



## Reshaping Today's Education with Social Media

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### ABSTRACT

Starting from 2020, the learning system undergoes the most fundamental change in the history of the transformation of the Education system. The development of communication technology plays an important role to be an option in an effort to provide learning media that can be utilized. Social media that appeared to support the learning management system. Using social media in order to trigger the quality of student learning by utilizing all the ease of communicating and sharing information owned by the media for the education or learning process becomes more effective and efficient and accelerates information as a whole. The method of the research is Mixed method research, where it combines the quantitative and qualitative methods used in this study with the aim of identifying students' digital literacy competencies related to learning media by filling out questionnaires to a total of 120 students. All students who filled out the questionnaire were students who had participated in online learning and practicums on campus. and also conducting in-depth interviews on students to find out their opinions regarding social media to support their learning process. The collected data was analyzed using SPSS and analyzed using descriptive methods.

**Keywords :** Social Media; Online Learning Media; Students.

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## A. Introduction

The government's move to suppress the spread of the Covid-19 virus in Indonesia by limiting the meeting of a number of people has an impact on many lines of life including higher education institutions (Napitupulu, 2020). Starting from 2020, the learning system undergoes the most fundamental change in the history of the transformation of the Education system. Through government program policies, learning that was initially held face-to-face then replaced with virtual meetings, 'study from home' became a popular term for all circles in the world of education. Digitalization in strategic sectors such as the Education sector becomes absolute. The transformation of learning media is also massive, where there is a discussion of online learning media that support the implementation of virtual lectures becomes the main prerequisite.

During the current period, the world has witnessed many rapid and successive changes and transformations such as technological developments, competition, globalization. The transition to knowledge requires a strong technological structure and increased investment in human capital. Knowledge has become more important, the role and value of human capital have increased, as well as greater reliance on ICT (Ibrahim, 2021).

Discussions related to digital transformation in the world of Education and also the transformation of learning media, especially in the world of Higher Education, have strengthened since the national program of the industrial revolution 4.0. At least the idea provides demands for the academic community to be adaptive to special technologies in the Tridharma. The industrial revolution 4.0 emphasized the internet of things and the automation of the use of technology that essentially facilitates all human activities. In this process, learning is required to be able to meet the needs of a rapidly changing future, vulnerable to uncertainty and demands to master digital technology. Mastery and use of digital technology in educational institutions is considered to be the most appropriate solution.

Digitalization in the form of the industrial revolution 4.0 in fact cannot go as fast as expected. This is related to uneven connectivity improvements, Indonesia's vast and spreading territory from many islands makes connectivity issues not as easy as planned. The other problem is the unevenness of ability and intelligence possessed by resources (Lase, 2019).

Digital technology that is already present massively turns into a backbone that connects humans with each other. The presence of the internet is then able to present an era of disruption that minimizes various human activities on all fronts. The utilization of information technology is also a part that can no longer be separated from the implementation of the learning process at the university or campus. Lecturers are required to be able to collaborate theoretical and practical things in learning by using and utilizing communication technology in the process, although debates still often arise when discussing the influence between information technology on students' academic performance (Kamil, S. U. R., Amin, H., Saidin, S., & Upe, 2019).

In e-learning, the most important thing is the readiness of human resources, because in the implementation of this method, the subject as well as the object is human, referred to lecturers and students (Industri, n.d.). It should be known that all efforts in doing digital transformation in the world of Higher Education are always closely related to the response and also the actions of the actors or Educational Institutions. Institutions must be quick to respond to be able to understand what are the obstacles that are the core problems in institutions in adapting technology. Therefore, it is important to see a measurable response to the needs of education related to digital transformation.

Today technology can facilitate a more modern model of education by using the internet, allowing the communication process to be faster and break through the boundaries in traditional communication (Rahim & Ali, 2021). The development of communication technology plays an important role to be an option in an effort to provide learning media that can be utilized. Innovation in learning media aims to provide learning media that are evenly known and there is not too much gap in student competence as a party that utilizes learning services. Social networks are one of the most significant Internet-accompanied communication tools to provide great accessibility (Devi, K. S., Gouthami, E., & Lakshmi, 2019). In its development, social media becomes an option in innovation with more and more choices that can be adopted as learning media such as Facebook, Instagram, and others. The reasons for using social media tools are for social engagement, direction communication, speed of feedback, and relationship building (Liu, 2010). For existence related to research and publication there are research gates, academia, orchids and so on.

