

Social Media in Learning

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ABSTRACT

The increasingly advanced technological developments have also had a major impact on the world of education, the facility and effectiveness of becoming the most prominent thing in the use of technology in the education world. Social media like instagram, whatsapp, facebook, youtube and so on become platforms used in the learning world. This study examines how social media plays a role in the world of education in particular in learning by raising a library-research method that searches for sources from research-related documents. Research results show that in the learning world several social media platforms have been used in learning and well used, advantages such as ease of access to material, the effectiveness of time and place become the superiority offered by the learning media. With the presence of social media used in learning, it is expected to play a more important role in improving learning success in schools.

1. Introduction

In today's computer and internet era, information and communication technology has transformed many aspects of human life, including education. The emergence of social media as a tool that can help learning is an important development. Sites like Facebook, Instagram, Twitter, and YouTube not only serve as platforms for social interaction, but also have the potential to be used as inventive and effective learning tools.

Digital transformation in education is driven by technological advances. More interactive and accessible digital-based learning now dominates conventional learning. Social media has many features that can improve the quality and effectiveness of learning. They can help overcome time and space constraints, enabling more dynamic and flexible learning.

Social media offers extensive and easy access to a wide range of educational resources. Teachers and students can find a variety of learning materials from all over the world on this platform, including articles, videos, and infographics. This allows students to acquire broader knowledge and insights and allows them to study on their own outside of formal class hours.

Social media has the ability to encourage collaboration and interaction between students and educators, which is one of the major benefits of online learning. Students can share ideas, ask questions, and provide feedback in real time through features such as discussion groups, online forums, and comments. It creates a more active and cooperative learning environment in which students can participate actively.

Social media helps students learn important digital skills, such as searching and communicating online, and managing digital content. Success in the increasingly digital world of work requires these skills as well as benefit in the academic world.

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Social media in learning has many benefits, but also has some problems. One of them is independence and the ability to manage time well. Students should learn to avoid being distracted by the abundance of non-educational content on social media. Security and privacy are also top concerns. To create a secure learning environment, it is important to protect personal data and monitor inappropriate content.

2. Literature Review

Nowadays social media is a medium that people use to communicate and build relationships with their neighbors in the virtual world. In addition to the tools to socialize or communicate, social media can shape the opinions, attitudes and behavior of the people who use it. Then, simply Mulawarman & Nurfitri defines social media as a communication tool used by its users in a social process. Next, from one source, there are two definitions more specifically explaining about social media. First, it summarizes the concept of social media as an internet application that supports the creation and exchange of user-made content, which requires a certain level of self-disclosure and allows a specific level of social presence. Second, Carr and Hayes define social media to be internet-based channels that enable its users to interact opportunistically and selectively in presenting themselves, whether in real time or not, to a large or narrow audience, who gain value from user-created content and perceptions of its interaction with others. (Andrias Pujiono: 2021)

Social media can also be defined as a resource that arises from the interaction between individuals and other individuals in a community. Social media is one of the platforms that are emerging in cybersecurity, in other words, the characteristics of social media are not much different from those of cyber media :

1. Networking
2. Information
3. Archive
4. Interactivity
5. Simulation of society
6. User-generated content
7. Sharing.

Generally speaking, social media can be described as a digital media that connects every individual or group in the form of communication or content that is digital and uses the Internet.

Unlike traditional media, Social Media has the following special characteristics:

1. Range (reach). Social Media has a considerable scope, from small scale to global audiences. Moreover, social media has characteristics of being more decentralized, less hierarchical, and distinguished by differences in production and use systems. (multiple point of productions and utility).
2. Accessibility Social Media is more accessible by at an affordable cost.
3. Usage (usability). Social Media is relatively easy to use as it does not require special skills and training.
4. Up-to-date (immediacy). Social Media can catch the audience's response much faster or actually can even be at the same time, known as the term real time.
5. Permanence. Social Media can replace comments instantly or easily perform editing processes.(Radja Erlan Hamzah:2015)

