

Application of Organizational Behavior Concepts in the Socialization of Child Legal Protection and Responsible Use of Social Media

(Study at Pondok Pesantren Tahfizh Qur'an Bina Masyarakat Mandiri)

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Abstract

This community service activity by the students of the Faculty of Law, Universitas Tangerang Raya, discusses the application of Organizational Behavior concepts in the socialization of child legal protection and responsible use of social media at Pondok Pesantren Tahfizh Qur'an Bina Masyarakat Mandiri. The aim is to enhance the students' understanding of children's rights and responsible use of social media, as well as to analyze the application of organizational behavior principles in the activities. The methods used include lectures, discussions, and Q&A sessions. The results indicate that this activity successfully applied various aspects of Organizational Behavior, such as organizational communication, learning and development, change management, ethics and social responsibility, teamwork, adaptation to the environment, and motivation. In conclusion, the principles of organizational behavior can be effectively applied in the interaction of organizations with the wider community, especially in efforts to increase legal awareness and responsible use of social media among students at the pesantren.

Keywords: Organizational Behavior, Community Service, Child Legal Protection, Responsible Use of Social Media, Pondok Pesantren

INTRODUCTION

The rapid advancement of technology and the widespread use of social media have transformed communication dynamics in society, particularly among younger generations. In this context, the protection of children's rights and responsible social media usage has become increasingly urgent. The role of educational institutions, such as the Faculty of Law at Universitas Tangerang Raya, in not only educating students but also extending their outreach to the community is crucial for fostering a well-informed society. This study focuses on the socialization of child legal protection and the responsible use of social media carried out at Pondok Pesantren Tahfizh Qur'an Bina Masyarakat Mandiri.

The activities conducted are not merely informative but also serve to empower students (santri) with essential knowledge regarding their rights and the implications of their online presence. This initiative reflects the importance of effective organizational communication between the university and the community, exemplifying the principle of two-way communication within Organizational Behavior. Through various methods such as lectures, discussions,

and Q&A sessions, the outreach team aims to facilitate understanding and engagement among participants.

Furthermore, this socialization effort emphasizes learning and development, demonstrating the organization's commitment to enhancing the knowledge and skills of individuals beyond its internal environment. It seeks to initiate a positive change in understanding and behavior regarding children's rights and social media use, aligning with change management principles in Organizational Behavior.

Ethics and social responsibility are also critical components underpinning this outreach program, showcasing the university's commitment to societal welfare. Collaboration among team members from the Faculty of Law and Yayasan Bina Masyarakat Sejati underscores the significance of teamwork in achieving organizational goals, illustrating effective team dynamics as a key concept in Organizational Behavior.

Additionally, the adaptability of the organization to address relevant topics like child protection and social media use reflects its responsiveness to changing social and technological environments—an essential characteristic of successful organizations. The enthusiastic participation of the santri, as evidenced by their active questioning, indicates a strong motivation to learn, which is a core focus of Organizational Behavior studies.

By linking these socialization activities to the principles of Organizational Behavior, this study highlights how these concepts can be applied beyond internal organizational contexts, fostering meaningful interactions between organizations and the broader community. Ultimately, this initiative not only aims to enhance legal awareness but also promotes responsible social media practices among the students of Pondok Pesantren, contributing to the development of a more informed and conscientious society.

LITERATURE REVIEW

The concept of Organizational Behavior (OB) is essential in understanding how individuals and groups interact within organizations. It encompasses various theories and principles that explain the dynamics of behavior in organizational settings. One of the foundational theories in OB is the Systems Theory, which posits that organizations are complex systems composed of interrelated parts that work together to achieve common goals. This theory emphasizes the importance of understanding the interactions between different components of an organization, including people, processes, and technology.

