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Impact of Social Media Usage Towards Students' Behavior and Achievement in Learning Process

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ABSTRACT

This research is based on the background that there are still students who need help understanding the use of social media well, so that it impacts student learning behavior at school. This affects student learning outcomes in schools that could be more satisfactory because social media is not used for learning but is more used as a place of entertainment. Based on this, this study will reveal how the influence of the use of social media on the behavior and achievement of students in learning activities. The methodology used in this study is a qualitative approach with a qualitative descriptive method. The data collection technique was carried out by interviewing by question and answer, while face to face with the resource person. The results of this study can be concluded that using social media in learning activities has a positive and negative impact on student behavior and achievement. The positive effect can add insight, while the negative impact is when in learning activities students secretly open social media other than for learning activities. Based on the results of this study, social media does not entirely negatively affect student behavior and achievement at school. However, due to the COVID-19 pandemic, social media has become a means to assist learning activities between teachers and students during online learning.

1. INTRODUCTION

The development of Science and Technology has been so rapid. Initially, science and technology were born from human thoughts that sought to facilitate human activities. Along with the times, science and technology affect the development of information and communication. Society's need for technology supports the creation of increasingly sophisticated communication tools. In addition to communication tools, technology also produces sophisticated machines to make it easier for humans to do their work. One of them is social media which is used as a means or place for human interaction, which exchanges ideas from a distance. Besides, it is a place to access information from various parts of the world (Mulyani & Haliza, 2021; Johan et al., 2019; Susilana, 2021).

The development of social media makes the performance faster, more precise, and more accurate to increase productivity. The social media that are often used today are Facebook, Twitter, Instagram, Path, Tumblr, and others social media. One of the users of social media now is students because by using social media, students can easily communicate close and long distances without having to meet face to face or meet. Social media for students is essential as a place to obtain exciting information and a lifestyle (Ferdiansyah & Bukhari, 2021; Syafitri et al., 2020; Tjahyanti, 2021). Many have also accepted that social media is a tool to connect people. In the past, we had to send letters through the post office which of course took time. Telecommunication facilities such as telephones already exist. However, the use of the telephone takes a very large credit (Riko & Lestari, 2020).

Conditions are different if we use social media. By only using data packages that cost relatively cheap, each individual can quickly connect with other individuals. If sending a letter, we have to go to the post office; then with social media, we don't need to move from our seats (Pelletier et al., 2015; Riko & Lestari, 2020). The existence of social media will make social interactions increase rapidly without us having to meet in person. By using social media, of course, its use must be wise and careful because what is spread by social media account users will be recorded at any time (Nainggolan et al., 2018).

Social media's mediating role is another side we cannot ignore. The hybridized relationship between humans and technology (social media) makes it possible for us to expand our understanding of the process of human interaction itself (Verbeek, 2015). Social media can connect long distances closer, and the unknown can become known. This is because social media is a communication interaction in the current era of globalization which can easily and quickly change the lifestyle and behavior of humans through social media (Riko & Lestari, 2020). The internet makes it very easy for us to access various sites according to the needs of users of modern electronic device services, multiple locations according to business, hobbies, education, friendship, and even transactions can be made through the internet. The importance of the internet encourages some people to connect to the internet network (Astuti, 2019; Agustiah et al., 2020).

Progress does have positive and negative impacts. We will not mind the positive effects that we must be aware of and avoid is the negative impact of excessive use of social media can affect its users, such as the opening of pornographic sites in the form of writings, photos, and videos, gambling that makes social media users addicted, fraud and even kidnapping. One of the most feared impacts by parents and teachers is that students who use social media too much will impact student learning behavior at school (Maria et al., 2020).

Student learning outcomes in the classroom could be more optimal because social media is not used for the learning process but instead used for entertainment media. The presence of social media can make students forget their duties and responsibilities as students; students

are excellent with using social media to be able to access the internet and open sites on the internet, and they don't seem to care about homework assignments, and repeating lessons at school because they are busy playing games, chatting or busy with opening sites that are not useful, this is the finding of researchers in the field (Agustiah et al., 2020; Astuti, 2019).

Mass media is divided into three types: print media, electronic media, and cyber media. Meanwhile, social media is included in mass media in cyber media or connected via an internet connection. Social media is a form of web-based data communication. Social media is a program or work plan that allows users to have conversations, share information, and create web content. Social media has different forms, including blogs, microblogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more (Akram & Kumar, 2017).