Social media technology has evolved significantly to enable users to gain access to valuable knowledge through different resources. If you refer to the notion of social media as a means of communicating and sharing information in digital form, then social media can be divided into several types, including:

2.1 Whatsapp

WhatsApp is a handy application for sending messages, calls, video, photos, videos, various forms of documents, and voice messages, where WhatsApp can be installed on mobile phones operating system (operating system) Android, iPhone, Mac, Windows PC and Windows Phone using mobile internet connection on the network (4G/3G/2G/EDGE) or Wi-Fi.

Some features whatsapp is available as a means of information include:

- a. Messages: users can use the Internet connection to send messages to other users.

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- b. Group Chat: users may create groups consisting of mobile phone numbers already registered on WhatsApp to facilitate communication between members of the group.
- c. WhatsApp Web and Desktop: Users can send and receive WhatsApp messages directly from the computer browser or directly on the computer provided that WhatsApp on the phone remains active.
- d. WhatsApp Voice and Video Calls: users are able to make voice and video calls (video calls) around the world using the internet connection of mobile or wi-fi.
- e. Photos and Videos: users will be able to share photos and videos between both personal and group users.
- f. End to End encryption: security system for users. (I Made Pustikayasa:2019)

2.1 Facebook

Facebook is a social networking service launched in February 2004, owned and operated by Facebook, Inc. (now meta). Facebook was founded by Mark Zuckerberg with his roommate and fellow Harvard students Eduardo Saverin, Andrew Mc Collum, Dustin Moskovitz and Chris Hughes. Its popularity then spread worldwide and became one of the most popular social networks today. Facebook allows users to create their own profiles, updating their profiles with personal information, such as home address, mobile phone number, hobby, and religious views. In addition to creating a self profile, Facebook users can also register other users as friends to send messages, join a particular group or group, post and/or tag pictures, and leave comments on photos sent by other users. (Mayasari Sasmito:2015)

2.2 Instagram

Instagram, also known as IG or insta, is a social media application that provides a photo and video sharing service that allows users to take photos and videos and can implement digital filters and edit them and share them with various other social media services, including their own personal accounts. One of the unique parts of Instagram is cutting photos into square shapes, making it look like the result of polaroid cameras and Kodak Instamatic.

Instagram can be used on a variety of smartphones such as iPhone, iPad, iPad Touch with IOS 7.0 or newer operating systems, as well as Android with 2.2 operating system (Froyo) upwards, and window phone 8. The app can be downloaded from the Apple Apps Store and Google Play.

Some features provided by the instgram are: camera, editing, feed, instagram story, live on instagram, igtv, etc. (Fuja Siti Fujiawati:2021)

2.3 Tiktok

TikTok is a social media platform that allows users to create and share short videos, usually within a time range of 15 to 60 seconds. This platform is very popular, especially among the younger generation. TikTok users can create videos with a wide range of content, including dances, comedies, lip-sync, skills, tutorials, and more. tikTok offers a variety of creative features, such as face filters, sound effects, and video editing tools that allow users to create interesting and entertaining content.

2.4 Youtube

YouTube is an online platform that allows users to watch, upload, and share videos for free. Founded in 2005, YouTube has become one of the most popular websites in the world, with millions of users accessing it every day. Users can find a wide range of content on YouTube, ranging from entertainment videos, tutorials, music, news, sports, to educational videos and documentaries. YouTube allows individuals, companies, and organizations to create dedicated channels and upload their own videos, giving anyone the opportunity to become a content maker or "YouTuber". The platform also provides social interaction features, such as comments, likes, and sharing, which allow users to engage in a dynamic online community. YouTube has become one of the major aspects of contemporary digital culture, affecting the way we consume and share video content widely.