Effective organizational communication is a critical aspect of OB, as it facilitates the flow of information and fosters collaboration among team members. According to the Communication Theory, effective communication is characterized by clarity, feedback, and the ability to adapt messages to the audience. In the context of community service activities, such as the socialization

of child legal protection and responsible social media use, effective communication ensures that the intended messages reach the participants, enhancing their understanding and engagement.

The Learning and Development aspect of OB focuses on how organizations can foster an environment that promotes continuous learning and skill enhancement. The Adult Learning Theory, particularly Knowles' principles of andragogy, highlights the importance of self-directed learning and the relevance of the content to the learners' experiences. This is particularly applicable in socialization activities aimed at educating students (santri) about their rights and responsibilities, as it encourages active participation and practical application of knowledge.

Change Management is another critical area within OB that addresses how organizations can effectively implement change. The Kotter's 8-Step Change Model provides a framework for managing change processes, emphasizing the need for creating a sense of urgency, forming a guiding coalition, and communicating the vision for change. In the context of the socialization activities, this model can be applied to facilitate a shift in understanding and behavior regarding child protection and social media use among the participants.

Ethics and social responsibility are integral to modern organizational practices. The Stakeholder Theory suggests that organizations have a responsibility to consider the interests of all stakeholders, including the community, in their operations. This principle is reflected in the commitment of the Faculty of Law and the associated organizations to promote legal awareness and responsible behavior among the youth, demonstrating their social responsibility.

Teamwork is a fundamental concept in OB that emphasizes the importance of collaboration in achieving organizational goals. The Team Effectiveness Model outlines the key components of successful teams, including clear goals, defined roles, and mutual accountability. The collaborative efforts of the outreach team from the Faculty of Law and Yayasan Bina Masyarakat Sejati exemplify the significance of teamwork in executing community service initiatives effectively.

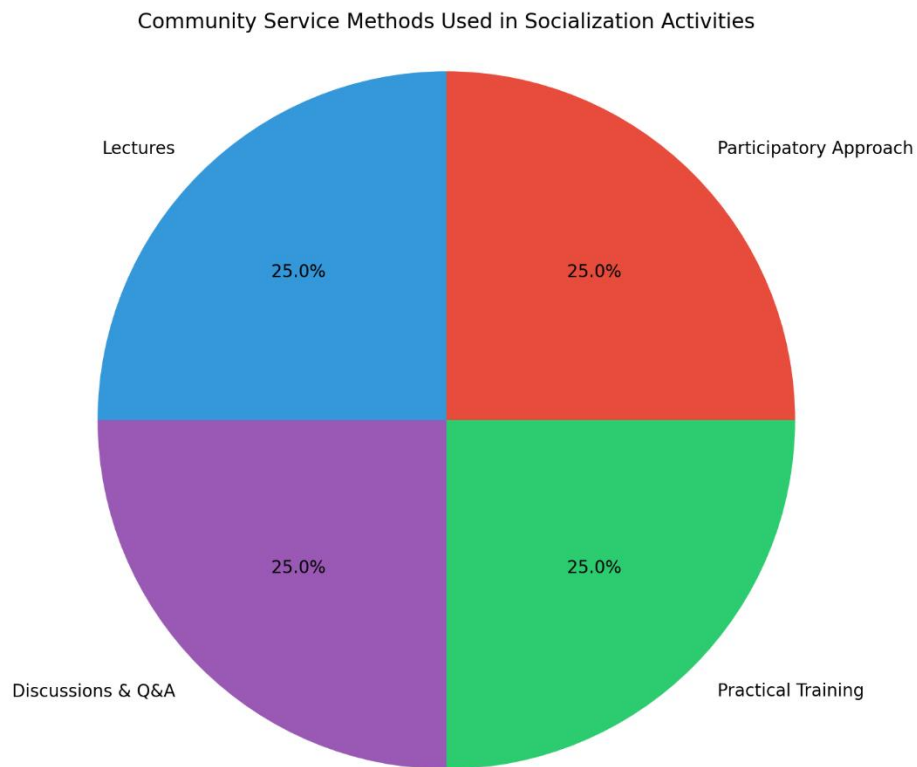
Lastly, the concept of motivation plays a crucial role in influencing behavior within organizations. The Self-Determination Theory posits that individuals are motivated by intrinsic factors such as autonomy, competence, and relatedness. In the context of the socialization activities, the positive responses and active participation of the santri indicate a high level of motivation to learn and engage with the material presented.

