

WISE SOCIAL MEDIA USE: MAINTAINING PERSONAL IDENTITY AND NATIONALISM SPIRIT ABROAD

Enjang Pera IRAWAN^{1*}, Andi Pajolloi BATE², YULIAWATI³
^{1,2,3} *Universitas Mercu Buana, Jakarta, INDONESIA*
**enjang.irawan@mercubuana.ac.id*

ABSTRACT

In today's digital era, social media plays a central role in daily life, including for Indonesian migrant workers abroad. However, many of them lack sufficient understanding of the ethical implications of their online activities. Unintentionally, they may share content that reinforces negative stereotypes or harms their personal image and Indonesia's reputation. This underscores the urgent need for digital literacy that promotes not only technical skills but also ethical awareness and national values. To address this, the program "Wise Use of Social Media: Maintaining Personal Identity and Nationalism Abroad" aims to educate Indonesian migrant workers in Malaysia on ethical social media usage, build a sense of nationalism, and prevent the spread of harmful content. The program focuses not just on information delivery but also on changing participants' attitudes and behaviors in digital spaces. Conducted in a one-day session, the program includes training on digital literacy, social media ethics, and nationalism, guided by students and experienced practitioners. Participant understanding is assessed through questionnaires at the end of the program. Expected outcomes include improved awareness of responsible online behavior, a decrease in negative posts, and strengthened nationalism reflected through digital engagement. Additionally, this initiative aligns with the Merdeka Belajar Kampus Merdeka (MBKM) policy by offering students hands-on learning opportunities. It also encourages the publication of academic research and the development of appropriate digital tools for migrant communities. Ultimately, this program aspires to empower migrant workers to become responsible digital citizens and foster a global online community that upholds and promotes Indonesian values.

Keywords: Social Media, Personal Identity, Nationalism, Wise Use, Citizens Abroad

1. INTRODUCTION

The use of social media in the current digital era has become an inseparable part of daily life, including for Indonesian migrant workers working abroad. Although social media provides many benefits, such as facilitating communication, sharing information, and maintaining relationships with family, its misuse can have negative impacts, both for individuals and the country. Indonesian migrant workers abroad, particularly in Malaysia, often become targets of stereotypes and negative judgments, largely stemming from their actions on social media (Parreñas et al., 2019; Wahyudi & Allmark, 2020).

Indonesian migrant workers in Malaysia often face challenges in maintaining their personal identity and sense of nationalism. As part of the migrant community working abroad, they face pressure to adapt to the local culture, which sometimes affects their behavior in social life, including the use of social media. Social media has become a platform frequently used by migrant workers to express themselves, communicate with family, and interact with friends. However, without sufficient understanding of the ethics and impact of each post they make, many migrant workers fall into behaviors that harm their personal image and Indonesia's reputation in the eyes of the international public (Paul, 2019).

The Indonesian migrant worker community in Malaysia consists of various backgrounds, both in terms of education, occupation, and culture. Most of them work in the informal sector, such as domestic helpers, construction workers, and factory laborers. The economic conditions that force them to seek work abroad often isolate them, both socially and culturally, from the local community. This sometimes makes them prone to expressing their feelings and experiences on social media without considering the long-term impact, both on themselves and on their country's image.

Based on data from the Indonesian Migrant Workers Protection Agency (BP2MI), the number of Indonesian migrant workers in Malaysia continues to increase year by year. In 2023, more than 2 million Indonesian migrant workers were recorded working in Malaysia, with the majority employed in the informal sector (BP2MI, 2023). This data shows that the Indonesian migrant worker community in Malaysia is one of the largest groups potentially targeted by issues related to self-image and nationalism on social media.

Migrant workers are often exposed to content that can influence the way they view themselves and their home country. Therefore, it is important for them to be aware of how to use social media wisely, so that they can maintain their personal identity while also making Indonesia proud in front of the international community. One of the main problems faced by Indonesian migrant workers in Malaysia is the lack of understanding of how to

use social media wisely. Many of them are not fully aware of the impact of each post they make, which often leads to the spread of inaccurate or even harmful information (Wahyudi et al., 2024; Widodo & Belgradoputra, 2019). The unwise use of social media can damage their personal image and Indonesia as their home country. Furthermore, without an awareness of the importance of maintaining a spirit of nationalism, Indonesian migrant workers often lose pride in their identity as Indonesian citizens, which can exacerbate their feelings of alienation abroad.

