp platform, his parents bought their smartphone under the supervision of their parents, all application downloads must have permission from the email link in the settings. email used for platforms that Cinta often accesses.

Love one of the students who benefited positively from the imagination and

fantasy platform Gacha Life, the first time he started fiddling with his smartphone, his parents just watched, and didn't help at all to direct him to do creative things.

His parents only thought that Cinta played online games, without earning anything, by playing the online game Gacha Life, Cinta began to penetrate the YouTube platform, looked at the features created by several people who have their channels on the YouTube platform, a sense of interest and a sense of belonging. challenged to make as seen on youtube mostly. Cinta also has permission to use her mother's account to create her channel with the name "Cia Chan Official".

Busy parents never see their children make something new that builds children's creativity. From exposure to the online game Gacha life, and exposure to the social media platform youtube, Cinta made several short videos using several editor applications. Several videos were created that were quite watched by lovers of the gacha life club.

Days turned into days and months turned into months, and without realizing it, it turns out that the subscribers started to increase, from 100 subscribers, to 300 subscribers to 2.03K subscribers. The fantastic thing about fun, the hobby of playing games is a positive thing.

Not only Love but many out there who benefit from social media as a means of building high creativity and imagination. Game Gacha Life is a creative imagination platform that is intended to design, people, and body parts from the accessories used, to the shoes or sandals used.

Picture 2. Gacha Life features features
**Source: https://lunime.itch.io/gacha-life**

Gacha Life is an online game platform that has many unique features, in this game, players can create their main character from the game in detail, from the face, hair type, costume type, weapon, even and character personality, and determine the desired pose, cool or cute. Each player is given twenty-character slots that can be

created and customized.

After creating the character of the players, proceed with creating the desired scene using studio mode, accompanied by dialogue for the characters to become a comic, cool, can also create a play in Skit Maker. Until it becomes a continuous story.

Furthermore, Gacha Life provides a Life Mode feature, where players can use their avatars when interacting with other characters, by visiting the intended places, to interact with their opponents.

Gacha Life is a collection of various funny games, from creating your anime-style characters, creating cool scenes in the studio, and playing in mini-games, to interacting with other characters, Gacha Life is an online game where you can display your creativity.
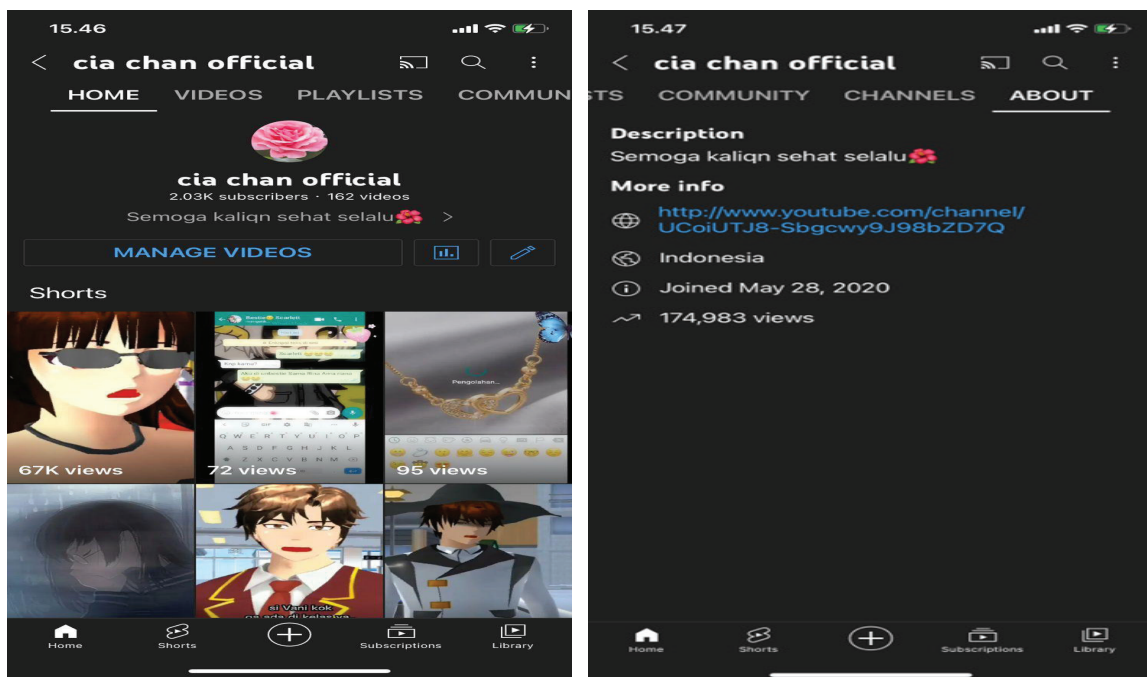
Picture 3. Gacha Life Channel

