Social Media Utilization for Student Learning Success Effectiveness

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Article Information:	ABSTRACT
	Teachers teach at school using a variety of media, one of which is social media which has a positive and negative impact on students. Many students are lazy to learn because they have been facilitated by the current media and supported by teachers who use social media in teaching. Not a few of the students who abuse the use of social media, such as seeing things that are inappropriate for students to see, so that it greatly affects student learning achievement. The purpose of this study is that students can know and utilize social media as a learning resource so that learning can be effective for the success of student learning itself. This research uses quantitative methods, by means of interviews and analysis. The interview here is conducted online using social media to one of the students at the school, namely whatsaap, after which it is analyzed. The results of this study are expected to provide an understanding to students how to utilize social media so that learning by teachers and students can be effective and produce satisfactory grades. The conclusion of this study shows that social media must be utilized properly supported by teacher guidance so that student learning objectives can be achieved optimally. Therefore, the limitations of this study are that researchers only conduct research that examines the problem of utilizing social media for the effectiveness of student success, researchers hope that future researchers can conduct research by developing the discussion of this research to the fullest

INTRODUCTION

In the educational aspect, technological developments, especially in social media learning in schools, are very influential and play an important role in developing the effectiveness of student success. (Albahari dkk., 2018; Fuster dkk., 2019; Heslina &

Syahruni, 2021). Which, social media in education requires students and educators to be able to develop their potential in using social media, so that this can develop students' skills and talents both academically and non-academically, and can help solve various problems faced, be it educational, social, or religious problems (Adikari et al., 2021; Bechmann & Bowker, 2019).(Civelek dkk., 2020; Joseph dkk., 2022; Vale & Fernandes, 2018). Education is a conscious and planned effort to create a learning atmosphere and learning process so that students actively develop their potential to have religious and personality strength.

Education is closely related to technology that relates to the use of social media in the learning process. (Bechmann & Bowker, 2019; Chytas, 2019; Rinaldy Malik & Ashar Asnur, 2019). Especially in today's global era which really needs media planning and learning methods so that it can improve the quality of students in learning and in interacting with both fellow students, educators, and interactions with the community. The purpose of education is to create human beings who are moral and authoritative physically and mentally, physically and mentally healthy and responsible. (Abdullah & Za, 2018; Idris dkk., 2018; Rahmatullah dkk., 2022). The purpose of education is to develop the ability and shape the character and civilization of a dignified nation in order to educate the nation's life, develop the potential of students to become human beings who are faithful and devoted to God Almighty, have noble character, are physically and mentally healthy, and become democratic and responsible citizens.

The function of education is to broaden people's horizons, develop one's talents for personal satisfaction and the benefit of society, preserve culture and instill skills in democracy. (Alqahtani & Rajkhan, 2020; Cutter-Mackenzie & Rousell, 2019; Stoyanova dkk., 2018). Education is always connected with teaching and learning, namely the interaction of educators with students. Technology has an important role in learning that can be used as a solution or media in learning. (Bahasoan dkk., 2020; Pathak dkk., 2018; Sayaf dkk., 2021). Technology is considered capable of solving learning problems, and facilitating human activities and needs. The development of technology, especially in social media and education, is very widely used from time to time, so that it can increase the effectiveness of student success.

The effectiveness of student success here is a measure of the success of a process of interaction between students and between students and teachers in certain situations as seen from student activities during learning to achieve learning objectives. (Alhabeeb & Rowley, 2018; Alhadabi & Karpinski, 2020; Blaine, 2019). How to improve effectiveness in achieving student success is to plan teaching and learning programs or make lesson plans, implement and lead or manage the teaching and learning process, assess the progress of the teaching and learning process, master the subject matter in the sense of mastering the field of study or subject he holds. (Klimova, 2019; Mamurov dkk., 2020; Piper dkk., 2018). At this time there are many educational institutions that increase the effectiveness of student learning.