Every year around the world, internet users increase, especially in Indonesia. The number of internet users in 2017 reached 143.26 million people, equivalent to 54.68 percent of the total population of Indonesia. This number shows an increase of 10.56 million people from the survey results in 2016. The composition of internet users, based on gender, consists of women as much as 48.57 percent and men as much as 51.43 percent. Social Media is a communication or information tool that allows users to have conversations, exchange information or express ideas on the web. However, social media is included in the category of cyber media, which cannot be connected if it does not use an internet connection. Every year internet users always increase both nationally and internationally. Among students, there are also many social media users, especially now that many young people do not want to be outdated (Febrina, 2019; Marwantika & Novitasari, 2021).

Social media is an online media where users can easily participate, share, and create content, including blogs, social networks, wikis, forums, and virtual worlds. Blogs, social networks, and wikis are the most common social media users worldwide. Another opinion says that social media is online media that supports social interaction, and social media uses webbased technology that turns communication into interactive dialog (Cahyono, 2016; Purbohastuti, 2017; Rahadi, 2017). Social Media such as Instagram, Facebook, Twitter, YouTube, and WhatsApp can also affect students' learning achievement. However, it depends on the purpose of each learner; if the user uses it positively, it will have a good impact on the learner's learning achievement, but on the contrary, if it is used just for fun and cannot divide time for learning, it is likely to harm student achievement (Nasution, 2020; Sahidillah & Miftahurrisqi, 2019).

This research is based on the background that there are still students who do not understand the use of social media well, so it impacts student learning behavior at school. This affects student learning outcomes in schools that are less than satisfactory because social media is not used for learning but is more used as a place of entertainment. Based on this, this study will reveal how the influence of the use of social media on the behavior and achievement of students in learning activities.

2. METHODOLOGY

This research uses a qualitative approach with a qualitative descriptive method. Data collection techniques are carried out by interviewing in question and answer while meeting faceto-face with the source. Through these interviews, researchers explore data, information, and information frameworks from research subjects related to the influence of social media use on students. Observation is done by making direct observations in the field to obtain valid evidence for the report to be submitted.

The data sources in this study's research consist of primary and secondary data. Primary data is obtained from direct research in the field through interviews and observations at a predetermined location, namely at SDN 21 Rantau Utara, Labuhanbatu Regency. Moreover, Secondary Data sources were obtained through Documentation and Literature Studies in the form of books and journals. This study aims to determine the effect of social media use on the behavior and achievement of students in learning activities at school.

3. RESULTS & DISCUSSION

We conducted observations at SDN 21 about the influence of social media on student behavior and achievement in learning activities. Moreover, we conducted interviews with Mrs. Sahlawatun S. Pd. SD and Mrs. Lestari S. Pd. From the results of the interview the teacher used social media as a learning activity. Types of social media users such as Whatsapp as providing information about material or assignments to students. In addition, YouTube is often used in learning activities because it can provide broader insights from learning videos.

The use of social media in learning activities has positive and negative impacts on student behavior and achievement. The positive impact can add insight, while the negative impact is when in learning activities students secretly open social media other than for learning activities (Abbas et al., 2020; Syifa & Sulianto, 2019).