Considering the challenges faced by Indonesian migrant workers, the designed socialization program aims to help them be more cautious in using social media and maintaining their self-image. This program also aims to provide knowledge on how they can maintain their sense of nationalism even when far from their homeland. By providing the right understanding, it is hoped that migrant workers can maintain positive relationships with the local community and avoid behaviors that could damage their personal reputation as well as Indonesia's good name.

This program will be implemented in collaboration with PERMAI Penang (Indonesian Community Organization in Penang, Malaysia), a non-governmental organization focused on social, educational, and cultural fields. PERMAI has an extensive network among the Indonesian community in Malaysia, including migrant workers, expatriates, lecturers, teachers, students, and pupils. With their experience in organizing social and cultural activities, PERMAI has great potential to succeed in this program.

The program partner, PERMAI, has members from diverse social and cultural backgrounds. Nevertheless, they also face similar challenges in maintaining their identity and nationalism abroad, especially for migrant workers. Many of them are not yet fully aware of the importance of social media ethics and the negative impact of unwise behavior in the online world. This makes PERMAI the right partner for the implementation of this program, as they have strong credibility and access to the Indonesian migrant worker community in Malaysia.

The solution offered in this program is an approach that combines face-to-face socialization with the use of social media as an educational platform. Through the social media platforms owned by PERMAI and migrant workers, information about wise social media usage will be disseminated. This aligns with our previous research which found that digital competence is crucial in supporting business and professional work (Irawan & Ferdinan, 2023). Additionally, there will be ongoing mentoring through digital platforms, where migrant workers can share experiences, provide tips, and discuss issues related to identity and nationalism.

By leveraging existing technology and community networks, this program is not limited to physical meetings but can reach more migrant workers throughout Malaysia. This approach is innovative because it allows migrant workers to maintain their personal image in the virtual world without sacrificing their pride in their Indonesian identity. This program also provides them with the opportunity to learn how to interact positively with the local community while maintaining the spirit of Indonesian nationalism. Through this approach, it is hoped that significant changes can be created in the way migrant workers behave on social media, and in turn, maintain their reputation as well as Indonesia's in the eyes of the world. Through this approach, it is hoped that significant changes can be created in the way migrant workers behave on social media, and in turn, maintain their reputation as well as Indonesia's in the eyes of the world

2. METHOD

The method used in the community service activity in the form of "Wise Use of Social Media for Indonesian Migrant Workers in Malaysia" is technically through three ways, namely: 1) Lecture method. This is the process of delivering a message orally and directly in front of the participants (Nurhaliza et al., 2021). Thus, participants can grasp the material well and clearly. 2) Interactive discussion. Through interactive discussions, participants will be able to find examples in everyday situations that align with the correct theoretical framework. Participants are given the opportunity to ask questions and express their opinions (Kamaryani, 2019). Thus, participants can ask questions and express their opinions. 3) Simulation. Simulation is a process of imitation of something real along with its surrounding conditions. The action of conducting this simulation generally illustrates the key characteristic traits of the behavior of physical systems or systems (Qusyairi, 2020). Participants simulate how to create good content. 4) Implementation of evaluation. Evaluation has the function of controlling the process of program outcomes so that they can be ensured to be systematic, effective, and efficient. This method is used to measure participants' understanding after following this program.

3. RESULTS AND DISCUSSION

Results

The community service program (PkM) in the form of Wise Social Media Use: Maintaining Personal Identity and Nationalism Spirit Abroad by Universitas Mercu Buana is one of the commitments in implementing the tri dharma of higher education. The aim of this program is to educate Indonesian migrant workers in Malaysia about the ethics of social media use, foster a sense of nationalism, and prevent the spread of harmful content. This program not only focuses on the dissemination of information but also on changing the attitudes and behaviors of participants in the digital space.

The participation and contribution of universities are highly anticipated by the community. Through community service (PkM), the university can actively engage in educating the community through various social activities such as socialization, training/workshops, advocacy, skill development, entrepreneurship development, and others. This program is part of the implementation of corporate social responsibility (CSR) by Mercu Buana University.