One of the educational institutions that utilize technology and social media learning is Batusangkar State Islamic University, for example, the use of leptop and infocus as a

medium that can help the success of the teaching and learning process for students, especially as prospective teachers. Like teachers in schools, they are required to better understand and be able to use learning social media as much as possible. Which social media learning is a tool that can help educators in explaining learning material in achieving learning goals. Such as making power points as learning materials (Aziz Hussin, 2018, hlm. 0; Kumar Basak dkk., 2018; Lawrence & Tar, 2018). So that students easily understand the material explained by the educator.

The importance of using technology in educational institutions is as a place where students learn to get along, both with each other, with teachers and with friends, as well as a place where students learn to obey rules, and prepare students to become useful members of society for religion, nation and state. (Al-Fraihat dkk., 2020; Al-Samarraie dkk., 2018; Uerz dkk., 2018). The law on the importance of education is Law No. 20 of 2003 Article 5 paragraph 1, which states that every citizen has the same right to obtain a quality education. Article 5 paragraph 2 reads that citizens who have physical, emotional, mental, intellectual and/or social abnormalities have the right to obtain special education. (Anazodo dkk., 2019; Hamad dkk., 2018; Harrison dkk., 2019). So students have the right to get education by utilizing social media available at the educational institution itself.

Social media that support or are used by educators in the learning process include cellphones, leptop, infocus, youtobe, blogs, google, facebook and twiter and other media and are supported by the internet so that the media can be used optimally. The benefits of social media in learning are building a person's communication skills, creating communities, continuing learning discussions, organizing learning resources, supporting learning materials, increasing insight. (Alutaybi dkk., 2020; Matikiti dkk., 2018; Moreno & Uhls, 2019). In addition to providing benefits, the use of social media also has a negative impact on students: depression, dependence, lack of self-control, misuse of users, rampant fraud and others.

Based on the description above, it can be concluded that the use of social media for the effectiveness of student success is very important in improving students' ability to learn. Therefore, researchers are very interested in discussing further about this problem. The purpose of the research here is to find out how much effectiveness students have by using social media in learning applied at school and providing information related to the utilization of social media for the effectiveness of student success. As for some of the obstacles that are passed or faced by researchers, namely researchers only focus on student research.

RESEARCH METHODOLOGY

This research uses quantitative methods, by means of interviews and analysis. The interview here is conducted online using social media to one of the students at the research destination school, which is one of the social media used in this article is whatsaap media, and internet media. Quantitative method is a process for analyzing the problem to be known by using data in the form of numbers. (Cerrada dkk., 2018; Gupta & Katarya, 2020; Wirtz & Daiser, 2018). Which here quantitative research method is a method that

uses general concepts to be able to understand a phenomenon and explain the phenomenon specifically, this research uses positive logic, the process is carried out in accordance with what is planned. So quantitative methods can make it easier for researchers to conduct research.

This research was conducted in one of the schools in the Arab country at the beginning of the middle of the odd semester of 2022/2023, this time was chosen because there are many assumptions that in these schools the use of social media is still not well implemented due to the lack of potential of teachers and students in utilizing and how to use this social media so that learning does not succeed effectively. The source of this research comes from the results of online interviews with one of the students and teachers who teach at the school concerned, including the results of a survey conducted using a questionnaire. The interview was about how students use social media for the effectiveness of student success.

The results of this study were obtained from data collection from the results of a questionnaire distributed to 50 people consisting of students, students and teachers and the community. Here the researcher uses social media in the form of a google form system, which is the result of the google form, then from the results of the questionnaire that has been distributed, the researcher then analyzes the results of the questionnaire data that has been obtained using quantitative methods which aim to determine how much benefit the use of social media is to increase the effectiveness of student learning in the teaching and learning process. After the researcher analyzes the data obtained, then here the researcher describes in detail with a diagram of the answers to the survey that has been distributed, after which the researcher includes a conclusion from the results obtained. The purpose of this study is to determine the potential of teachers and students in the use of social media to improve the effectiveness of student learning.