3. Methodology

This method of research uses the method of library study or library research which relates to the collection of data through the reading, recording and processing of data of research materials. Where this research searches for research sources in articles, books, proceedings or journals. Then the researchers make an analysis or collect the accurate data to make an article. And by using qualitative research to analyze directly, critically and critically the existing resources, thus obtaining learning

methods with interactive models in their application later when in the world of education or related to Islamic Religion as well as in the Educational Technology itself.

In this study, the researchers faced directly with library materials, texts as well as sources that already exist in the library and are fixed. The researchers focused on the study of library material related to curriculum design oriented on character development. Accordingly, the information required in the research is in the form of descriptions. Then researchers need to read, identify, and analyze texts in order to obtain conceptual and theoretical facts supported by secondary sources.

4. Results and Discussion

The use of social media in learning has become a significant trend in modern education. With the expansion of digital technology, social media has become a platform that can be used to facilitate learning processes at all levels, from formal education to information.

In the last few years, social media is often used in the learning process is whatsapp, in addition to being used as a means of communication now whatsapp is also used as the media for learning. This starts when you don't know what to do online, then one of the applications used to support online learning was whatsapp.

Among the benefits of WhatsApp in PAI Learning are:

1. More active student participation: WhatsApp allows students to participate in discussions, ask questions, and share information directly with teachers and peers. This increases student involvement in learning as they feel more comfortable in a more relaxed and familiar environment.

2. Easier access: WhatsApp can be accessed from your smartphone, a device shared by many people. This allows students to access learning materials and communicate with teachers anytime and anywhere without time and location constraints.

3. Collaborative Learning: The WhatsApp Group feature allows teachers to create learning groups for students to share knowledge, solve problems together, and discuss PAI topics. This creates a collaborative learning environment and supports the exchange of ideas among other students.

4. Timely delivery of learning materials: Teachers can quickly send learning materials, assignments, and announcements to students via WhatsApp. This allows students to receive information in a timely manner without having to wait for lessons.

In addition to the WhatsApp app, Instagram is now one of the platforms used as a learning media, regardless of the features available on Instagram that used to be used only as a media shering-shering daily activities now some people use it as a means of learning, assuming only the Instagram feed feature that allows its users to share information with followers through posts in the form of videos or pictures. One of the Instagram accounts that frequently uploads visitors' videos is @kampunginggris. This account provides content for English language learners.

Not until there instagram live has now been made as a learning media, for example the @ustadzubdulsomad_official account that often holds live about the pursuit of some of us fiqh nor hadith, with the reach of thousands of viewers to millions of this media is considered effective in terms of the reach to recipients of the material being told.

Not far apart from isntagrams, the stick is now used by a large number of educational observers to use this application as one of the media or means to convey learning. It's based on the fact that the use of stickers amongst students is so big that by taking advantage of it some accounts make educational content innovations. For example, the @tools business account provides an education about a number of people you can use to help complete a specific task. @Guru Ngajiqu account that teaches how to teach and how to pronounce each letter of hijaiyaah.

The YouTube app also, some of the content available facilitates students in finding learning according to the given themes, not even just students teachers are very helpful with the presence of learning content on YouTube. Some youtube accounts that contain educational content are: Bursa sajadah, Bimbel cendikia, cinta sedekah, and so on.

The social media applications that are present in our mid-tenagh are indeed very stony in terms of learning, even the insignificant things that teachers share can be found on social media platforms. Not only is the flexibility of the time spent in learning social media is so stony from the point of view of time and place because it can be accessed wherever as long as the internet quota is available.

5. Conclusion

Social media is a digital media that connects every individual or group in the form of communication or digital content and using the Internet. What kinds of social media can be used in terms of learning include whatsapp, facebook, instagram, tiktok, and youtube.

The use of social media in learning has great potential to broaden access to knowledge, increase the involvement of learners, and promote Islamic values. However, challenges such as unreliable content and interference from other world content also need to be overcome. By using social media wisely and effectively, learning can become more accessible, engaging, and useful for today's generation.

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