



Analysis of The Views of Students At MAN 2 Jambi City on Social Media In Influencing the Learning Process in Schools

M. Rizki Al Fiqri¹, Ojdto Disyah Repino Putra¹, Putra Halilintar¹, Slamet Maryadi^{1*},
Rananda Rizki Kurniawan¹, Randi Ramadana¹

¹Faculty of Tarbiyah and Teacher Training, UIN Sulthan Thaha Saifuddin Jambi, Jambi, Indonesia.

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*Correspondence Author:

slamet03032003@gmail.com

Abstract: This study looked at the role of social media from a student's point of view on the learning process in MAN 2 Jambi City. This type of research is descriptive qualitative. The subjects in this study were grade 12, which amounted to 34 students, whereas the sample was 18 students. The sample was taken randomly using random sampling techniques. Researchers collect data by using a Google form, which is then analyzed to see the views of MAN 2 Jambi City students on the role of social media in the learning process. The results showed that the role of social media is constructive for MAN 2 Jambi City students in the learning process.

INTRODUCTION

The growth of Science and Technology is already so rapid. In the beginning, science and technology were born from human thinking that sought to facilitate its activities. Along with the growth of the era, science and technology influenced the growth of data and communication. The needs of residents want technology to support the creation of communication tools that continue to be increasingly sophisticated. Not only communication equipment, technology also creates more up-to-date machines to make it easier for humans to do their work. The Internet is one example of the results of advances in man-made science and technology. The internet provides a variety of services that can be used easily by its users. The internet can connect people who are far away so that they can talk, participate and share using the online social media facilities that are commonly spoken on social media. Some types of social media that are well known in Indonesia are Facebook, Instagram, YouTube, Twitter. Social media users can freely raise, edit, modify both writings, photos, videos, graphics and various other content.

Indonesia is one of the countries with the most Facebook users in the world with the number of users reaching 110 million accounts. In contrast, instagram users in 2017 have reached 45 million more people. This is an attractive energy for business people to

advertise their materials. Not only business people, many young children use social media by uploading activities every day, in the form of pictures and videos. In today's globalization era, the growth of science and technology continues to be up-to-date, the rapid spread of data and data access that continues to be easy can be found on some social media such as Instagram, Youtube, Whats App, Twitter, Google. For (Michael, 2013) Social media is a term used to mix, exchange data, and use website-based messages. Because the internet is always growing, various technologies and features that exist for users are constantly changing. This makes social media more hypernymiting special references for various uses or designs. On the other hand (Dailey, 2009) Social media is a content whose creation process uses publishing technology that can be accessed easily and measurably.

The most fundamental thing in this technology is the formation of a change in the method of recognizing someone to get a text and news and looking for sources of data and content. That way along with the growth of technology that continues to grow, it also raises anxiety about the influence of social media on its users. The anxiety that exists includes if the social media is misused by its users. Social media is a channel or facility for online social relations in cyberspace. Social media users talk, connect, send messages, and share with each other, and build networks. Social media is one of the internet tools for people and citizens of cyberspace, social media facilities are designed to make it easier for users to have interactive relationships based on internet technology that changes interaction patterns. The meaning of social media continues to open up opportunities for each person who participates and in it to freely generate their opinions. The level and level of communication melted into one container that the network said changed the world a lot. The consequences that arise are also something to watch out for, in the sense of Social Media (Errika, 2011).

The growth of social media certainly brings many consequences, both positive and negative consequences to children's education at a young age, especially children's moral education. There are also positive consequences of social media when it comes to children's moral learning, which many benefits include, including children being able to learn how to adjust, socializing using the public and managing a network of friends (multiply friends or meet back with outdated friends), and make it easier for children to learn activities, because it can be used as a vehicle for discussing using friends over their schoolwork (Khairuni, 2016). The existence of social media makes it easier for students because it can be accessed anywhere and anytime. Dave Kerpen said that social media is a platform in the form of readings, photos, videos, related online that are shared by the public or organizations. A very widely used use is as a data tool, where we can easily stare and easily explore accounts, which for us share the necessary information. Social media is also said to be an entertainment media because many students who, if they feel bored in any situation, both inside and outside the campus, will certainly open their social media when boredom arrives (Apriansyah, 2020).