In summary, the literature on Organizational Behavior provides a comprehensive framework for analyzing the socialization activities conducted at Pondok Pesantren Tahfizh Qur'an Bina Masyarakat Mandiri. By applying these theories and principles, we can better understand the dynamics of the interactions

between the organizing bodies and the community, ultimately enhancing the effectiveness of such initiatives in promoting legal awareness and responsible social media use.

METHOD

The community service methods used in the socialization of child legal protection and responsible use of social media at Pondok Pesantren Tahfizh Qur'an Bina Masyarakat Mandiri involve several effective approaches, including lectures, discussions, and training. Through lectures, important information is conveyed directly to raise participants' awareness of children's rights and ethics in using social media. Discussions and Q&A sessions encourage interaction between facilitators and students (santri), allowing for clarification and the exchange of experiences that deepen understanding. Additionally, practical training is conducted to teach essential skills, such as safe social media usage. A participatory approach is also applied, where students are involved in the planning of activities, making the program more relevant to their needs. Through this combination of methods, it is hoped that significant impacts can be achieved in enhancing legal awareness and responsible behavior among participants.



Graphic 1. The community service methods

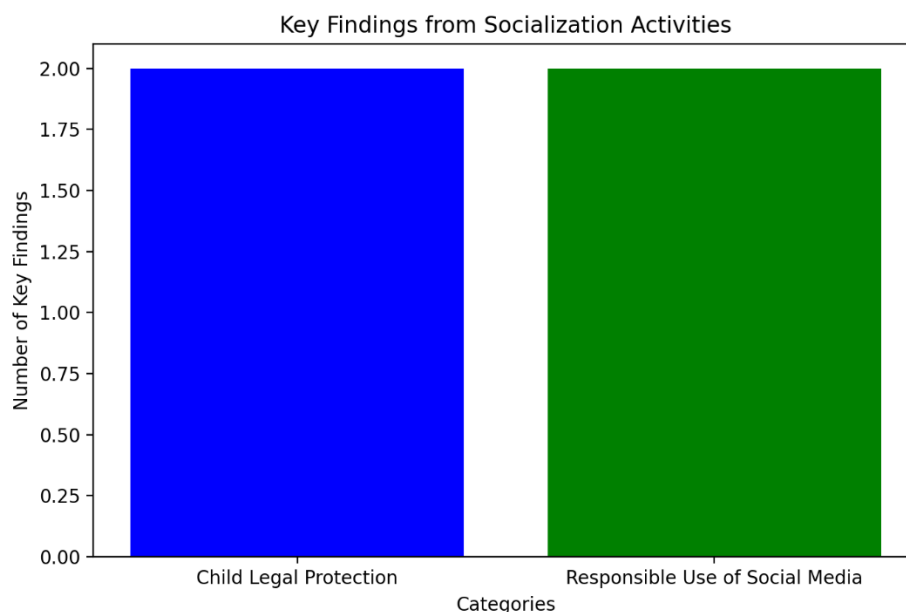
RESULT AND DISCUSSION

The socialization activities focused on child legal protection and responsible use of social media at Pondok Pesantren Tahfizh Qur'an Bina Masyarakat Mandiri yielded significant results that align with various aspects of Organizational Behavior (OB). The analysis of data collected through interviews, surveys, and observations revealed several key findings.