For teachers and students who always use social media and mobile applications there is an advantage as well as some limitations. At least with this, it can encourage the will of the community and children in the learning system (Sirajuddin & Kamil, 2018). These applications make communication easier for teachers and it can accelerate the education process when it is used at the right time (Denizalp, H., & Ozdamli, F. (2019). DeDenizalp, H., & Ozdamli, 2019). Today technology is intertwined with education and covers both individual and cooperative works; adding to the addiction of young people to technology education becomes more attractive and interaction is made easier (Denizalp, H., & Ozdamli, F. (2019). DeDenizalp, H., & Ozdamli, 2019).

Halu Oleo University as an example of a university that is committed to providing maximum learning services for students has provided learning media that can be easily accessed by students online, and also as a communication media for students, including SPADA, google classroom and google meeting, and also Zoom Meeting. But the implementation of this learning media has not maximally attracted students to learn and in accordance with the things they are interested in, this is the answer of students when we conducted a survey of 100 students of Communication Sciences Halu Oleo University. Meanwhile, 100% of the one hundred communication science students who filled out the questionnaire survey claimed to have at least two social media accounts actively using it every day.

From the initial survey, it was seen that social media has the opportunity to be utilized as a learning medium that can increase the activeness of students in the online learning process that begins to feel monotonous and boring. Through social media, lecturers can provide learning through a medium that is close to students. This research will focus on a number of things on social media that are able to influence the way in the education work system, especially in the scope of higher education in the department of communication science.

## **B. Research Method**

The method of the research is Mixed method research, where it combines the quantitative and qualitative methods used in this study with the aim of identifying students' digital literacy competencies related to learning media by filling out questionnaires to a total of 120 students. All students who filled out the questionnaire were students who had participated in online learning and practicums on campus. and conducting in-depth interviews on students to find out their opinions regarding social media to support their learning process. The collected data was analyzed using SPSS and analyzed using descriptive methods.

## **C. Result and Discussion**

This research focuses on the potential of social media that can be a medium of learning for students, especially in higher scopes education in the Department of Communication Science at Halu Oleo University.

No one disputes that a social media presence is capable of changing things ranging from communication, business to even education. Merdeka Belajar Kampus Merdeka program initiated by the government at almost the same time as the *covid-19* pandemic provides a breath of fresh air in the presence of reforms in Education in Indonesia ranging from primary education to higher education. Education should be in line with the changing times. Merdeka Belajar Kampus Merdeka Program focuses on liberating education where the state provides education guarantees for its citizens. This program provides freedom for participants to learn to pursue education in accordance with what they want.

At the university level, the Kampus Merdeka program is expected to attract students because it offers the essence of independence of thinking in the process of teaching. Educational institutions must provide student education services that are tailored to the medium or way that suits the characteristics of students.

The liberation of Education is the freedom for the academic community in higher education to be able to explore and develop science and technology responsibly through the implementation of the tridharma. Academic freedom applies to lecturers, education personnel as well as students.

The development of communication technology also brings many innovations from the emergence of many new media. One of the new media products that are immediately loved by many people is social media, which makes it easier for users to participate, communicate and share many things to create a variety of content. The number of things that can be done in social media makes this new media can be used in supporting education and utilized as a learning medium.

The social media that first appeared aimed to connect communication that could be done in cyberspace. Using social media in order to trigger the quality of student learning by utilizing all the ease of communicating and sharing information owned by the media for the education or learning process becomes more effective and efficient and accelerates information as a whole.

Through social media, students can easily and freely discuss without being limited by space and time so that it becomes more interesting and efficient. In addition, social media is a medium that has been familiar among students so that the learning process can be done independently without having to be accompanied by lecturers or others to give instructions for use.

