

## ABSTRACT

*Social media is one of the technological developments that have a big hand in providing convenience for humans to communicate and socialize. But sometimes communication in social networking can be a frightening specter for some learners. Social Media abuse is what makes it boomerang in their lives, especially learners. Social media is very influential for learners. However, social media still has a positive and negative impact, depending on how we as learners interpret the use of social media. The role of parents and teachers in schools is desirable to help learners in limiting themselves in social media.*

*The formulation of the problem that the researchers propose is; 1) How is the influence of modernization on Student Behavior ?, 2) Is the factor of Modernization Social media mempengaruhi Student behavior ?, 3) How social media influence on the behavior of learners?*

*This study aims to obtain answers from the problems presented above, which in general to determine the influence of modernization of social media on the behavior of learners in SMK Pasundan 3 Bandung, and specifically is 1) To know how the influence of Modernization in SMK Pasundan 3 Bandung. 2) To find out whether the factor of modernization of social media influence on behavior in SMK Pasundan 3 Bandung. 3) To know how the influence of social media in SMK Pasundan 3 Bandung to the behavior of learners*

*The research method that researchers use is descriptive method with observation and interview techniques. The results of his research as follows,*

- 1. In modern times like today, learners must have knowledge about modernization so that learners do not misunderstand about modernization, because there are so many positive and negative impact of this modernization. If learners know what modernization is, then learners can choose and sort out what should be done and which should not be done. From the results of interviews to learners, many learners who still do not know what is modernization.*
- 2. In ancient times to communicate with other people, usually we make a promise or agreement to meet so there is communication that membahas about things that are being discussed both sides or more. But along with the rapid development of the times, today's technology increasingly become one of the important tools in communication with others. From the results of interview researchers that all learners know what is social media and all respondents use social media that we call social networking. Besides many positive things from social media but many also negative things from social media ,.*
- 3. The modernization of social media has many positive and negative impacts. Based on interviews that researchers do, respondents already know the negative and positive impact of modernization of social media so that modernization of social media can be optimized well.*
- 4. Based on interviews that researchers do that the modernization of social media is very useful, such as WA (Whatsapp), Line, and Instagram that can be used to communicate, share images, video, sound. This social media can be*

*used by learners to discuss around lessons, collaborate and share different learning tips and much more.*

5. *The use of social and digital media is an integral part of the daily life of learners. All respondents follow the lifestyle they see in social media, no matter what if the lifestyle seen is a positive lifestyle, but if the lifestyle seen is a negative lifestyle, this is very worrying for learners, therefore people Parents should keep an eye on their child while using social media.*

*Keywords : Mordenization social media*