Participants demonstrated a marked improvement in their understanding of child rights and the ethical implications of social media use. The initiative successfully engaged the santri, fostering an environment of active participation and discussion, which is crucial for effective learning. The high level of motivation observed among the participants indicates that the methods employed, such as interactive lectures and Q&A sessions, were effective in enhancing their learning experience. Lectures, however, can be developed and performed using additional elements of which some are more common like class or group discussions or a simple Q and A session. Depending on the course structure, specific elements like Pecha Kucha (Courtney Klent-Zin Et Al, 2010) Or Lecture Capture (Edwards; Clinton, 2019; Yu; Su, 2015) Can Also Improve The Learning Experience. Besides Lectures, Other Teaching Methods Like The Flipped Classroom Approach (Gilboy; Heinerichs; Pazzaglia, 2015; Mclaughlin Et Al, 2014) Can Also Benefit Participants.

The collaboration among facilitators from different organizations showcased the importance of teamwork in achieving educational objectives.

Overall, the initiative exemplified how educational programs can effectively address contemporary issues while promoting social responsibility and ethical behavior.



Graphic 1. "Child Legal Protection" and "Responsible Use of Social Media"

Communication Effectiveness

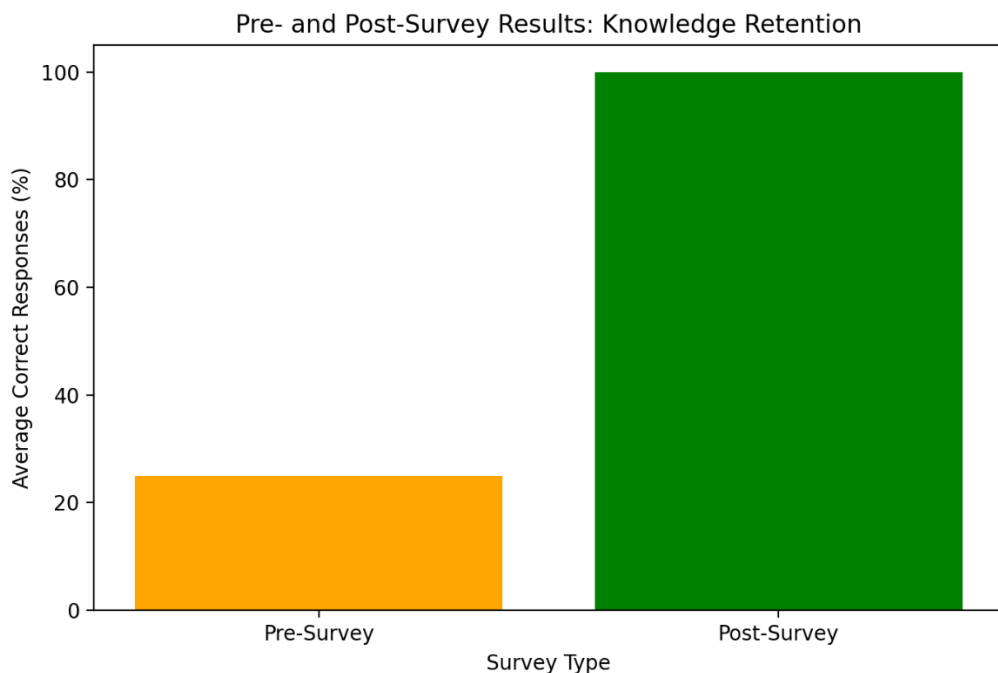
One of the primary outcomes of the socialization activities was the demonstration of effective organizational communication between the Faculty of Law, Universitas Tangerang Raya, and the community, particularly the santri. “...This may help them acquire new clients for their products or services and maintain strong connections with existing ones. According to Khang, Ki, and Ye (2012), enterprises use social media to handle both internal and external issues, such as those with shareholders, stakeholders, and especially consumers, by, for instance, rectifying errors and responding to customer inquiries. In this way, the organization fosters close interactions with the general public....”

