

## THE USE OF SOCIAL MEDIA AS AN ALTERNATIVE LEARNING MEDIUM AT SMA NEGERI 10 KAUR (PENTAGON)

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### ABSTRACT

**Abstract:** Social media can be used as a learning medium that can make a positive contribution in the field of education, especially as a learning medium. To improve the quality, efficiency and effectiveness of learning at SMA Negeri 10 Kaur (Pentagon), it is necessary to analyze the use of social media as an alternative learning medium. This study aims to find out how the use of social media as a learning medium at SMA Negeri 10 Kaur (Pentagon). This research is library research, which studies various reference books and similar previous research results that are useful for obtaining a theoretical basis on the problem under study. Many social networking sites can be used to urge the effectiveness of upgrading and improve student learning outcomes. Some of these social media include YouTube, Facebook, Instagram, and WhatsApp. Based on field facts that SMA Negeri 10 Kaur (Pentagon) has not managed and utilized social media in learning activities. Learning activities are still carried out conventionally, even though the use of social media as a learning medium is an alternative effort for schools and teachers to enrich, strengthen and add to existing learning media so that learning can be more effective and efficient so that student learning outcomes can be improved. The use of social media in the process of teaching and learning activities can also be done in a hybrid manner, which combines or combines online learning with face-to-face learning. On the other hand, SMA Negeri 10 Kaur (Pentagon) already has good facilities and internet connection. All students already have HP devices that can access social media. Based on the literature research above, it can be concluded that the application of upgrading tools with social tool platforms in upgrading can be efficiently used and can improve students' skills to master modules and connect them with everyday life. Therefore, it can be said that the results of practicing students can increase through the application of learning tools with social tool platforms, not only that, students feel captivated

and more active to practice. Not only that, this tool also helps in increasing teacher creativity, student activities and independent duty skills in dismantling problems.

**Keywords:** Use of Social Media; Learning Media

## Introduction

In today's digitalization era, the use of social media has become a trend of the world community. Social media is not only used by users to interact with friends, but there are also those who use it as a medium to convey information, obtain entertainment, promote products, convey daily activities by uploading images and videos on social media accounts. Social media makes everyone able to socialize with many people. In addition to having a positive impact, social media can also have a negative impact.

The negative consequences of social facilities include the presence of content that can cause crime and spend duration for daily activities such as status renewal. Not only that, social tools seem to be a target for those who want to spread grudges and mistakes by circulating false information, other names, hoaxes ([http: or or kominfo. go. id](http://or.or.kominfo.go.id)). If managed properly, social tools can be used as upgrading tools, as a result, they can provide positive participation in the most important aspects of learning as upgrading tools that make it easier for students to access the necessary data and can support the way students are upgraded. (Ratnamulyani & What you mean, 2018) (Primary, 2022)

Study is basically a way of communication that links teachers as the base of data, upgrading notes or what we know as lesson modules, and the acceptors of the notes themselves are students. An old design that many people hold thinks that practice is a way of increasing data. This concept views learning as gaining knowledge, understanding, or mastery (subject matter) through experience. Some social media sites that can be used as learning media include WhatsApp, Twitter, Instagram, Path, Blogger and Facebook. (W. Sanjaya, 2017) (Sumarni et al., 2022)

Innovation in the learning process in schools continuously needs to be done to achieve the efficiency and effectiveness of learning itself. Teachers innovate in order to improve the implementation of learning. In the learning process, the target of innovation is directed to accelerate the realization of improving the quality of the learning process and improving student learning outcomes. Innovation in the learning process can be done through social media. (Lalupanda, 2019) (Lubis, 2020)

. Media or social tools are online tools used for communication desires, ways of interaction between individuals or communities, and getting information through application devices that use the internet network. Social media as a means of communication to connect between users with a wide area coverage. During the Covid-19 pandemic and in the current new normal period, the use of social media as a means of learning is increasingly important to reduce the risk of transmission (Nugroho et al., 2020)

Social media can be used to complement conventional media that has been used. The use of social media as a learning medium requires a stable and fast internet connec-

tion. Through social media, it will be able to connect with many people, forum communities, dialogue together, upload learning materials, and provide meaningful learning experiences for students. (R. Sanjaya, 2020)

Senior High School (SMAN) 10 Kaur (Pentagon) has the function of organizing education and learning based on the independent learning curriculum. Currently, SMAN 10 Kaur (Pentagon) already has a good internet network connection and complete Information and Communication Technology (ICT) facilities are available. The fact that the use of internet networks and ICT facilities has not been carried out optimally to make improvements or updates to the learning system, especially through social media, so that students feel motivated in learning. The use of social media in the learning process can provide convenience or comfort for students in accessing learning materials. To improve the quality, efficiency and effectiveness of the learning process at SMAN 10 Kaur (Pentagon), it is necessary to analyze the use of social media as an alternative learning medium.