RESULT AND DISCUSSION

The use of social media has an impact on the development of education and the effectiveness of student success, so that it can help students understand existing learning, both general, special, and religious education as well as social and cultural learning. The system of using social media in learning can improve students' ability to develop students' mindset. Then it can also add to students' insights and good interactions between each other. The benefits of using social media for the effectiveness of student success can assist teachers in explaining learning materials to students, learning objectives will be achieved effectively and efficiently. In addition, the use of social media also provides benefits to students, namely making it easier for students to interact remotely with teachers, students can also get information quickly.

Does social media improve the effectiveness of student learning?
From the results of the questionnaire examined by researchers seen by the number of 50 students, then 20 of them answered strongly agree because they thought that social media really helped teachers and students to achieve effective learning outcomes. Then

20 people answered agree, because through social media it can improve students' abilities both academic and non-academic so that the learning process can be carried out effectively. For this answer, there were about 10 people who disagreed because the effectiveness of student learning could not only be achieved by utilizing social media, but also with other learning media such as print and non-print media. And in this questionnaire there are no students who disagree and there are also no ordinary students.

Social media can be used well by students in learning.

Of the 50 people surveyed consisting of students and teachers, there were 20 of them who answered agreeing that social media can be used well by students in learning. Because they think that social media can help students in finding learning materials so that it makes it easier for students when discussing in class. Then 10 people answered strongly agree, because they thought they fully used social media well in learning. Another 10 people answered disagree because most of the students at school or even college do not use social media properly, especially during the learning process. As in this day and age, when students are discussing in class, some of the students are playing games and some are using social media inappropriately. Among the students, there are also those who disagree as many as 5 people and just 5 people.

Social media has both positive and negative impacts on student learning outcomes

Of the 50 people surveyed consisting of students and teachers, the diagram above shows that almost all students agree with the media having a positive impact and a negative impact on student learning outcomes. Where 20 people among students and teachers strongly agree and 20 people agree because they argue that social media can have a positive impact on students such as, students who use social media to search for learning materials to be studied so that learning outcomes will be obtained effectively. Then social media also has a negative impact on student learning outcomes because social media is not utilized properly, such as students who see things that are not good in social media. 10 of the students disagreed, because they thought that students should be able to balance the use of social media well. And there are no students who disagree and are ordinary.

Student learning outcomes can be achieved with effective use of social media.

From the 50 people surveyed consisting of students and teachers, the diagram above can be seen that 18 of the students agree that student learning outcomes can be achieved by effective use of social media. Because they think that learning outcomes will be achieved well if social media is supported by the internet so that learning can be done effectively. 12 people strongly agree that student learning outcomes can be achieved with the effective use of social media, which social media can improve student learning outcomes. 15 students disagree, because student learning outcomes can not only be achieved by effective use of social media but must also be supported by students' desire and awareness in learning. 5 students responded normally and there were no students who disagreed.

Social media plays an important role in developing students' potential for effective learning outcomes.

Of the 50 people surveyed consisting of students and teachers. Here many students agree that social media has an important role in developing student potential for the realization of effective learning outcomes. 25 of them agree, because they think that social media can be a supporting medium in developing the potential of students and teachers, such as students who have abilities in mathematics subjects, then these students make videos explaining math material and upload them on Facebook or YouTube so that they can be used as learning media by many people. In fact, 15 of them strongly agreed because with social media the potential of students can be channeled and can be developed by many people. Then 10 people disagree because effective learning results can not only be realized through social media but can be directly. in this diagram there are no students who think it is normal and disagree.

Social media can improve students' ability to learn, both religious and social and cultural.