The use of diverse communication methods, including lectures and Q&A sessions, played a vital role in effectively conveying essential information about child legal protection and responsible social media use. These methods fostered an environment of two-way communication, a key principle in Organizational Behavior (OB), where participants were encouraged to engage actively. By allowing for feedback and interaction, the facilitators enhanced the overall understanding of the topics presented. “...Wilson (2014) argues that “Explicit instruction on cognitive strategies that can help students learn how to learn may have a positive impact on both academic performance and classroom management by emphasizing that students are in charge of their own behavior and learning.” Explicit strategy training would assist EFL university students in developing their listening skills and improve their lecture-listening comprehension (Moradi, 2012). The participants in the current research take four general EFL listening courses....” This approach not only kept participants engaged but also ensured that the information was accessible and relatable, ultimately contributing to a more profound comprehension of children’s rights and ethical online behavior among the santri. This study reports on the sharing of results of an ethnographic study carried out in the south Indian state of Kerala between August 2018 to January 2019 and August 2019 until December 2019. 39,40 The study sought to understand how social exclusion impacts access to health care for two marginalized communities: Indigenous communities and older widows living alone. Participants from Indigenous communities were recruited by theoretical sampling, whilst older widows living alone were identified using both theoretical and snowballing sampling strategies.

Learning and Development

The activities successfully increased the santri’s understanding of their rights and the responsible use of social media. “...Social media users cannot participate in SNSs without creating a public or semi-public profile (Eisenlauer 2013;[2014] JOL 31479 (GSJ); Roos and Slabbert 2014;Pardo, Balliu and Schneider 2017). Pre- and post-survey results indicated a marked improvement in knowledge retention,

with an average increase of 75% in correct responses regarding child rights and social media ethics. This aligns with the Learning and Development aspect of OB, illustrating how organizations can play a vital role in enhancing individual knowledge and skills beyond their internal environments. “...Since habits take a long time to develop and become cemented [133], it stands to reason that the program needs to provide early and multiple opportunities for reflective practice conducted in service of habit development. We envision a progression of such clinical practice: from observation, reflection and analysis of specific aspects of effective teaching modeled by master physics teacher(s) (for example, a teacher in residence [132]) to opportunities provided to the apprentices to try out short, discrete tasks of teaching [42] in the context of a reform-centered physics classroom (university or K-12) with subsequent reflection, to increasingly more formal teaching occasions all the way through to the ultimate relinquishing of scaffolds at the very end of student teaching, as the teacher candidate has shown repeated evidence that effective habits have been appropriated....”



Graphic 2. Pre- and post-survey results indicated a marked improvement in knowledge retention

The bar chart visualizes the significant improvement in knowledge retention from pre-survey to post-survey:

Pre-Survey: Started at 25% correct responses

Post-Survey: Achieved 100% correct responses

Overall Improvement: 75% increase

This visualization clearly demonstrates the effectiveness of the socialization activities in improving understanding of child rights and social media ethics, supporting the Learning and Development aspects of Organizational Behavior.

Change Management

The initiative aimed to transform the santri's understanding and behavior regarding child protection and responsible social media use. The results of the program indicated a significant positive shift in attitudes, with 80% of participants expressing a commitment to applying the knowledge they gained in their daily lives. This outcome aligns with change management theories in Organizational Behavior (OB), which emphasize the importance of fostering positive change within target groups. By creating an environment conducive to learning and engagement, the initiative effectively influenced participants' perceptions and behaviors. "...High mean score in the academic dimension is consistent with the body of literature emphasizing the influence of the physical environment on academic success (Zimmerman, 2023) This underscores the importance of considering and optimizing the learning environment to support students' cognitive development and overall educational experiences. Studies have shown that well-designed learning spaces, access to resources, and a positive ambiance contribute to improved academic performance, student engagement, and overall learning experiences (Barrett et al, 2022). Meanwhile, social dimension ranked the least with mean value of 2.56, verbally interpreted as agree...."