## Research Method

### Types and Nature of Research

This type of research is library research. Bibliography research is research that pursues various reference novels and previous research results that are useful for obtaining philosophical bases for the problems to be monitored (Sarwono, 2006). Researchers calculate data from the base of the bibliography that can be obtained from novels, dailies, magazines, previous research results and other relevant sources.

There is also the nature of this research is descriptive analysis and qualitative analysis. Descriptive analysis is an analysis that is tried by calculating information in the form of words, paintings and not numbers. Conversely, qualitative analysis is an inductive character is an analysis sourced from the information obtained, then raised the pattern of certain tiesu.

### Data Collection Methods

The data collection methods of this study are documentation, interview and observation methods.

#### 1. Documentation

Selection procedures are a method of calculating information through deeds such as archives, books, philosophies, teachings or laws and others related to research problems (Margono, 2010)

#### 2. Interview

An interview is a face-to-face meeting between researchers and research subjects, in order to understand the research subject's views on his life, experiences, or social situations as expressed in his own language In-depth interviews are two-way conversations in an atmosphere of equality, intimacy and informality. (Ogino, 2020)

### 3. Observation

Observation is an activity carried out to observe directly a particular object with the aim of obtaining a number of data and information related to the object. Observation is not limited to people but also to other natural objects. As a data collection technique, observation has specific characteristics when compared to other techniques. (Sugiyono, 2013)

### Data Analysis Techniques

Information that is combined, processed before it is ready to be used by recording, typing, correcting, or writing, but qualitative analysis always uses words that are arranged into expanded reading, and does not use mathematical calculations or statistics as analysis tools. Information analysis activities in this form include, information reduction, information display and retraction of conclusions or confirmations ( Miles & Huberman in (Reno Satria Wijaya Et Al., 2018)

### Result And Discussion

#### Result

A social tool or means (often miswritten as a social tool) is an online tool that is used by one another whose consumers can easily participate, connect, give, and produce content on the web, social networks, wikis, forums and virtual earth without being limited by space and duration. The web, social networks, and wikis are forms of social tools, which are very commonly used by citizens all over the earth.

Social tools are a class of internet platform applications that are formed on the bottom of the view of life and website technology and allow the invention and alteration of user-generated content (Kaplan, 2014). Social tools are tools with a platform of technological sophistication that is classified from various forms, such as weblogs, social web, microblogging, wikis, podcasts, drawings or paintings, videos, and social bookmarking ( <https://or.or.en.wikipedia.org>).

The rapid advancement of social tools in the current era is caused by all people who feel like they can "have" their own tools. If you have conventional tools such as TV, radio, or newspapers, you need a lot of capital and a lot of activity power, so it is different with digital social tools. A consumer can access social tools with slow internet facilities though, without large payments, without expensive equipment, and tried by himself without the need for employees. Consumers of social tools can freely correct, improve, and modify ( good notes, paintings, films, graphics, and various other forms of content).

Social tools can make individuals sort out inspirations, work similarly, and work together to produce artificial, assume, debate, create people who can be good friends, and create a community. In essence, using social tools produces a person as oneself. Not only is data dexterity accessible in seconds, so oneself in social tools is an alibi of fast-growing social tools. Nothing else, the will of self-actualization and the desire to produce individual branding. (Wibowo, 2022)

Social tools are not only used for communication activities, web, forums or other activities. However, social can also be used as an upgrade tool for students at school.

The existence of tools makes it easier for teachers to present their teaching modules, and also share additional numbers in the upgrading activities carried out. But in practice, not all teachers use the upgrade tool in the maximum way. In general, flash students are bored when exploring upgrading just writing and observing without using upgrading media. Consumption of upgrading media can overcome fatigue and saturation of students. At SMA Negara 10 Kaur (Pentagon) has not used social tools as upgrading tools with data and communication technology (ICT) platforms in a maximum way, even though there are actually infrastructure tools in schools that use ICT platform upgrading tools. The trigger for the lack of teachers using ICT in the upgrading method is due to the lack of experience in using ICT, the lack of duration to incorporate ICT in upgrading, ICT experts are needed in the upgrading method and the need for bonus financing (Kustandi & Sutjipto, 2011) (Zain, 2010) (Mumtaz, 2000)

Many social networking websites can be used to encourage energy for training and improve student learning outcomes. As a result, in the future, it can be optimized for the use of social networking websites properly and suitable to act like upgrading equipment. Some social tools that can be used as upgrading tools are as follows:

### 1. Facebook

This social networking site is the most widely used media in all corners of the world. According to sources from Wikipedia, in 2017 the number of members from Facebook has reached 2,047,000,000 users. Facebook itself is also one of the most frequently used social media by the people of Indonesia. Because the features displayed are quite easy, so many people are interested in using the Facebook platform.