Of the 50 people surveyed, consisting of students and teachers, several teachers and students who were surveyed answered that social media can improve students' abilities in learning both religion, social and culture. 25 of them answered agree because they thought that social media could improve students' abilities in learning, both religion, social and culture, through social media students could study independently at home or even anywhere. Students can also help many people with social media, such as sharing information if someone is affected by a disaster. 10 people strongly agreed because students' different abilities can be developed with social media. 5 of them are normal and 5 people disagree and 5 people disagree, because improving students' abilities in learning is not only with social media, but can be improved by studying seriously.

Through the application of social media the effectiveness of student success can be achieved.

From 50 people surveyed consisting of students and teachers that the application of social media the effectiveness of student success can be achieved. The effectiveness of student success can be achieved through a maximum teaching and learning process. 20 of them agree with the application of social media the effectiveness of student success can be achieved because they think that this social media can be applied in learning, for example when discussing social media can be used as a tool in finding answers to questioners' questions. However, 15 of them disagreed because they thought that social media could not be used in learning because they were worried that students would not make good use of it. 10 people strongly agreed, 3 people were normal and 2 people disagreed.

The positive thing that students can get by utilizing social media is that it makes it easier for students to communicate remotely, both between students and each other and between students and their teachers.

Of the 50 people surveyed, consisting of students and teachers. Students and teachers think that the positive thing that students can get by utilizing social media is that it makes it easier for students to communicate remotely, both between students and each other and between students and their teachers. 20 of them agreed that the positive thing

that can be obtained by students by utilizing social media is that it makes it easier for students to access the learning materials they need. 15 of them disagree because they think that technology has not developed in the area where they live. 10 people strongly agree, 5 people are normal and there are no students or teachers who disagree. They consider it normal because they have not been able to utilize social media properly.

Social media has a negative impact on student success if students are not guided in the use of social media to the fullest.

Of the 50 people surveyed consisting of students and teachers, several teachers and students surveyed answered that social media has a negative impact on student success if students are not guided in the use of social media. 25 people agreed that social media has a negative impact on students if students are not properly guided, because children cannot distinguish between good and bad, so parents and teachers must provide good guidance. 25 of them strongly agreed because the media must be used properly for positive things, otherwise it will have a negative impact such as a decrease in student learning outcomes. In this diagram there are no students who disagree, mediocre and disagree.

Social media can develop students' skills and talents both academic and non-academic.

Of the 50 people surveyed consisting of students and teachers, several teachers and students surveyed answered that social media can develop students' skills and talents both academically and non-academically. 26 of them agreed that social media can develop students' skills and talents both academic and non-academic, such as students can learn on their own through YouTube. There are no students who disagree. 7 people think that they disagree because students can also develop skills by learning directly. 2 people who think it's normal, 14 people think strongly agree. Students can further improve their skills and talents through good social media, such as lecturers who cannot enter the classroom, lecturers can explain the material through social media.

Based on the results of the respondents in the diagram above, overall the researchers concluded that the use of social media for the effectiveness of student success can develop the potential, interests and talents of students, both in the school environment, college, family environment and community environment. Social media can also assist teachers in explaining the material to be taught in class, so that the teaching and learning process attracts students' attention and is not monotonous, and creates a varied learning system so that effective student learning outcomes are realized and learning objectives are achieved. Which researchers also emphasize that social media also has a negative impact on students' mindset and behavior if these students are not guided in using social media. One of them is that students often see things that are inappropriate and inappropriate for their age, students spend time playing games, students lack respect for teachers and parents so that learning outcomes are not achieved effectively.

CONCLUSION

Along with the times technology is growing, as well as social media from time to time continues to grow rapidly which social media can be used to obtain information clearly and precisely and can also be used to facilitate long-distance communication both between students and each other and between students and teachers. From the discussion carried out, the researcher obtained the results here that social media plays a very important role in education, both general education and religious education. This does not only apply to students, but also applies to students, teachers and the existing community. From the results of this study it can be concluded that the utilization of social media for the effectiveness of student success can be applied in the current learning process.

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