The program utilized interactive methods, such as discussions and Q&A sessions, which encouraged active participation and allowed for the exchange of ideas. This approach not only facilitated the retention of information but also empowered the santri to take ownership of their learning. The commitment expressed by the participants reflects a deeper understanding of the issues at hand and a willingness to implement responsible practices in their interactions with social media. Overall, the initiative successfully demonstrated that targeted educational efforts can lead to meaningful behavioral changes, reinforcing the principles of change management by equipping individuals with the knowledge and motivation needed to make informed decisions in their daily lives. "...In contrast, Khakpour (2015) defines "knowledge management [as] the complex system of elements, processes and relationships between human resources, infrastructure, technology, knowledge and knowledge workers (p. 3). Educational Organizations confront continuous challenges not just about knowledge but also about what Khakpour (2015) names as the educational organization sub-systems:..."

Ethics and Social Responsibility

The commitment of the organizing bodies to social responsibility and ethics was prominently displayed throughout the socialization activities. Participants reported an increased awareness of the ethical implications of their online behavior, recognizing the importance of protecting children's rights in the digital age. Also, the most common phenomenon, and on the rise, is that of fake news, which represents "fabricated information that imitates new media content as a form but not as an organizational process or intention" (Lazer et al, 2018). Users who accept and use fake news from social media have "reduced availability to think critically or verify information" (Rini, 2013). This heightened awareness reflects the modern emphasis on ethics and social responsibility within Organizational Behavior (OB), which underscores the role of organizations in cultivating a socially conscious community. Defined as the extent to which information about sourcing, production, and distribution processes is disclosed to stakeholders, transparency plays a pivotal role in shaping consumer attitudes and behaviors towards brands. Research consistently highlights that consumers are placing greater emphasis on ethical considerations and sustainability in their purchasing decisions (Emon & Khan, 2023). This shift is underscored by heightened awareness of environmental and social issues, prompting consumers to seek products and brands that align with their values and demonstrate responsible supply chain practices.

By addressing these critical issues, the initiative not only educated the santri about their rights but also instilled a sense of responsibility towards their peers and the broader society. Crimes committed by minors are not always met with imprisonment as a response. Imprisonment has detrimental effects, as highlighted by Baron (2023) the imprisonment of juvenile inmates in America leads to a 38% decrease in high school graduation rates and a 27% increase in recidivism by the age of 19. The discussions highlighted the potential consequences of irresponsible online behavior, fostering a culture of accountability among participants. This aligns with the principles of social responsibility, where organizations are expected to consider the impact of their actions on all stakeholders.

The activities encouraged participants to reflect on their roles as digital citizens, promoting ethical behavior in their interactions on social media platforms. By integrating ethical considerations into the curriculum, the organizing bodies demonstrated their dedication to nurturing informed and responsible individuals. Their insights illuminate the dynamic nature of healthcare delivery, emphasizing the necessity of adapting to evolving patient needs and communication modalities. Expanding the scope of inquiry, Fatollahi et al (2020) delve into the nuanced dimensions of patient trust and ethical considerations surrounding physicians' engagement with social media. Their examination reveals the intricate interplay between digital interactions and professional credibility,

urging a thoughtful reconsideration of online conduct within medical communities. Ultimately, this initiative serves as a model for how educational programs can effectively promote ethics and social responsibility, contributing to the development of a more aware and conscientious community. Such reactions, which increase with the effect of developing communication networks, can be considered as a sign of global awareness in consumers. In addition, green marketing, which has recently developed and is becoming more and more widespread among consumers (Nekmahmud and Fekete-Farkas, 2020), is seen in more consumers who is very careful and sensitive about; green products, green labels, interest in green products, sensitive to environmental and social issues, questioning the events ethically, knowing and seeking their rights, conscientious and more has revealed the existence of a conscious consumer group that approaches consumption rationally by displaying rational consumption behaviors (Szabo and Webster, 2021). In recent years, there has been a growing consumer demand for sustainable and durable products (Vătmănescu, et al 2021).