Programs, ideas, services and activities, may be posted on these social networking sites. In this way, the product, service or activity can be accepted and known by the public at large.

### 2. Youtube

When the effects of the Covid-19 pandemic still hit, the rules for social distancing are also mandatory for all levels of society to pay attention to. So, many people spend time playing with social media. One of them is by watching a show on Youtube. Youtube is one of the online streaming and video service provider platforms. However, this feature can also be used to provide educational and learning services to students.

By creating a Youtube channel account, it must be obeyed all kinds of rules that have been set by Youtube. Then, try to create the channel according to the desired content. Profits can be obtained from the results of a lot of traffic from viewers and will be accumulated through google adsense. So *Youtube social media* can also be used as a tool for monetization. Can make money by creating interesting content according to the amount of traffic or visitors who come to the channel.

### 3. Instagram

Currently, Instagram is one of the most popular *social media*, especially for internet users in Indonesia. With total active users reaching 61 million people. With the average age of active use of this platform is in the range of 18-54 years.

The advantages and features possessed by Instagram lie in *Instagram stories*, *feeds*, and IG TV. Instagram can also be used for business needs such as promoting products, services or services to the community. In addition, Instagram also provides various face detection features or filters that use the help of AR (Augmented Reality), so that it can produce interesting photos or videos and can be used as content. The most important feature to support learning is *Instagram ads*. Through this feature, teachers can deliver a learning program to their students.

#### 4. LinkedIn

Furthermore, there is one type of social network to convey information and communication from various parties. This platform can be used to find various information, as well as improve the brand of education services. In addition, there is a feature to upload portfolios, articles or documents. So that it can be quickly accessed by students.

#### 5. Twitter

Twitter is also included in one of the most frequently used social media in Indonesia and the world. Twitter is famous for its thread feature where we can *post* various things for friends to see, as well as public users. In addition, it can also be used to see certain news or information. *Twitter Ads* accounts can be managed according to user needs.

#### 6. Whatsapp

Another social media that is most often used to help communication needs is Whatsapp. This application is widely found on various mobile devices that we use. This media has various conveniences and can replace the role of the SMS message sender feature that was often used.

In Whatsapp itself, we can create a group, make video *calls*, call, or open certain media. Currently Whatsapp has been acquired by Facebook, so it is very easy to create learning media. *Whatsapp* can also be used to facilitate service activities to the community.

Based on interviews with 28 students of Class XI MIPA Beta SMA Negeri 10 Kaur (Pentagon), it can be seen that all of these students use social media in their daily lives. The social media they use generally consists of Whatsapp, YouTube, Facebook and Instagram. However, the use of social media by these students has not been oriented towards learning.

### Discussion

So far, it is based on the fact that SMA Negara 10 Kaur (Pentagon) has not organized and used social tools properly in student upgrading activities. Upgrade activities are usually being tried offline. Students are carrying out practice activities in the category room in an offline way.

At SMAN 10 Kaur (Pentagon), the opportunity to use social tools as an online or online upgrade tool has been widely opened. In that high school, the facilities and internet connection were pretty good. All students already have HP features that can access



social tools. That way, if there is a thought, inspiration or willingness to reform in carrying out upgrading activities using social tools, it can be tried.

The implementation of upgrading using this social tool definitely requires levels and methods. There are levels and ways that can be tried by SMA Negara 10 kaur (Pentagon) to exploit social tools in how to practice as next:

### 1. Planning

Good and careful planning is needed in the application of learning through social media at SMA Negeri 10 Kaur (Pentagon). Some things that need to be planned in the innovation are related to the needs of facilities, officers (operators), costs, types of services and content to be presented.

#### a. Create Social Media Accounts

The initial stage needed is to create a social media account of SMA Negeri 10 kaur (Pentagon). Social media accounts that are called can be in the form of whatsapp, Twitter, blogs, and other websites as needed. Creating an account or web can be done by teachers themselves or can work together and ask for help from other parties who have the ability and expertise in creating the account.