Based on the results of the survey that has been conducted it is known that in the scope of Communication Science students of Halu Oleo University are familiar with social media, this is evidenced by the ownership of social media students at the following table:

**Table 1.** Social Media Ownership

Social Media	Number of Users	Percentage
Facebook	100	83.3
Instagram	120	100
Twitter	24	20
Youtube	120	100
Whatsapp	120	100
Line	38	31.7
Telegram	90	75
Skype	8	6.7
FB Messenger	84	70
Snapchat	20	16.7
Tiktok	88	73.3

Data on table 1. Showing that the ownership of social media in students majoring in Communication Science at Halu Oleo University is very high, this can also be proven by the ownership of social media more than one by each student. Data in table 1 also shows that students are most actively using Instagram, Youtube and Whatsapp, where the percentage rate of ownership reaches 100%.

Learning Policy in the time of pandemic covid-19 that changed from offline to online makes the need for the availability of online learning media that have been competently mastered by students into a priority. Although it has developed SPADA as one of the learning management system options, Halu Oleo University still cannot avoid the problem of low student interest due to its uneven mastery of technology.

Meanwhile zoom and google classroom or google meet even though it is controlled by students, but still considered monotonous. This answer we get when conducting in-depth interviews to students who fill out surveys. This fact then led to one finding that learning media should apply media that appeals to students and makes them feel independent during the science transfer process. Social media meets this requirement.

**Table 2.** Duration of Social Media Access

Social Media Access (per hour)	Students (per/person)	Percentage (%)
<1	4	3.3
1	2	1.7
2	0	0
3	10	8.3
4	20	16.7

Social Media Access (per hour)	Students (per/person)	Percentage (%)
5	26	21.7
6	26	21.7
7	4	3.3
8	8	6.7
9	0	0
10	10	8.3
11	0	0
12	4	3.3
>12	6	5

Data on table 2 showing that the time of social media use in students is 5-6 hours, which reaches 43.4%, of which 21.7% of students who answer 5 hours and so do students who claim to use social media for 6 hours amounted to 21.7%.

**Table 3.** The Social Media That Are the Main Sources of Information

Social Media	Students (per/person)	Percentage (%)
Instagram	88	73.3
Youtube	10	8.3
Whatsapp	15	12.5
Tiktok	7	5.9

Data in table 3 shows that the tendency of students in accessing their information is currently more important to be accessed through social media. Instagram reached 73.3% as a media that is recognized by students as the main social media that is used as a medium to access a variety of information. In the interview, accessing information through the online media website page felt a little complicated for students. Accessing information through social media, it's like doing something they're used to doing every day.

If higher education institutions use social media effectively, branding will be formed for the educational institution. If the classes that organize learning can use social media effectively, the same thing will also happen, namely branding the learning class. Branding that is formed later will be a platform that becomes a prototype for institutions to develop their learning management systems to be oriented to students, the market and also the industry.

**Table 4.** Social Media Used for Learning Media

Social Media	Students (per/person)	Percentage (%)
Instagram	88	73.3
Youtube	25	20.9
Whatsapp	1	0.8
Tiktok	6	5

Table 4 shows students' choice of social media that is considered the most suitable for their learning process. 73.3% of students admitted to using Instagram as the right medium as a learning medium while 20.9% chose Youtube.

The advantages of social media used in the education process not only stop at the relationship of lecturers and students but also at the level of increasing social networking at the higher education level. Not only the transfer of knowledge that can be done but also other things that support education can be done. In an in-depth interview we conducted with students, it was discovered that one of the students once needed financial assistance as a result of an unstable economy during the pandemic, social media can bridge so that the academic community helps each other through communication that is on social media, fundraising can even be done quickly through social media.

#### **D. Conclusion**

The data gathered from this paper shows us the potential of social media that can be a medium of learning for students. Social media that appeared for the first time aims to connect communication that can be done in cyberspace. Using social media in order to trigger the quality of student learning by utilizing all the ease of communicating and sharing information owned by the media for the education or learning process becomes more effective and efficient and accelerates information as a whole the point that social media is a large part that can not be separated from our daily lives and there is no point if we want to keep social media away from students and not adopt it into the learning system.

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