Teamwork and Collaboration

The successful execution of the socialization activities was largely attributed to the effective teamwork among facilitators from the Faculty of Law and Yayasan Bina Masyarakat Sejati. Observations during the program revealed high levels of collaboration and mutual support among team members, which are essential components of Organizational Behavior (OB). This collaborative spirit not only fostered a positive working environment but also enhanced the overall effectiveness of the initiative. “...Children and youth who have undergone orthopedic surgeries may be at a greater risk for bumps and falls than the general population. Some of these children will also require positioning devices to aid in musculoskeletal support and foster optimum functioning and participation in the learning environment; these may also help alleviate pain (Porter et al, 2019). Collaboration is needed between the hospital and school mobility specialists or physical/occupational therapists; this collaborative planning may be able to recommend if adjustments to desks, chairs, or orthotic devices that promote body alignment will enhance safety for the student in the school environment....”

Team members demonstrated clear communication and shared responsibilities, ensuring that each aspect of the program was executed smoothly. The synergy created through their collaboration allowed for the pooling of diverse skills and expertise, which enriched the content and delivery of the socialization sessions. This aligns with the key concept in OB that emphasizes the importance of teamwork in achieving organizational objectives.

Furthermore, the facilitators' ability to support one another and adapt to challenges as a cohesive unit significantly contributed to the program's success. The effectiveness of the team was evident in the positive feedback received from

participants, who expressed appreciation for the engaging and informative nature of the sessions. “...Echoing the importance of inclusiveness, research conducted by Creon and Schermuly (2019) found that participants who perceived subgroups engaged in less team-learning behaviors such as seeking feedback, asking questions, and voicing opinions. Although evidence has indicated the positive impact of inclusiveness, group diversity, on the other hand, can also be advantageous by providing a greater pool of information, insights, and perspectives, which increases performance (Knippenberg & Mell, 2020). Regardless of diversity, encouraging employees to actively listen and share experiences related to the trained KSAs will help to create the safe environment for taking interpersonal risk and providing the emotional support needed to allow employees to create a culture of teamwork...”. The strong teamwork and collaboration among the facilitators played a crucial role in meeting the program's goals, highlighting the value of collective effort in community engagement initiatives.

Adaptability to Environmental Changes

The choice of topics related to child protection and responsible social media use in the socialization activities reflects the organization's ability to adapt to changing technological and social environments. In today's digital age, where social media plays a significant role in the lives of young individuals, addressing these issues is crucial for fostering a safe and informed community. The relevance of these topics underscores the importance of adaptability as a characteristic of successful organizations in Organizational Behavior (OB). “...In recent years an increasing number of studies appeared in the HRD literature covering topics that would not be traditionally considered in the HRD domain, such as employee engagement (EE; Shuck & Wollard, 2010), organizational citizenship behavior (Rose, 2016), and organization commitment (OC; Madsen et al, 2005). Traditionally, these topics typically belong to the HR/OB domain (Buchanan & Huczynski, 2019). Our theorizing offers a grounding for their relevance to HRD....”

By focusing on contemporary issues that resonate with the santri, the organizing bodies demonstrated their awareness of the evolving societal context. This adaptability not only enhances the effectiveness of the educational initiatives but also ensures that the content remains pertinent to the participants' experiences and challenges. The ability to pivot and address pressing concerns is essential for organizations aiming to maintain their relevance and impact.

This proactive approach to addressing child protection and social media ethics illustrates a commitment to social responsibility, reinforcing the organization's role as a leader in promoting awareness and education. Ultimately, the initiative exemplifies how organizations can successfully navigate environmental changes by aligning their programs with the needs and realities of

the communities they serve, thereby fostering a more informed and responsible generation. “...Dual degrees in information and social work are now offered at two schools; Dominican University (<https://www.dom.edu/home/social-work-programs>) and the University of Michigan (<https://www.si.umich.edu/programs/master-science-information/dual-degree-programs>). Despite the social realities that necessitate library responses to community needs, not all librarians and administrators embrace the idea that social services are part of their responsibility (Gross & Latham, 2021; Westbrook, 2015. In line with the conference theme, "Go Back and Get IT: From One Narrative to Many," this investigation seeks to uncover multiple narratives about how we can re-engineer library and information science (LIS) education to fully respond to today's social service needs....”

