

## Impact of Youtube Kids Impressions on Early Childhood Prosocial Behavior

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### Article Info

#### History Articles

Received:  
November 2018  
Accepted:  
Desember 2018  
Published:  
December 2019

Keywords:  
*impressions,  
prosocial behavior,  
social media*

DOI

<https://doi.org/10.15294/jpe.v8i3.27730>

### Abstract

The purpose of this study are (1) to analyze the influence of social media on early childhood prosocial behavior, (2) to investigate the influence of the number of Youtube kids social media display frequency on early childhood prosocial behavior, (3) to know the effect of the duration of Youtube kids social media shows on early childhood prosocial behavior, and (4) to analyze the influence of attention on Youtube kids social media shows that are watched on early childhood prosocial behavior. The research method uses a quantitative approach with non-experimental design and the data analyzed is as ex post facto dependent variable. The study population were 60 parents of students. The sampling technique in this study uses total sampling techniques or census techniques so that the number of samples were 60 parents. Data analysis used regression analysis. Based on the results of the study, the youtube kids give a positive impact on childhood prosocial behavior. The positive impact of youtube kids, in frequency, duration and attention aspect is discussed.

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[p-ISSN 2252-6404](#)  
[e-ISSN 2502-4515](#)

## INTRODUCTION

Social development experienced by early childhood needs to train abilities that are in accordance with the social demands of instilling social values from an early age. Putri (2013) mentions that social adjustment is one of the aspects of self-adjustment that must be possessed by someone. This adjustment is very important to be instilled early so that in future growth the social adjustment of the child will become mature.

The social adjustment will foster prosocial attitudes especially in early childhood, where prosocial attitudes can be introduced by parents since parents are the main educator for children at home. Permatasari (2013) revealed that prosocial attitudes displayed in human lives developed from an early age can be introduced by parents at home as the main educators for children, with existing social adjustments that will foster a prosocial attitude.

The prosocial attitude of early childhood can be done by early childhood such as helping others without expecting rewards. Lestari, Rachman & Shahroza (2014) revealed that symptoms that appear in prosocial behavior can occur such as helping others and not thinking about themselves, in daily life prosocial behavior that can be done by early childhood, for example when a child tries to set aside money in a donation box for visit a friend who is sick and do charitable activities.

Prosocial behavior can be influenced by the intensity of watching media shows, where the more often a person in watching shows that contain things that lead to the prosocial attitude the better the impact on someone's prosocial attitude. Mandey, Koagouw, & Senduk (2015), Frisnawati (2012) and Greitemeyer (2015) revealed the frequency of watching media shows can influence prosocial attitudes which include sympathetic, comparative aspects, providing assistance and assistance, giving donations, willingness to sacrifice, love to save others, and volunteering in doing humanitarian activities. Different results expressed by Cahyaningroom (2015), namely prosocial behavior which is not

influenced by the intensity of watching media shows.

Social behavior in the community can be influenced by the effects of media shows, in this case, youtube kids social media, the media can influence social behavior depending on the intensity of a person in watching the media. Asmaya & Rummyeni (2015) said that the intensity of Facebook social media shows an effect on prosocial behavior. The most sought-after Facebook content is the content of videos linked to YouTube channels, on video shows that lead to youtube, many viewers comment on a topic, like and share.

The impact of social media shows has two impacts: positive and negative impacts. The impact of social media shows has a positive and negative impact on children's development a positive impact on children's mindsets, namely helping children to regulate their speed of play, cultivating strategies in the game, and helping to improve the ability of the child's right brain. While the negative impact of social media is that it can reduce the active power of children and the ability of children to interact with others, thus giving rise to individualist attitudes (Khairuni, 2016)

The phenomenon of prosocial behavior has an important role in the lives of children. Children can learn behavior that can be accepted by their environment, play roles in groups, and can adapt to their environment. The effects of media exposure depend on the content of the media. It was explained that media with anti-social content can enhance anti-social behavior and reduce prosocial behavior, while media containing prosocial is assumed to increase prosocial and reduce anti-social (Nuswantari & Astuti, 2015)

The effects of social media shows in addition to giving effect to the progress and development of society, also have a role in shaping attitudes, behavior and conditions of society, such as the spread of global culture that causes people to change from traditional to modern, from modern to modern post and religious to secular and occurring imitation behavior that sometimes leads to imitating the

bad things from what is seen and witnessed through the media (Rizal, 2016).

