

**PENGGUNAAN MEDIA SOSIAL TERHADAP *SELF LEADERSHIP*
DAN *SELF MANAGEMENT* MAHASISWA SEMESTER AKHIR
DALAM MENYELESAIKAN SKRIPSI DI PMK UNDIKSHA, BALI**

TESIS

diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar
Magister Pendidikan Program Studi Administrasi Pendidikan



oleh:

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**PROGRAM STUDI ADMINISTRASI PENDIDIKAN
FAKULTAS ILMU PENDIDIKAN
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2023**

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Magister Pendidikan (M.Pd.) Program Studi Administrasi Pendidikan

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ABSTRAK

Tumbuhnya teknologi adalah fenomena yang tak terhindarkan dan menjadi kebutuhan utama masyarakat modern. Namun, penggunaan media sosial yang berlebihan dapat berdampak negatif pada perilaku penggunanya. Penggunaan media sosial bagi mahasiswa dalam jangka waktu yang cukup lama dapat menyebabkan mahasiswa tidak dapat menguasai diri mereka, bermalas-malasan dan kemudian dapat mempengaruhi hasil belajar mereka. Untuk itu perlu dilakukan penelitian lebih lanjut mengenai penggunaan media sosial terhadap *self leadership* dan *self management* mahasiswa semester akhir dalam menyelesaikan skripsi. Penelitian ini bertujuan untuk mengetahui : 1) Deskripsi mengenai penggunaan media sosial di kalangan mahasiswa semester akhir di lingkungan organisasi PMK Undiksha, Bali, 2) Deskripsi tentang pengelolaan *self leadership* dan *self management* mahasiswa semester akhir dalam menyelesaikan skripsi di lingkungan organisasi PMK Undiksha, Bali, dan 3) mendeskripsikan mengenai dampak penggunaan media sosial terhadap *self leadership* dan *self management* mahasiswa semester akhir dalam menyelesaikan skripsi di lingkungan organisasi PMK Undiksha, Bali. Metode penelitian yang digunakan adalah penelitian deskriptif dengan pendekatan kualitatif. Dari hasil penelitian diperoleh temuan bahwa mahasiswa semester akhir di lingkungan organisasi PMK Undiksha, Bali adalah pengguna aktif media sosial dan memiliki pemahaman yang cukup mengenai *self leadership* dan juga *self management*. Salah satu kendala responden dalam menyelesaikan skripsi bukan karena penggunaan media sosial, akan tetapi kesulitan bimbingan dengan dosen pembimbing. Para responden juga mengetahui dan menyadari dampak-dampak apa saja yang diberikan ketika menggunakan media sosial terlalu sering baik itu secara negatif maupun positif

Kata Kunci: media sosial, self leadership, self management

ABSTRACT

The growth of technology is an inevitable phenomenon and has become a primary necessity for modern society. However, excessive use of social media can have negative impacts on its users' behavior. The prolonged use of social media among students can lead to a loss of self-control, laziness, and subsequently affect their academic performance. Therefore, further research is needed on the use of social media towards the self-leadership and self-management of final semester students in completing their theses. This study aims to determine: 1) The description of social media usage among final semester students in the PMK Undiksha organization, Bali, 2) The description of self-leadership and self-management practices among final semester students in completing their theses within the PMK Undiksha organization, Bali, and 3) to describe the impact of social media usage on the self-leadership and self-management of final semester students in completing their theses within the PMK Undiksha organization, Bali. The research method used is descriptive research with a qualitative approach. The findings of the study indicate that final semester students in the PMK Undiksha organization, Bali, are active social media users and have a sufficient understanding of self-leadership and self-management. One of the challenges faced by the respondents in completing their theses is not related to social media usage, but rather the difficulty in receiving guidance from their thesis advisors. The respondents are also aware of and understand the various impacts of frequent social media use, both negative and positive.

Keywords: social media, self leadership, self management