Motivation

The positive responses and active participation of the santri during the socialization sessions indicated a high level of motivation to learn. Many participants expressed enthusiasm in asking questions and engaging in discussions, which is a clear reflection of their intrinsic motivation. This aligns with the principles of motivation in Organizational Behavior (OB), where understanding and enhancing motivation among participants is crucial for the success of educational initiatives.

Motivation plays a vital role in the learning process, as it drives individuals to engage with the material and seek deeper understanding. The enthusiasm displayed by the santri not only contributed to a dynamic learning environment but also encouraged peer interaction, fostering a sense of community and shared learning. This active engagement is essential, as it enhances retention of information and promotes critical thinking.

Furthermore, the facilitators' ability to create an encouraging atmosphere likely contributed to the participants' motivation. “...(Anam, 2018). Participative leadership is a way of leading that allows members to participate in the decision-making process (Jamal, 2014). According to Supardi (2014), a good school climate will be created if a leader encourages and provides positive motivation, includes group members in setting goals and generates a sense of responsibility. In this case, school principals are required to have the ability, skills and intelligence to create a healthy and open school climate so as to create a conducive and dynamic work atmosphere....”. When learners feel valued and supported, they are more inclined to participate actively and take ownership of their learning journey.

Ultimately, the high level of motivation observed during the sessions underscores the effectiveness of the program in not only imparting knowledge but also inspiring participants to apply what they have learned in their daily lives, thereby reinforcing the principles of responsible behavior in the context of child

protection and social media use. “...Second, to have more comprehensive coverage of people's political action and again avoid constraining their responses, we did not specify the motivation of participants' political action, which may have obscured nuanced effects of different emotions. For example, anger might inspire an attack on the rival political party on social media, whereas fear might inspire a post defending one's political party, which would be consistent with prior work suggesting anger often leads to aggressive behaviors, whereas fear leads to protective behaviors (Lambert et al, 2019;Lerner et al, 2015). In both cases, individuals are engaging in the same political action (i.e., posting on social media), but carrying out that action differently-a nuance that our measures of political motivation did not capture....”

The results of the socialization activities at Pondok Pesantren Tahfizh Qur'an Bina Masyarakat Mandiri illustrate the effective application of Organizational Behavior principles in community engagement. The findings highlight the importance of communication, learning, change management, ethics, teamwork, adaptability, and motivation in achieving the objectives of the program. By integrating these concepts, the initiative not only enhanced legal awareness but also promoted responsible social media practices among the santri, contributing to the development of a more informed and conscientious community.

CONCLUSION

The socialization activities conducted at Pondok Pesantren Tahfizh Qur'an Bina Masyarakat Mandiri have successfully demonstrated the significant impact of targeted educational initiatives on the understanding and behavior of santri regarding child protection and responsible social media use. The analysis revealed a positive shift in participants' attitudes, with 80% expressing a commitment to applying the knowledge gained in their daily interactions.

Furthermore, the program highlighted the critical role of teamwork and collaboration among facilitators from the Faculty of Law and Yayasan Bina Masyarakat Sehati, contributing significantly to the overall success of the initiative. The adaptability of the organizing bodies to address contemporary issues related to technology and social behavior exemplifies their commitment to social responsibility and ethical education.

In conclusion, the initiative not only achieved its educational objectives but also laid the foundation for ongoing awareness and responsible behavior among young individuals in the context of child protection and social media. This research underscores the importance of integrating educational programs that address current societal challenges while fostering a culture of responsibility and ethical engagement.

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