Impressions can affect a person's behavior when someone is centered on attention and observation that is often by the model so that it will allow a model behavior to be imitated by the audience in real life. Cahyaningroom (2015) also revealed that the shows presented on television would facilitate understanding or absorption of information, viewers would learn through observation or observation of behavior displayed by the actors as models, continuous observation in media shows so that it would strengthen an action or attitude the model on the show will be imitated by the audience.

The content of the show will have an effect on someone is behaving. If the content shows that contain proactive shows, the person's behavior will tend prosocially. Things are different if the content of the media shows that are watched is in the form of anti-social programs so that people will tend to behave antisocially (Prot, Gentile, Anderson, Suzuki, Swing, Lim, Horiuchi, Jelic, Krahe, Liuqing, Liao, Khoo, Petrescu, Sakamoto, Tajima, Toma, Warburton, Zhang & Lam, 2014).

Based on the facts described and the preliminary studies conducted to 12 parents of TK Kemala Bhayangkari 34 Kendal from interview session, 8 parents stated that in current trends, children spend a lot of time by watching youtube kids shows rather than watching television shows and watching children's films on DVD. For some parents, the most important thing is that their children are comfortable and safe at home to sit and be quiet.

Five parents said that children are more fun watching youtube kids in one day 4 to 6 times in a duration of approximately 30 minutes each time watching youtube kids shows rather than having to play with their peers, so that in the end children become foreigners when they meet their age children when leaving home or when starting school. For example, children will be reluctant to share with others because children rarely meet other people outside their families even if only with peers around the house.

Narrative of parents from seven parents stated that the impact of children's preoccupation with watching youtube kids is that children are reluctant to play with their peers, so children tend to spend time at home watching youtube kids social media shows. Under these circumstances, children's social development becomes limited to the home environment and the development of anti-social behavior in early childhood. Six parents stated that they were worried if the child played outdoors with their friends. As for when children spend time with their friends there is a tendency for children to be selfish and want to be cared for by their environment and will be reluctant to cooperate with others. Preliminary data obtained from interviews there is a need for research that describes and analyzes the influence of youtube kids social media shows on prosocial behavior of early childhood at TK Kemala Bhayangkari 34 Kendal.

## METHODS

The study uses a quantitative approach, according to Creswell (2012), quantitative research requires researchers to explain how variables affect other variables. In accordance with the explanation above, the design model of this study places social media shows as independent variables and prosocial behavior. Research conducted after differences in the independent variable occurs because the development of natural events is called *ex post facto* research. Creswell (2012) states that the *ex post facto* study can examine the relationship of two independent variables or more at the same time to determine the effect of the independent variable on the dependent variable. This research uses a quantitative approach with a correlational method, and the data analyzed is as *ex post facto* dependent variable.

Population in this study were parents of Kemala Bhayangkari 34 Kendal kindergarten students, amounting to 60 parents. The sampling technique in this study used total sampling techniques or census techniques. Sugiyono (2012) mentions that census techniques are sampling techniques by taking the entire population into a

research sample. This study uses census sampling technique because the population is less than 100 samples. Arikunto (2010) states that if the number of subject members in the population is less than 100 samples and in the data collection researchers use questionnaires, the subject of the number should be taken entirely so that it can be said to be census research. So the number of samples were 60 respondents.

Research variable consists of one independent variable is social media Youtube Kids and one dependent variable is prosocial behavior. Social media shows are the amount of time a person spends watching social media shows in the form of videos. Social media impressions are measured using three indicators including the duration, frequency, and appeal of video content. Social media shows in this study have indicators: (a) Frequency: frequency in watching social media shows, (b) Duration: duration of the audience watching social media shows, (c) Attention: youtube kids social media shows attract attention because their presentation is entertaining and contains information

Prosocial behavior is the behavior of helping others by alleviating the physical or psychological burden of the person, paying attention to the welfare of others without thinking of their own interests, and contributing to it with energy and mind. Social behavior is measured using five indicators, namely sharing, helping, cooperating, and acting honestly. Prosocial behavior has the following indicators: (a) Sharing, namely the willingness to share with others, (b) Helping, namely the willingness to provide assistance or help to others who are experiencing difficulties both in the form of moral and material, (c) Collaboration, which is the willingness to work with other people to achieve a goal, (d) Acting honestly, namely the willingness to do things as they are, not cheating on others (Baron & Byrne, 2011).