Social media is also a medium of dialogue because today's students, especially with the latest technology, certainly have social media accounts that they can use to discuss, both with friends at school and the closeness they have outside of school, making it easier

for students to find subject matter as another reference because it can be easily found and can be easily accessed. The modules shown can facilitate and help students in making the assignments given. In social media applications that have likes and opinions features, we can recognize how many people like the posts we share and also give and receive opinions, the good or bad opinions given by people can make it our motivation again to be able to move forward even more in the future (Enjelya, *et al.*, 2021).

The development of the use of internet media as an interaction facility continues to be rapid after the internet begins to be accessible through cellular devices and moreover after that the term smartphone appears. With the existence of smartphones, the facilities prepared for interaction continue to be various, ranging from sms, mms, chat, and other social media facilities. Social media is an online service to form relationships and interactions with fellow users that allows you to post profiles and share data with other users. Although the use of social media is individualized, it has recently grown rapidly so that groups, organizations, and industries can create accounts on social media to connect with for example "fan parks" on Facebook.

The use of social media for industry is not only a marketing tool, it can also be used to network with fellow colleagues or business partners in the field, find jobs, connect with the community, carry out research and as a communication equipment. Social media at this time has been inseparable from everyday life to talk, share data and as other facilities because its use is free to pay and easy for everyone to use. Moreover, social media can be used to support business activities through interactions with consumers directly, lightning and low pay There is also the result of the rapid use of social media on the academic performance of educator participants, making many children use it not for learning but for many of their activities on social networks, for example; Facebook, Twitter, Instagram and others, to the point of forming student participants neglected their duties to create students who were less disciplined and prone to copying the works of others, and there is an assumption that social media is synonymous with pornographic content, this is because social media has the expertise to deliver large gossip including pornographic images and violence and this can certainly cause a deterioration in the academic performance of student participants (Doni, 2017). Based on this phenomenon, researchers intend to carry out research on "Analysis of The Views of Students At MAN 2 Jambi City on Social Media In Influencing the Learning Process in Schools".

METHOD

Research procedures are basically the scientific method for obtaining information with certain objectives and properties (Sugiyono, 2018). This type of research uses descriptive qualitative methods. This method is a research technique used to pursue natural object conditions, where the observer is a vital device, data collection procedures are tried triangulation, inductive-minded data analysis, and artificial qualitative studies emphasize meaning rather than generalization (Zukhri, 2021). Qualitative methodology as a research procedure that creates descriptive information in the form of written or oral words or from the form of policy actions (Subandi, 2011). In qualitative studies, data collection is not guided by speculation but guided by the facts of reality obtained during field studies.

Therefore, the analysis of the data tried is inductive based on the facts of reality obtained and after that it can be constructed into assumptions and schemes. So in qualitative studies do data analysis to build assumptions.

In descriptive qualitative research, researchers only participate in creating surveys (google forms) to receive the information to be obtained. Qualitative research types use a lot of words, starting from collecting information and collecting information that is closely related to the object of study. Similarly, the study explanation should be better when accompanied by tables, graphs, charts, images and other views. The research was conducted at MAN 2 Jambi City, Jalan. Adityawarman, The Hok, Kec. Jambi Sel., Jambi City, Jambi 36125. On Tuesday 11 October 2022. Population is the totality of research subjects. Population is a generalized area consisting of: objects and subjects that have certain characteristics that are determined by researchers to be studied and after that drawn finally (Ela, 2021). In this research, the population means that all participants in MAN 2 Jambi City are close to 1. 227 students. The illustration criteria that researchers took were class XII students. Because the total population of this study exceeded 100 students, so this researcher did not reach into subjects from all populations, until this research illustrated approximately 5% of the total population was 18 students of class XII.

