Effect of Various Coordinate Points on Social Media

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Abstract. Currently information technology has developed rapidly, many have implemented information technology in various fields. It is undeniable that Indonesian people often use social media to interact indirectly, for example uploading vacation photos. But with the rapid advancement of technology itself to find someone's personal data on the internet today is not something difficult. Conscious or not, many internet users are ignorant of their privacy. What they do in the real world are sometimes all shared on social media in the form of photos or status updates, without choosing which ones can be seen by the public and which will not have a negative impact and can be dangerous for users of social media itself. On the one hand, the location of the user's coordinate point is one sensitive information that may not every day other people need to know because it can endanger the user. Other people know where the user is when the user posts a photo or status update, the user indirectly notifies where the User is at that time.

1. Introduction

Along with the growing age of the need to obtain information is increasing, now to get information needed technology that is fast and accurate whose development is as rapid as possible by utilizing parameters for improving the quality of information [1].

The implementation of information technology-based information systems in using the internet has begun to develop rapidly. When it first started developing in Indonesia the internet was only for entertainment and now Indonesia is a country with the most internet users who use it to access social media to socialize with relatives and find friends to looking for work [2]. But with the rapid advancement of technology itself to find someone's personal data on the internet is not as difficult as imagined, believe or not many social media users who do not care about their personal data. Many users today cannot distinguish between the real world and cyberspace, all holiday activities, work is always shared in social media in the form of photos, video users do not filter what should not be seen by the public and what may be consumed by public all important data shared with unsafe way [3].

Many internet users also don't think before giving home address information, telephone numbers and other important data through methods that are not safe and can be utilized by a group of people. Social media, recognized or not, has changed privacy into something that is publicly acceptable and can even be said by many people who make social media a place to show luxury [4]. On the one hand, the location of the existence of the user's coordinate point is one of the sensitive information that other people may not need to know every day because it can endanger the user. Other people know the user is where when the user posts photos and status updates, the user indirectly notifies the location of the user at that time. This information has the potential to be misused by irresponsible people who want to commit criminal acts. Not only status information that can tell other people where the user's location is, the data also
makes them know that the user is not at home. This information can be dangerous if it reaches the hands of irresponsible people [5].

2. Literature Review
   A. Social Media
   Social media has brought tremendous changes to the communication process indirectly. Social media development enables companies and the environment to communicate directly and quickly with their stakeholders, which marks the transition from traditional one-way corporate communication to a broad dialogue process [6]. Social media is a relatively evolving innovation, and social media marketing is a relatively dynamic industry. Of the more than 5,000 respondents surveyed, most of the marketers stated that the use of video was very important in their marketing activities, and considered that the use of live videos such as Facebook and Periscope should be further improved [7].

   B. GPS
   Global Positioning System (GPS) The Global Positioning System (GPS) is a device or system that can be used to inform users where he is on a satellite-based earth surface. Data is sent from the satellite in the form of radio signals with digital data. GPS (Global Positioning System) is a navigation system based on interconnected satellites that is in its orbit. The satellites belonging to the United States Department of Defense (Department of Defense) were first introduced starting in 1978 and in 1994 had used 24 satellites. To be able to find out the position of a person, a tool that is named a GPS receiver is needed to receive signals sent from GPS satellites. The position is changed to a point known as Waypoint which will be in the form of points of latitude and longitude coordinates of the position someone knows a location later on the screen on an electronic map. GPS is the only global navigation satellite system for the determination of location, speed, direction and time that has been fully operational in the world today [7]. The Global Positioning System (GPS) is a radio navigation and positioning system using satellites, with the official name of NAVSTAR GPS (Navigation Satellite Timing and Ranging Global Positioning System). GPS was first developed by the United States Department of Defense in 1978 and officially GPS was declared operational 3 in 1994. Initially GPS was used only for US military interests, but later it could also be used for civilian purposes. There are several characteristics that make GPS attractive for use, which can be used at any time regardless of time and weather, the resulting position refers to a global datum, the operation of the receiver is relatively easy, relatively unaffected by topographical conditions, and the accuracy produced is reliable [8].

3. Results and Discussion
   A. Positive impact on using social media
   Almost everyone now has social media, not just one or two, but more than that. We all use social media to support our daily needs, for example in the scope of work, social and even family [9]. However, have you ever thought about what the benefits of social media really are, is it true that social media makes users more social or even vice versa, some of the benefits of social media such as
   1. Reach Connections to the Entire World There is no easier way to find someone than to use social media. Elementary friends and teachers, pen pals from abroad, even colleagues can quickly find through social media. Facebook, Twitter, Instagram and many other types of social media that allow all people in the world to interact with each other. This also then has many diverse effects and benefits.
   2. When Users choose to participate in a community on social networks, Users can choose which communities are appropriate and Users want. For example, Users participate in the book community, yoga community, or certain sports communities. This benefit also allows users to be able to share experiences or tips and tricks about something. Pinterest, for example, is successful in making itself a means for others to learn and share information.
B. Negative impact on using social media

Social media has a big influence in the lives of Indonesian people. The use of social media in Indonesia is increasing day by day. At present there are around 73.7 million Indonesians active on social media both on Facebook, WhatsApp and Twitter. The influence of talking on social media can spread quickly. Each account can be a source of news, each account can also be a source of slander or successor slander. In social media there is no limit to space and time, they can communicate whenever and wherever they are. It cannot be denied that social media has a big influence on someone's life. Someone whose origin is small can become big with social media, and vice versa. [10] there are a number of impacts caused by too often sharing locations on social media such as:

1. When posting status, images, or spreading location on social media, that means the User tells many people where the User is. The information that spreads has the potential to be known to foreigners who could have bad intentions on Users. Social media accounts can be hijacked and damage all important information about the User.

2. Posting vacation photos while telling users where they are on social media is wrong. because if the user does, it means that the user has spread information that the user's home condition is empty. This has the potential for millions of foreigners to commit crimes. At least they have ten to 12 hours to be able to move into the house until the User returns home [11].

3. Criminals always move when there is an opportunity. The activity of posting and notifying the existence of the User can be a great opportunity for them. For example, if a User uploads photo for the sake of selling on social media, criminals can find out where the valuable items the User has. It is better, think twice to spread the existence of Users on social media to prevent all forms of crime.

4. Conclusions

From these statements we can conclude that the proliferation of social media developments in the development of technology and information in the country of Indonesia can provide a bad security impact on the community such as other people so that they know where the user is when the user posts a photo or updates the status, indirectly tell where the User is at that time. This information has the potential to be misused by irresponsible people who want to harm the User. To overcome this, the decision is in each of the social media users. But keep in mind before posting something on the internet, ask yourself whether other people need to know the information, whether that information can be useful for others.

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