The data analysis technique used is descriptive statistical analysis techniques and inferential statistical analysis techniques. Descriptive statistical analysis is done by finding the mean, maximum, minimum and standard deviation values of the research variables.

Inferential statistical analysis includes classical assumption test and hypothesis testing. Classic assumption tests include normality test with Kolmogorov-Smirnov (K-S), multicollinearity test by looking at tolerance values and Variable Inflation Factor and heteroscedasticity test.

## RESULTS AND DISCUSSION

Results of test the influence independent variables on the dependent using t-test. The basis of decision making in this study is if the probability is  $< 0.05$ , it can be concluded that there is a significant influence between the dependent variable and the independent variable, and vice versa if the probability is  $> 0.05$ , it can be concluded that there is no influence between the dependent variable and the variable independent.

### The result of Effect Youtube kids' Social Media Display Frequency on Prosocial Behavior

To test whether the independent variables significantly influence the dependent variable with  $\alpha = 0.05$  and also the acceptance or rejection of the hypothesis. The t-test results obtained, it can be analyzed the frequency variable of social media impressions on prosocial has a count of 3.934 and a significance value of 0.000. With sig value. smaller than  $\alpha = 0.05$  and t count value of 3.934 greater than  $t_{table}$  ( $df = 60$ ) which is 2.000, hence the hypothesis that youtube kids social media shows a positive effect on proven prosocial behavior, so the frequency of students in viewing shows YouTube kids social media is high will have an impact on increasing prosocial behavior. The average frequency of students in seeing youtube kids social media shows is between 6 and 7 times a week.

Prosocial behavior is a beneficial action for others, but it does not have a real impact on the benefits of those who carry out the action. Prosocial behavior can sometimes involve risk on the part of the person who provides assistance. Other terms, such as helping behavior, good deeds, and volunteerism are also used to describe good things that people do to provide needed assistance to others (Puspita & Hartati, 2016).

Prosocial behavior can be influenced by the intensity or frequency of someone in seeing the show. As revealed by Asmaya & Rummyeni (2015) the intensity of Facebook social media shows an influence on prosocial behavior, where the most sought-after Facebook content is the content of videos linked to youtube kids channels, on video shows that lead to youtube kids, many viewers comment on a topic through youtube kids shows, as well as advertisements that aired on youtube kids, now many include the youtube kids social media account link as one of the means to give and obtain information about the shows that are marketed.

The fact makes the more frequency a person watch social media shows, the more it can affect a person's behavior. As with the research conducted by Greitemeyer (2015), the frequency of watching media shows can influence prosocial attitudes which include sympathetic, comparative aspects, providing assistance and assistance, giving donations, willingness to sacrifice, love to save others, and volunteering in carrying out humanitarian activities.

#### **The Result of Effect Youtube kids' Social Media Duration on Prosocial Behavior**

Results of the influence of variable duration of social media impressions on prosocial behavior have a count of 9.446 and a significance value of 0.000. With sig value. smaller than  $\alpha = 0.05$  and the calculated  $t_{\text{value}}$  of 9.446 is greater than  $t_{\text{table}}$  (df = 60) which is 2.000, hence the hypothesis that the duration of youtube kids social media shows a positive effect on proven prosocial.

Duration of youtube kids social media shows influences prosocial behavior in the form of helping behavior, sharing, cooperating, and acting honestly. The results showed that the duration of a person in seeing youtube kids social media shows that it will affect prosocial behavior in the form of helping, sharing, cooperating, and acting honestly.

Duration is how long the audience watches the show in one run. How many hours, how many minutes or how many seconds in a single youtube kids video show. Someone noticed the

show to consume the information that was spread on youtube kids shows, the message delivered was quite interesting to see.

Duration of seeing social media shows will affect someone in prosocial action, this is because the content of youtube kids shows seen by students is entertaining and full of moral messages, so that for a long duration someone who sees will feel a model doing behavior helps and can encourage someone to give help to others (Rini & Sugiharto, 2017).

Duration of impressions can affect the prosocial behavior of Frisnawati (2012) the duration of impressions will be reflected in children's development, which helps to understand what life is in the shows seen and will facilitate understanding or absorption of information. As a model, continuous observation in media shows so that it will strengthen the actions and attitudes of the model on the show will be emulated by the audience.