RESULT AND DISCUSSION

From the results of the research respondents that we have examined, we found that students' views on the role of social media are very diverse, where of course the use of social media is still a problem for most parents. Because, they worry that the existence of social media now makes their children lazy to learn. But in fact, the children in MAN 2 Jambi City students have different views. For them, the presence of social media is a bridge to tread science. It even improves the quality of achievement. Only with the science of "clicking" will finding sources of knowledge be more practical, wherever and whenever. MAN 2 Jambi City students first used social media, namely at the elementary / mi and junior high school / MTS levels, where each of these social media received a percentage of 50%.

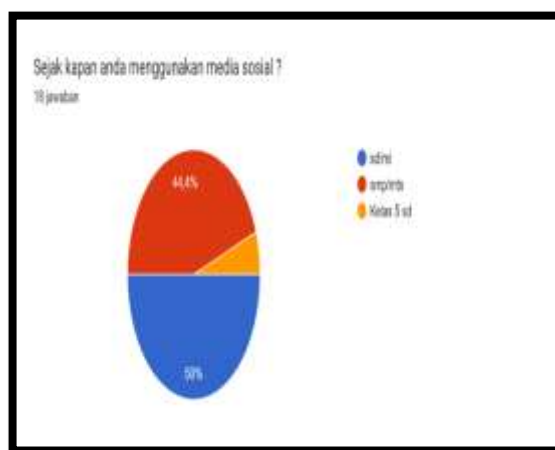
The type of social media that is often used by MAN 2 Jambi City students is social media youtube and whatsapp each getting 27.8% of the votes. The social media that is often used by students in helping the learning process is the first order of YouTube social media. Then followed by whatsapp social media and next, google social media. It is undeniable that the impact of social media on students has an impact on reducing academic achievement. This refers to student respondents who stated that social media in this case "tiktok" is the top peak in the decline in student academic achievement. In turn, the students of MAN 2 Jambi City "agreed" that the role of social media has helped them in the learning process. Where the content presented by social media is very pleasing to the eye and easy to digest and more practical as well as efficient in helping the learning process. Research conducted by researchers regarding students' views of the role of social media in the learning process, which is based on research that has been carried out and various information that has been added both theoretically and direct facts, where a straight line

can be drawn which states an educational view and is found in the field the following data is obtained which the researcher pours out or describes in table 1.

Table 1. Analysis of Man 2 Jambi City Students' Views on Social Media in Influencing the Learning

NO	Question	Student views	Percentage
1.	Since when do you use social media?	SD/MI	50%
		SMP/MTS	44,4%
		Grade 5 Elementary School	5,6%
2.	What kind of social media do you often use?	Youtube	27,8%
		Whatsapp	27,8%
		Facebook	0%
		Tiktok	16,7%
		Instagram	22,2%
		Instagram, Whatsapp, Tiktok	5,6%
3.	Has your performance improved after using social media?	Yes	88,9 %
		Not	11,1 %
4.	If so, what social media do you use in learning?	Youtube	72,2%
		WhatsApp	5,6%
		Google, WA	11,2%
		Google	5,6%
		Youtube, Instagram, Twitter	5,6%
5.	Otherwise, What social media affects your decreased achievement in learning?	Youtube	0%
		Tiktok	33,3%
		Instagram	11,1%
		Tiktok, WA, IG	5,6%
		None	44,6%
6.	Has social media helped you in learning?	Wattpad	5,6%
		Very helpful	44,4%
		Help	38,9%
		Sometimes	16,7%
		Not at all	0%

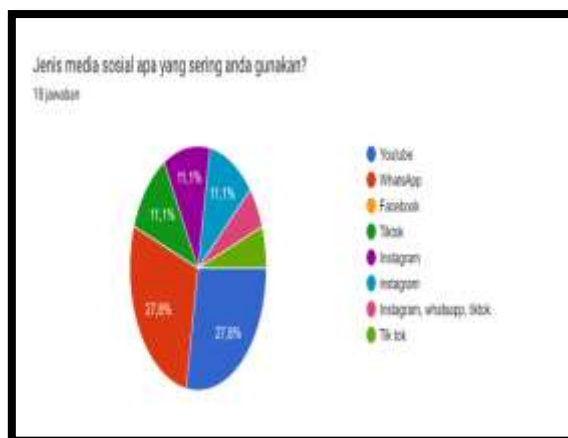
In the following, we present the results obtained from sending a Google form to respondents from MAN 2, Jambi City, which can be seen from Picture 1.