#### b. Social media management

The most important thing to do is to manage the social media that has been created into an attractive social media that can provide services and present content related to the subject matter in accordance with the curriculum applied. In addition, the media that has been created can really function as a learning medium. In managing social media, the principal can appoint certain personnel who have the ability in the field.

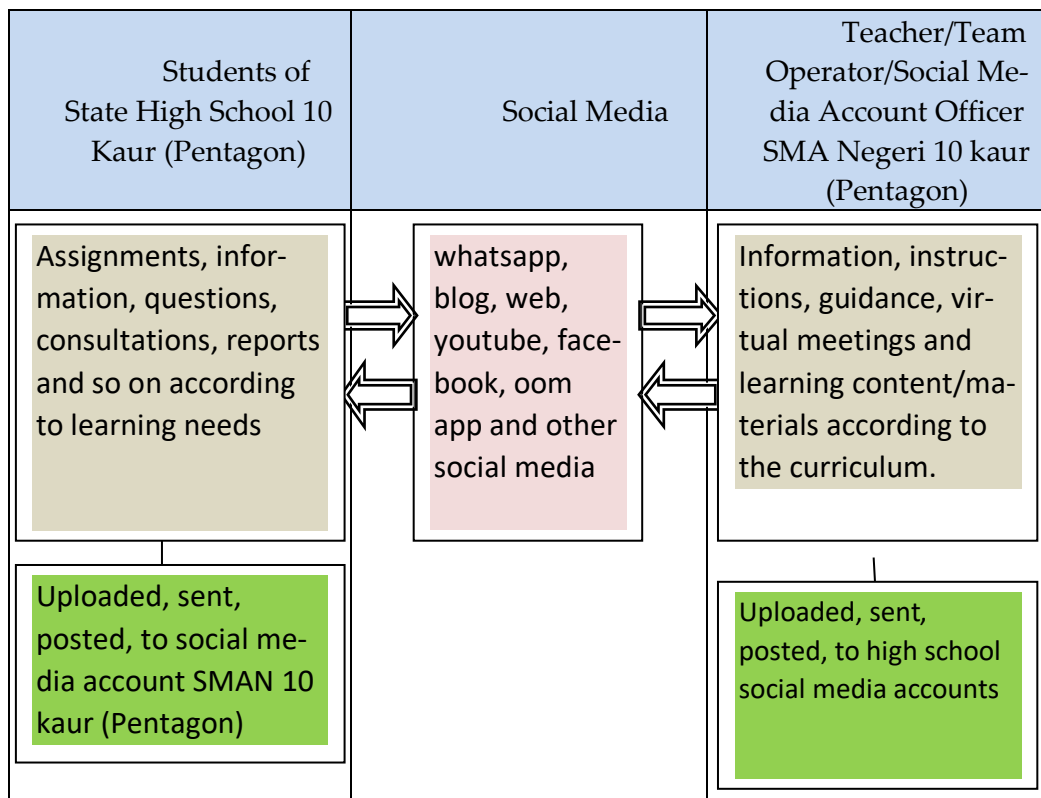
### 2. Monitoring and evaluation

The implementation of learning through social media needs to be continuously monitored and evaluated by the school, so that the program can really run according to plan and as expected.

The success of a service, including education and learning services based on the satisfaction of people who need service, can be interpreted by comparing how the view between the service received and the expected service. Service consists of three main elements, namely relatively low cost, relatively fast time, and relatively good quality. In the context of using social media as a learning medium, the hope is that in addition to making it easier for students to access content related to the subject matter, students are more motivated, and can improve their learning outcomes. (Susanto, 2018)

From the description above, the author believes that the implementation of learning by utilizing social media at SMA Negeri 10 Kaur (Pentagon) is an effort made by the school to provide convenience and assistance to students so that learning can be carried out more effectively and efficiently.

The flow or chart of learning implementation using social media at SMA Negeri 10 kaur (Pentagon) can be described as follows:



Based on the chart image or learning flow through social media mentioned above, it can be explained that teachers and students can use social media accounts managed by school officers or operators. Students can ask questions, send documents or request certain information without the need to meet face to face with the teacher but can be anywhere and anytime. Vice versa, in conveying certain materials, information, instructions or explanations to students, teachers can do it through social media. Even activities such as meetings, mentoring, and student gathering activities can be done online or live streaming.

The implementation of learning using social media can be done faster, cost-effective, and can reach students widely at the same time. However, to achieve the successful use of social media, it is necessary to manage professionally by qualified human resources and have good abilities in the field of social media.