#### **The result of Effect Youtube kids' Social Media Attention on Prosocial Behavior**

Results of influence attention variables on social media impressions on prosocial behavior have a count of 11.036 and a significance value of 0.000. With sig value. smaller than  $\alpha = 0.05$  and the calculated  $t_{\text{value}}$  at 11.036 is greater than  $t_{\text{table}}$  (df = 60) which is 2.000, hence the hypothesis that attention to youtube kids social media shows a positive effect on proven prosocial behavior.

Results showed that attention to social media shows had an influence on prosocial behavior. Attention in research is measured by attention to a show, interest, ease in understanding the contents of the message in a show, trust in the content, and attraction in the show. Attention is a mental process when stimuli or a series of stimuli become prominent in the event when other stimuli weaken. Attention indicators in this study are measured by external factors that attract attention and internal factors of attention.

Message content can be understood well because social media shows that are seen by students in the form of entertainment and educational shows. So that viewers easily digest

the message. Dayakisni & Hudaniah (2006) mention that one of the factors underlying a person to act prosocially is Empathy, which is a person's ability to share feelings or experiences of others. It is the same as someone when looking at social media shows, where he feels what is seen in the show so that he will have the same feelings as seen on social media shows.

Attention to social media shows because of the existence of situational factors that can influence prosocial behavior. The existence of a model that does behavior helps can encourage someone to give help to others (Rini & Sugiharto, 2017).

Mandey, Koagouw & Senduk (2015) revealed that social media shows an effect on prosocial behavior, shows on videos chosen by children will be able to influence children's behavior, children will be motivated to behave prosocially if the content being watched contains things that are related to prosocial aspects while if the video content is things that are far from prosocial aspects, children will tend to be far from prosocial attitudes.

#### **Effect Youtube kids' Social Media Impressions on Prosocial Behavior**

Results influence of social media display variables on prosocial behavior have a count of 30.683 and a significance value of 0.000. Since the sig value smaller than  $\alpha = 0.05$  and the calculated  $t_{\text{value}}$  of 30.683 is greater than  $t_{\text{table}}$  ( $df = 60$ ) which is 2.000, so the hypothesis that youtube social media shows a positive effect on proven prosocial behavior. The results of the study show that social media shows influence social behavior. Novita, Sugiharto & Anni (2017) mentions that social media shows consist of the duration of viewing social media shows, frequency in viewing social media shows, and attention in obtaining benefits gained from using social media and content that is listened to in social media can influence a person's behavior in behaving.

These social media shows will have an impact on prosocial behavior which consists of aspects of sharing, helping, cooperation and acting honestly. High-intensity social media

broadcasts will influence prosocial behavior, as Van (2016) mentioned where aspects of prosocial will be influenced by the intensity of the child in seeing a show. The intensity of impressions consisted of the duration of the child seeing the impressions and frequency of the child in a day watching the show.

Results study influence of social media shows on social behavior of Mandey, Koagouw & Senduk (2015), Frisnawati (2012) and Greitemeyer (2015) where social media shows in the form of duration, intensity and attention will affect a person's behavior in prosocial actions in the form of sharing that is willing to share items with other people. Helping which is the willingness to provide assistance or help to others who are experiencing difficulties both in the form of moral and material. The collaboration which is the willingness to cooperate with others to achieve a goal. Acting honestly, which is the willingness to do things as they are, not cheating on others.

#### **CONCLUSION**

Based on the analysis and discussion carried out on the influence of Youtube kids social media shows on prosocial behavior, it can be concluded that there are positive and significant influences of youtube kids social media shows on early childhood prosocial behavior, there is a positive and significant influence on youtube kids social frequency on age prosocial behavior early, there is a positive and significant influence on youtube kids 'social media duration on early childhood prosocial behavior and a positive and significant influence on youtube kids' social media attention to early childhood prosocial behavior.

Results of the discussion analysis and some conclusions and limitations in this study, the suggestions that can be given through the results of this study in order to get better results, namely for parents is recommended for parents to assist and supervise their children in seeing social media shows. the content of the shows seen by the child should be educational, entertainment, and provide explanations in every show seen by

the child. For educational practitioners, it is recommended for teachers and education practitioners to provide an explanation of the criteria for the content of impressions that can be seen and the contents of the show that should not be seen by children, so that children's behavior can be controlled and can be better. For other researchers in examining the influence of social media shows on prosocial behavior, it is recommended to add other variables as moderation such as parental guidance.

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