Picture 1. Since when do you use social media?

Picture 1 reveals that students first used social media, namely at the elementary / MI level as much as 50% and the other 50% at the junior high school / MTS level. It is undeniable that the presence of mobile phones or smartphones at this time is no longer an elegant item or a very rare object, because we know that elementary school-aged children

also have mobile phones. Parents have shared their belief in their children being held by mobile phones at a relatively early age. The sophistication of mobile phones today also contributes to the influence of mobile phone use on children such as playing games, watching videos or social media. This is supported by the existence of the internet. The various forms of social media that are found at this time, are very attractive to young people, with various and forms displayed are also very diverse. The growth of the technology world has greatly resulted in the emergence of many social media applications. So this matter urges young people to feel obliged to have an account on social media.

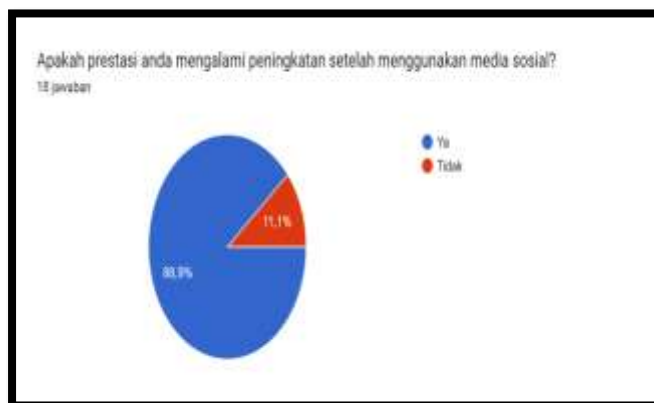


Picture 2. What kind of social media do you often use?

Picture 2 explains that the types of social media that students most often use are YouTube and Whatsapp, where each gets a percentage of 27.8%, followed by tiktok social media at 16.7%, then Instagram social media at 22.2%, and there are also students who often use the three social media above, namely Instagram, Whatsapp, and Tik Tok as much as 5.6%. Social media can be accessed by various groups of the population, one of which is young people who are the highest users of social media with a percentage of 75.50% (Association of Indonesian Internet Service Providers, 2017). Adolescence is a transitional period from childhood to adulthood with various alternations both biologically, cognitively and socioemotionally. When viewed from the socioemotional changes that young people feel, that is, they are more concerned with their peers and the case arises in their parents. This causes youth to be relatively turbulent compared to other growing periods.

This results in young people being very meaningful to look at. A very meaningful stage passed by young people is when in the middle youth period. This is because at this time the adolescent lies in the session of the search for self-identity, very much in need of peer position, lies in a state of confusion because he has not been able to determine useful activities and has great curiosity about various matters that he does not yet know. In the use of social media, middle-aged teenagers tend to use it to fulfill curiosity about various things on social media and also young people use social media because social media is again a trend in their peers. This is supported by (Andarwati, 2016) that the use of social media in class XI students of SMA Negara 9 Yogyakarta is quite large, is that as many as 76% of students are in the large type of social media consumption. Other research results

also show that more than a few respondents in the middle young people (high school students) are 43 people (50.6%) located in the high type of social media consumption (Rizki Aprilia, *et al.*, 2020).

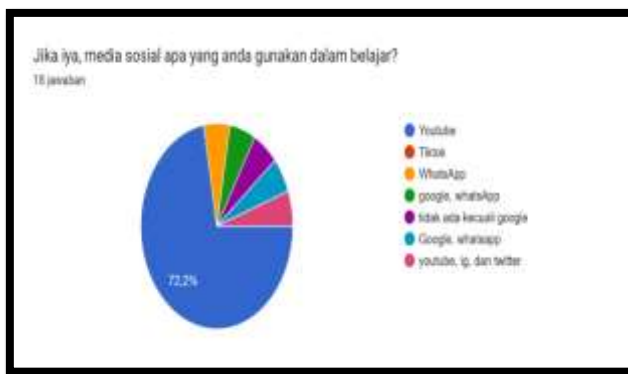


Picture 3. Has your performance improved after using social media?