Indonesian migrant workers in Malaysia face challenges in maintaining their personal identity and sense of nationalism. As part of the migrant community, they face pressure to adapt to the local culture, which sometimes affects their behavior in social life, including in the use of social media. Social media has become their main platform to express themselves, communicate with family, and interact with friends. However, without adequate understanding of the ethics and impact of each post, many migrant workers engage in actions that can damage their personal image and Indonesia's reputation in the eyes of the international community (Paul, 2019). The participants present in this training were a total of 20 participants.

The series of community service programs (PPM) that we implemented in the form of Socialization of Social Media Ethics in an Effort to Prepare Careers for Students of SMKN 1 Bayah are as follows:

Table 2. PkM Event Schedule

No	Activity	Time	Duration
1	Participant Registration	08.30 - 09.00	30 minutes
2	Opening of PPM Activity	09.00 - 09.30	30 minutes
3	Material Presentation	09.30 - 10.30	60 minutes
4	Interactive Discussion	10.30 - 11.45	75 minutes
5	Closing	11.45 - 12.00	15 minutes

The following is documentation of the implementation of the community service program (PkM):



Figure 4. Presentation of materials



Figure 5. Group photo with participants and partners

The participation of the participants in this program is quite large, as seen in the documentation photo above. The participants can be seen listening to the presentation on product branding training, followed by a discussion session on how to use social media properly and wisely. Participants also appeared very enthusiastic in following the education on Wise Use of Social Media: Maintaining Personal Identity and Nationalism Spirit Abroad. The material was presented using familiar and easily understandable language. The material includes digital literacy, positive content campaigns, and community mentoring. The training material also covers the importance of maintaining a digital footprint, understanding legal and social risks, and becoming virtual cultural ambassadors for Indonesia. Participants are taught good and ethical social media content strategies, from visuals and captions to account security, with a creative and platform-appropriate approach, in order to strengthen personal identity while also voicing the spirit of nationalism in the digital world.

In addition, the program partner, PERMAI Penang (Indonesian Community Organization in Penang, Malaysia), also understands the importance of collaboration in the implementation of this program. Collaboration is important in the implementation of the university's community service program because it can utilize university resources, accelerate technology transfer, enhance social impact, and improve program efficiency. Mintra has an extensive

network with the community and industry, which can help the community service program to more easily reach and strengthen relationships with relevant parties.

Discussion

Currently, we understand together that building public literacy and competence in facing abundant information, including hoaxes, is very important. This shows that media literacy training, especially among the public, is a crucial step in anticipating the spread of hoaxes (Hardianty, 2016). In this community service program, the participants, Indonesian migrant workers in Malaysia, are taught about good and ethical social media content strategies, ranging from visuals, captions, to account security, with a creative and platform-appropriate approach, in order to strengthen personal identity while also expressing a sense of nationalism in the digital world. The PkM material has been adjusted to align with university-level learning content. The material presented pertains to social media literacy, the use of social media to support careers, and anticipating digital footprints. These materials substantively refer to the course content of Communication Management, Digital Media Analysis, and Fundamentals of Digital Communication.

The evaluation results of this PkM program show that the students consider the competencies gained to be very beneficial. In addition, the survey results show that the participants also understood the material presented by the speakers. The satisfaction was also reflected in the intensive discussions between the students and the speakers. The targeted outcome of this PkM program is to produce scientific articles published in Sinta journals ranked 3 to 6. As of the time this report was written, we, the Implementation Team, have submitted the journal to the Jurnal Abdi Masyarakat.

Through this PkM program, it is hoped that participants will gain an understanding of several reasons why the competence to use and manage social media is important, namely:

1. **Introduction to Social Media.** By becoming familiar with social media platforms, users can interact, share content, and engage in other online activities. Types of social media include platforms such as Facebook, Twitter, Instagram, LinkedIn, YouTube, and many more. The popularity of social media continues to rise, with billions of active users worldwide. The use of social media has become an integral part of daily life, influencing the way we communicate, obtain information, and even build relationships.
2. **The Impact of Social Media on Careers.** The use of social media can have a significant impact on a person's career (Wowor, Mandagi, Lule, & Ambalao, 2022). The positive impacts include the ability to expand professional networks, share achievements and thoughts, and increase professional visibility. However, irresponsible use or inappropriate content can negatively impact a person's reputation and career opportunities. Real-life case examples show how inappropriate posts or insensitive comments can damage someone's reputation and even lead to serious consequences in a career context.
3. **Can Build Reputation and Self-Image.** A person's social media activity can reflect their values, attitudes, and personality. Unwise or controversial posts can damage a person's reputation and self-image in the eyes of potential employers or business partners. Conversely, using social media wisely by posting relevant, positive, and professional content can enhance a person's reputation and self-image. On the other hand, social media can also be used as a means of personal branding. By sharing content relevant to a particular field of interest or industry, one can develop a reputation as an expert in that area. This can help strengthen someone's professional profile and make them more attractive to potential employers or supervisors.
4. **Digital Footprint.** A person's digital footprint, including social media activity, can be found by potential employers or recruiters when researching a candidate (Wowor et al., 2022). Inappropriate or controversial posts can be an obstacle in obtaining career opportunities. Therefore, it is very important to ensure that our social media activities reflect professionalism and politeness.
5. **Networking and Job Opportunities.** Social media can also be a useful tool for building professional networks and seeking job opportunities (Wowor et al., 2022). By interacting positively and productively with coworkers, colleagues, and other professionals on social media platforms, one can increase their visibility and expand their career opportunities.
6. **Communication Skills.** Interacting with others through social media can help improve a person's communication skills, which is an important aspect in many career fields. The ability to communicate well online can open doors to broader job opportunities and collaborations.
7. **National Identity and National Spirit Strategy.** The training material emphasizes strategies to strengthen national identity and national spirit through positive content, the use of constructive captions, the selection of appropriate music and visuals, as well as the importance of account security. Additionally, practical tips were also provided on creating engaging content on various platforms such as Instagram, TikTok, and LinkedIn, as well as interaction etiquette with the audience, in order to encourage migrant workers to become a positive representation of the Indonesian nation in the digital realm.

Currently, the easily accessible internet facilities have led people of all ages and professions to use them. Everyone can access all kinds of content offered by various websites and social media (Pujasari Supratman, 2018).

Considering all of this, it is important for individuals to use social media wisely, considering the impact of every post or interaction, and to build an online presence that reflects their professionalism and integrity as part of their career preparation for the future.

In this PkM program, the participants, namely Indonesian migrant workers in Malaysia, are also provided with an understanding of how to disseminate information, comprehend the new challenges they must face, including issues such as hate speech, the spread of hoaxes, and personal data security. Therefore, it is important for each individual to adhere to responsible principles in using social media in order to create a safer, more beneficial, and respectful online environment for everyone. The tips for using social media conveyed in the PkM are as follows:

1. Avoid hate speech. Avoiding hate speech is an important principle that must be firmly upheld when using social media (Kurnia & Wulandari, 2022). Hate speech not only can damage relationships among users, but it can also create a toxic and dangerous online environment for everyone involved. Therefore, it is important to always think twice before writing or sharing comments that are negative or contain hatred towards certain individuals or groups. By avoiding hate speech, we can build a more peaceful online environment and respect each other.
2. Crosscheck information. Crosschecking information is an important step to ensure that the information shared on social media is accurate and trustworthy. In an era where information can be easily and quickly disseminated through online platforms, it is important for every social media user to conduct further verification before sharing or trusting the information found (Weningsari, 2019).
3. Do not include companies or institutions. Not including companies or institutions in every piece of content shared on social media is a wise action to avoid conflicts of interest and maintain the integrity of oneself and the related institution.
4. Maintain account security. Account security becomes very important when using social media, considering the sensitivity of personal data that can be misused by irresponsible parties.
5. Think before sharing by applying the THINK principle (true, helpful, illegal, necessary, kind). Before sharing content on social media, it is important to consider whether the content is true, helpful, legal, necessary, and kind. Think before sharing by applying the THINK principle (true, helpful, illegal, necessary, kind). Before sharing content on social media, it is important to consider whether the content is true, helpful, legal, necessary, and kind.

In navigating life in the digital world, vigilance and wisdom in using social media are key to ensuring a positive and beneficial online experience for all parties involved. By avoiding hate speech, cross-checking information, maintaining personal and institutional integrity, and ensuring account security, the participants, namely Indonesian migrant workers in Malaysia, are expected to become more responsible social media users and contribute to building a more peaceful, trustworthy, and ethical online environment. The more we apply these principles in our daily lives, the greater the positive impact we can create in the digital society.