Of course, the use of social media as a learning medium is an alternative effort for schools and teachers to enrich, strengthen and add to existing media and learning systems so that learning can be more effective and efficient so that student learning outcomes can be improved. The use of social media in the process of teaching and learning activities can also be done in a hybrid manner. Hybrid learning is a learning method that combines or combines online learning with face-to-face learning.

The use of social media in the learning process, as described above, has many benefits and advantages. Some other positive impacts of using social media in learning are as follows:



a. Increase students' self-confidence

Detailed information and interesting content posted and presented on social media have a great opportunity to increase students' confidence in learning.

b. Increase the credibility of the school

Credibility can be measured by how much the school can provide quality social media learning content services.

c. Establish cooperation with other schools

The more the credibility of the school increases, the more relationships and networks that are connected quickly through social media applications. Cooperation in social media management can be carried out between schools, agencies and related stock holders.

In addition to having a positive impact, the use of social media can also have a negative impact. The following are some of the negative impacts of using social media applications for learning purposes.

a. Falsification of data and information

The easier access and features provided, it can also pose a great risk of crime as well. Everyone has the opportunity to convey data or information freely through social media. What needs to be considered is whether the information is proven to be genuine or fake. It is necessary to see the results of the review from the other party. In addition, it can also provide *feedback* or reports to the platform related to the forgery carried out.

b. Spreading news or information about hoaxes and hate speech

Nowadays, more and more information is spread freely and quickly through social media. The news or articles displayed can also contain elements of lies if they do not check or verify the authenticity of the content. Be sure to always look for valid source references.

The role of information technology as a way to improve the quality of public services, including services in the field of education has actually been stated in Law of the Republic of Indonesia Number 11 of 2008 concerning Electronic Information and Transactions, Article 04 Point (c) which states that, "The use of information technology and electronic transactions is carried out with the aim of increasing the effectiveness and efficiency of public services." Based on the mandate of the Law, the use of information technology should and should be used in an effort to improve the quality of education and learning services.

Social media trends that are so familiar to the public today can be used by education providers as an information system. Social media can be a more efficient means of building communication between teachers and students. According to McGraw Hill (2004), in his book entitled Communication Model states that, social media is a means used by people to interact with each other by creating, sharing, and exchanging information and ideas in a network and virtual community.

Meanwhile, according to Tracy L. Tuten and Michael R. Solomon (2006) stated that, social media is a means for communication, collaboration, and online planting among networks of people, communities, and organizations that are interrelated and interdependent and strengthened by technological capabilities and mobility. Based on the understandings of these experts, it can be concluded that social media is an online media with users can easily participate, share and create content. Along with the rapid development of information technology and the increasing number of internet users, social media has transformed as one of the most familiar and accessible sources of information.

The use of social media for teachers in the implementation of learning is one of the learning management innovations that maximize the use of information technology. Some other benefits of social media in the implementation of learning are being able to content subject matter so that it can quickly reach students and build the role of teachers and students through social media and more easily explore student potential. In addition, there is ease of service and user security, which is able to provide services to students online that can be accessed around the clock.

The use of social media in learning at SMA Negeri 10 Kaur (Pentagon), of course, is different from the procedures for using social media for personal. Some ethics in social media for Government Agencies are also contained in the Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform of the Republic of Indonesia No. 83 of 2012, including: 1. Upholding the honor of Government Agencies; 2. Have expertise, competence, objectivity, honesty and integrity; 3. Keeping State secrets and carrying out the oath of office; 4. Enforcing applicable ethics in order to create the image and reputation of government agencies; 5. Respect the code of ethics of civil servants; 6. Convey and receive true, precise and accurate public information; 7. Respect, respect, and foster solidarity and the good name of institutions and individuals; 8. Carry out public information disclosure in accordance with the provisions of laws and regulations.

The use of social media in learning activities needs a professional and measurable approach. Good social media management will also increase student motivation to learn. In the future, it is hoped that teachers can use social media as one of the fast and efficient learning systems to *brand* schools.

## Conclusion

Based on the literature research above, it can be concluded that the application of upgrading tools with social tool platforms in upgrading is very efficient to use and can improve students' skills to master modules and connect them with everyday life. Therefore, it can be said that the results of practicing students can increase through the application of learning tools with social tool platforms, not only that, students feel captivated and more active to practice. Not only that, this tool also helps in increasing teacher creativity, student activities and independent duty skills in dismantling problems.

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