Picture 3 shows that 88.9% of students experienced an increase in academic performance after using social media and only 11.1% did not experience an increase. Learning achievement is a learning outcome from what is achieved after participating in the process of educational activities or it can also be referred to as an artificial inline of means that can be directed in the form of estimates or notes that can mainly be counted (Anik, 2019). The achievement of studying is a change achieved by students after carrying out educational procedures to achieve the educational celebration created in the form of action. The change in the mindset of residents wants to mean education and student learning achievement at the time that they are about to arrive. This change can generally be viewed since some places, namely cognitive, affective, and psychomotor in the student's person, to recognize that it can finally be calculated through examinations or examinations directly (Fathimah, *et al.*, 2020).

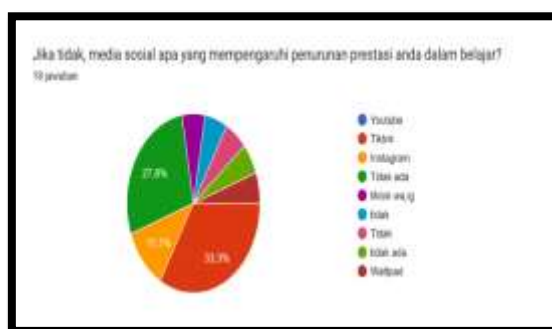
In today's Indonesian era, there are many students when they get assignments from educators using social media from cyberspace, YouTube as the origin of learning data. Education related to digital social media is very helpful for students in their activities. But it all depends on the attitudes of the students, whether students can bring the impact of social media to a better path or actually create it continues to be foreign to the word good and even detrimental (Anik, 2019). According to this data, it is not surprising that students have experienced a lot of increased achievement due to the growth of technology and data in the form of virtual media or the internet at this time is getting faster, as a result of which all knowledge can be obtained from it, contained data that supports learning activities for students. Especially during the growth of technology, gadget users can also open various data from their thumbs (Siti Aisyah, *et al.*, 2015).

Social media has produced a new culture where educators and their students can not only carry out the learning process in room conditions in a tangible way, but the emergence of social media allows the learning process to be tried in other containers, namely online.



Picture 4. If so, what social media do you use in learning?

Picture 4 reveals social media that students often use in helping learning, including social media youtube (72.2%), Tiktok (0%), WhatsApp (5.6%), Google and WhatsApp (11.1%), Google (5.6%), as well as social media youtube, Instagram and Twitter (5.6%). Social media (youtube) is the most loved instrument in helping students' learning. The growth of Youtube as a highly preferred social media is an opportunity in the world of learning. Learning has a very valuable position in advancing quality human energy sources. Learning is an initial and designed effort to create an educational atmosphere and educational procedures so that students can competently advance their personal abilities so that there is mental strength, faith, self-discipline, character, intelligence, ethics, and expertise needed by themselves, the public, and the country. The Learning Agency is urged to be creative and innovative in producing new and attractive teaching media for students. In the scope of education, Youtube can be taken advantage of as a teaching medium. There is a video sharing feature, allowing students to freely explore and share data in the form of insights and implementation. Youtube can be used by education agencies with a visible video character rather than with the usual style of methods such as the expression of insights that only come from the subject unit. Most students, are interested in exploring a learning medium more quickly than pursuing it via the learning unit, because generally learning media is made interesting. Regarding this, it is alleged that it can increase attention and motivation to learn (Haryadi, 2019).

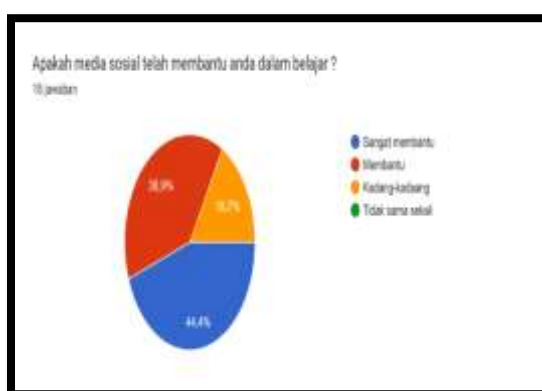


Picture 5. Otherwise, what social media affects your decreased achievement in learning?