4. CONCLUSION

The Community Service Program (PkM) conducted by Universitas Mercu Buana aims to enhance digital literacy and promote ethical social media use among Indonesian migrant workers in Malaysia. Through this initiative, participants were equipped with an understanding of the importance of maintaining personal identity, fostering a sense of nationalism, and practicing responsible behavior in the digital space. The training covered topics such as creating positive content, securing social media accounts, managing digital footprints, and utilizing social media for personal branding and career development. The program was also supported by community partners such as PERMAI Penang, which helped broaden the program's reach and effectiveness. Evaluation results showed that participants responded enthusiastically and found the training beneficial. In addition to raising awareness about ethical online conduct, they were also taught essential principles such as avoiding hate speech, verifying information before sharing, protecting personal data, and building a professional online presence. With a communicative and practical approach, this program is expected to cultivate more responsible and mindful social media users who contribute positively to the digital space and represent Indonesia with integrity on international platforms.

5. REFERENCES

- BP2MI. (2023). *Laporan tahunan BP2MI 2023: Perlindungan dan pelayanan pekerja migran Indonesia*. Badan Perlindungan Pekerja Migran Indonesia (BP2MI),. <https://bp2mi.go.id>
- Cupać, J., & Ebetürk, I. (2022). Competitive mimicry: The socialization of antifeminist NGOs into the United Nations. *Global Constitutionalism*, 11(3). <https://doi.org/10.1017/S2045381721000186>
- Kamaryani, N. P. S. (2019). METODE CONTOH KASUS MELALUI DISKUSI INTERAKTIF DALAM PEMBELAJARAN EKSPOSITORY. *Journal of Education Technology*, 3(3). <https://doi.org/10.23887/jet.v3i3.21742>

- Moustakas, L. (2023). Social Cohesion: Definitions, Causes and Consequences. *Encyclopedia*, 3(3). <https://doi.org/10.3390/encyclopedia3030075>
- Nurhaliza, Lestari, E. T., & Irawani, F. (2021). Analisis Metode Ceramah dalam Pembelajaran IPS Terpadu di Kelas VII SMP Negeri 1 Selimbau Kabupaten Kapuas Hulu. *Jurnal Pendidikan Sejarah, Budaya Sosial*, 1(2).
- Parreñas, R. S., Silvey, R., Hwang, M. C., & Choi, C. A. (2019). Serial Labor Migration: Precarity and Itinerancy among Filipino and Indonesian Domestic Workers. *International Migration Review*, 53(4). <https://doi.org/10.1177/0197918318804769>
- Paul, A. M. (2019). Unequal networks: comparing the pre-migration overseas networks of Indonesian and Filipino migrant domestic workers. *Global Networks*, 19(1). <https://doi.org/10.1111/glob.12191>
- Irawan, E. P., & Ferdinan, F. A. (2023). STRATEGI DIGITALISASI CSR XL AXIATA UNTUK PENINGKATAN KOMPETENSI PEMASARAN DIGITAL PEREMPUAN UMKM. *Perspektif Komunikasi: Jurnal Ilmu Komunikasi Politik Dan Komunikasi Bisnis*, 7(2), 141. <https://doi.org/10.24853/pk.7.2.141-154>
- Qusyairi, L. A. H. (2020). Pemanfaatan Media Dalam Metode Simulasi Pada Pembelajaran PAI. *PENSA : Jurnal Pendidikan Dan Ilmu Sosial*, 2(2).
- Wahyudi, I., & Allmark, P. (2020). Indonesian migrant workers in Hong Kong: Smartphone culture and activism. *Masyarakat, Kebudayaan Dan Politik*, 33(2). <https://doi.org/10.20473/mkp.v33i22020.122-133>
- Wahyudi, I., Ida, R., Kinasih, S. E., Ramadhiansyah, D., & Fortuna, E. (2024). Peningkatan Literasi Mekanisme Penempatan PMI Sebagai Upaya Penanggulangan Undocumented Migrants di Lombok Timur. *Biokultur*, 12(2). <https://doi.org/10.20473/bk.v12i2.52493>
- Widodo, H., & Belgradoputra, R. J. (2019). Perlindungan Pekerja Migran Indonesia. *Binamulia Hukum*, 8(1). <https://doi.org/10.37893/jbh.v8i1.42>