Affective Effect

The effective effect of the youtube platform and online games on love, feeling his talent for drawing is channeled and can be applied to the online game application gacha life, design the desired person and gender, and dress and dress up as desired, and have accessories, and toys, behaviour, and traits that match the maker, and make it a comic that can be given words to interact with other players, after it's finished and formed into a short story, or short video, it will be uploaded to the official youtube, namely Cia Chan Official .

Behavioural Effect

For the behavioural effect (conative) here, love itself has adopted many words from players who are encountered in the virtual world when playing the online game gacha life, there are lots of words that are inappropriate for children of the age of love to say, but there are also many words - positive words, there are many people

who use this online game application gacha life to poison children, with eccentric slang words, or immoral videos, so that every parent's worry about playing online games hurts their children. , it is clearly seen when t, the way they interact with their friends at home, manners, and attitudes change, if they start to be exposed to negative things from online games, behavioural effects are effects that are carried out after being exposed to conative and affective effects, after seen, reasoned, and felt, according to what they are looking for, or according to their interests and talents, begins to execute acts to do something wrong. activities that allow creativity to be channeled.

CONCLUSION AND SUGGESTION
Conclusion

Media has become a human need in socializing and interacting with one another in cyberspace or the internet. Since humans open their eyes in the morning and have seen the media, it is not uncommon for them to use the alarm to wake up in the morning by turning on the alarm on their smartphone, and start looking at social media before they get up and take a shower. realize, his life is governed by the media, his life cannot run easily without the media, from starting to go to school, to the office, to the market, using media, namely smartphone media with e-commerce applications and online motorcycle taxi service applications, that is human life side by side with media. using the media is a must, the media that is widely used is social media, which becomes like the air that is needed if you don't use social media it is said to be uncool or outdated.

Not all social media is good, nor is it bad, it's just a matter of how we react to everything on social media, tailored to our needs and benefits. The use of social media (youtube platform) makes it a creative means for children who like online games, and makes entertainment choices for children and adults in channeling creative talents and producing creative works. The results of the work in the form of a youtube channel made from application support in making videos of making interesting gacha life videos with daily life stories made with captions

The videos uploaded to the youtube channel are interesting for children who like Gacha life too and decide to follow the channel account. From the media, new media are created, such as online games, this new media is worshiped by online game lovers, online game gacha life was created as a platform for imagination and creativity, for children who do have high creativity, this can be a place to be creative and build imagination in work. Of the many users of the online game Gacha Life who gets positive benefits, some use it to poison children with anarchic and immoral things.

From the features that currently exist, gacha life is still not in line with what Indonesian children use in clothing, and lifestyle, their daily use of long-sleevedlong-sleeved shirts or trousers and a headscarf when going to school. Likewise, Cinta who a veil in her daily life until she goes to school.

It is hoped that parents can control and supervise every child accessing social media, and online games. Every negative thing that children create is the fault of parents who don't have time to hang out with their children at home. Greet, Ask and Give Constructive Feedback, Always Praise and Provide Support every step of

the way.

Suggestion

a) Social media is useful for many people and becomes the second identity card after the National Identity Card because it must be carried wherever they go, and social media can be detrimental to many people if it is used to harm others.

b) The ease of accessing social media makes it easy for children to channel their talents and intelligence, so support children when they start working by giving praise so as to build confidence in their work.

c) The impact of social media (YouTube Platform) on children's creativity, parents should support them in developing their talents by providing knowledge that helps their imagination power develop, by providing tutoring or cultural activities according to their talents and hobbies.

d) Parents must develop their child's self-concept through openness and maintain communication so as to build a self-concept and not engage in verbal aggression on social media.

e) Give children an understanding of the culture that we have upheld from the ancestors of the Indonesian nation.

f) Provide assistance when children access or use social media, at least everything that is downloaded is monitored by parents.

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