Picture 5 shows social media that affects the decline in achievement in learning. As for social media (tiktok) ranks first (33.3%) and is followed by social media instagram

(11.1%) then social media (wattpad) shows a figure ranging from 5.6 %. And as many as 27.8% of respondents answered that there was no decrease in achievement in learning. The average student has not mastered the benefits of social media, as a result, this social media is often manipulated. This is triggered because usually students who have taken up their time using social media so that their time to access educational networking websites has run out. Not only that, missed social media consumption can also change life styles, especially changing the way of behaving, dialogue and interacting with the environment. (Taufik w, 2018). Many cases are caused if students wear social media badly in real life, especially the impact on the field of education. The attention of students to explore learning also faces a shrinkage from all that makes student learning achievement shrink. During the learning activities, students tend to think about how other users respond to the status they upload (Anik S, 2020).

Without the attention and direction of the teacher, so it is not impossible that the decline in achievement will lead to various attitudes of misappropriation either in a manner such as manners or intellectual misappropriation such as Normality imitates the duties of friends and so on. If this matter is released, until in the upper learning level students are vulnerable to falling into plagiarism, most of all in making daily assignments and final assignments because the Kerutinan has been built since they carried out secondary learning through the Habit of cheating. Not to mention other bad consequences that may be about to run them away because of the lack of attention and guidance from educators in social media. So, the way educators in MAN 2 Jambi City can be said to be a preventive action so that students can use social media proficiently and run a more futuristic version of interaction in accordance with the insistence and growth of the era felt by students. This method also distributes waivers to educators to recognize the personality and cases that students are feeling. Moreover, educators can also recognize the warm fashion in the student group that can be made a benchmark or composition to wrap education more efficiently and effectively (Dina D. S & Siti W, 2019).



Picture 6. Has social media helped you in learning?

Picture 6 shows that social media has helped students in the learning process, namely 44.4% of students choose to be very helpful, 38.9% of students choose to help, 16.7% of students only feel helped sometimes, and not at all students who do not feel helped by social media in the learning process. We already know that the use of social

media in education is as a supporting equipment in studying activities in the form of facilities that can share expertise and knowledge for students in order to urge learning determination, and can facilitate and decipher random philosophies so that they are simpler and easier to understand until social media becomes a facility to make it easier for students to open learning modules (Halimah, et al, 2022). With this social media , of course , it can make it easier for students to learn. This means that students are able to use social media to learn optimally. The existence of social media should be a support in the growth and development of students in education. Recent research shows that many students today are very good at using digital media and improving new learning methods that are highly dependent on social media and websites. Internet-based learners have varying levels of expertise, as well as levels of adoption. More meaningfully, they allow students and teachers to participate and they work more efficiently and interestingly with friends, especially across cultures (Apriansyah, 2018).

CONCLUSION

Based on the results of research and discussion, it can be concluded that (1) MAN 2 Jambi City students first used social media, namely at the elementary / mi and junior high school / MTS levels, each of which was 50%. (2) the types of social media commonly used by MAN 2 Jambi City students are youtube and whatsapp social media where each social media gets a percentage of 27.8%. (3) the achievements of MAN 2 students in Jambi city have increased by 88.9% after using social media. (4) The type of social media that most MAN 2 students in Jambi city use in the learning process is Youtube at 72.2%. (3) The type of social media that most influences students in declining academic achievement is Tiktok, which is 33.3%. (4) The students of MAN 2 Jambi City agreed that social media really helps them in the educational process. In order to create a healthy use of social media, the role of parents is actively involved in supervising social media activities. In order to realize an increase in academic achievement , students are expected to be able to process and filter information obtained from social media. And parents are expected to understand the rapid development of this technology .

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