Social media does not entirely negatively affect student behavior and achievement at school. However, during the covid-19 pandemic, social media became a means to assist learning activities between teachers and students during online learning (Sari & Utami, 2019). Teachers and principals of SDN 21 provide direction on the proper use of social media to students. If there is a mistake in social media, the teacher warns and advises students. In addition, the teacher motivates students to "look for knowledge in a myriad of knowledge so that you will utilize it."
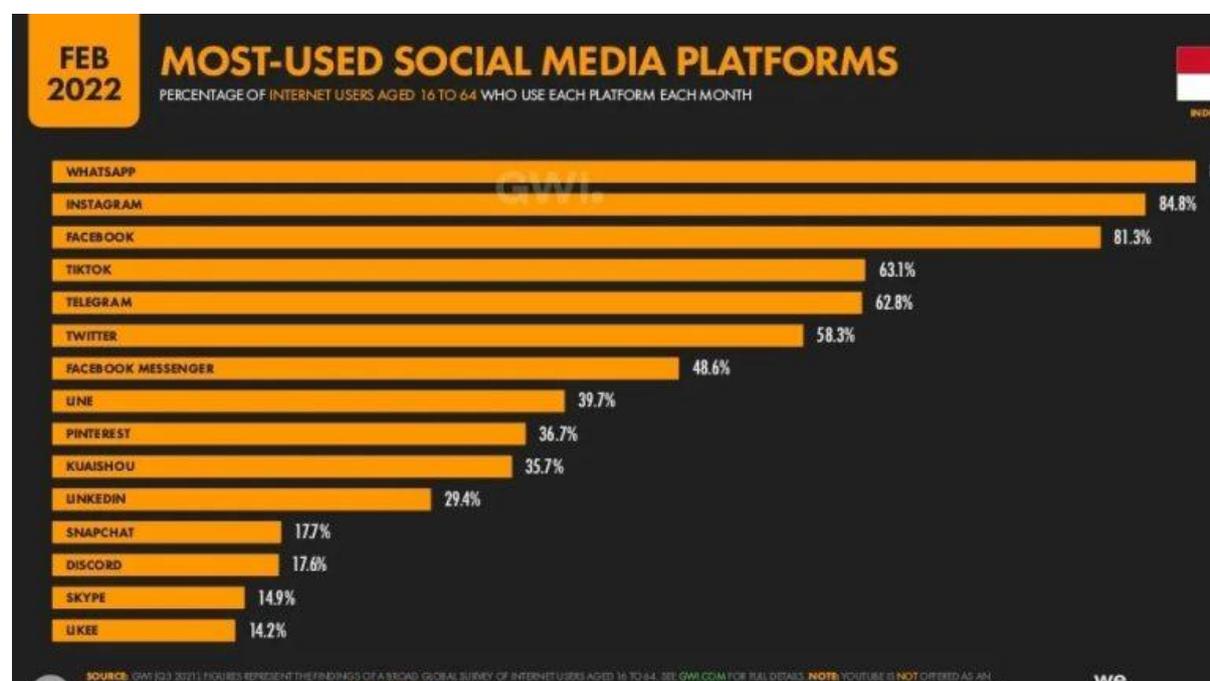

Figure 1. Most-used Social Media Platforms in Indonesia

Social media comprises two words, "media" and "social." "Media" is defined as a communication tool. At the same time, the word "social" is defined as the social reality that every individual performs actions that contribute to society. From the meaning of each of these words, social media is a communication tool used by users in social processes. Andreas Kaplan and Michael Haenlein define social media as a group of internet-based applications built on the ideology and technology of Web 2.0, enabling the creation and exchange of user-generated content. Web 2.0 is the primary platform for social media. From these various definitions, it can be concluded that the definition of social media is a network on the internet that allows users to express themselves as well as socialize, cooperate, share, communicate with other users, and form social ties or an intermediary tool used to interact and communicate between someone and others who contribute or benefit a lot to society.

3.1. Learning Achievement

Learning Achievement, according to the Big Indonesian Dictionary, namely, Achievement is the result or something that has been done through several processes. At the same time, learning is a change in behavior and experience to gain knowledge or intelligence. Learning achievement is a result of learning that is achieved after following the process of learning activities. Alternatively, it can also be interpreted as a series of results of efforts shown in grades or writing, the most important of which can be measured. To have satisfactory learning achievement requires learning effort. Learning is a process of business activities involving students learning so that an atmosphere such as learning events can occur carefully and bring about changes in students' behavior. In the research journal (Amri, 2018; Jaya & Arnilya, 2019; Johan et al., 2019) Learning is also a step or process of changing behavior due to a person's interaction with the environment.

Learning is a step or process carried out by educators with students involving interaction with each other to gain knowledge, knowledge, learning experiences, and attitude formation to students. The process of learning activities that occur in the classroom must be conducive and calm. A component needed to achieve a goal requires support from students and all members involved in the school (Arifin, 2017; Johan et al., 2019; Ulva & Amalia, 2020). In learning, a process is also needed to regulate, organize, and organize the environment in the learner's area so that they are encouraged and involved in the learning process activities. Of course, all aspects are needed to meet the needs of students. When learning activities take place, there are also several differences experienced by students in the ability to digest learning material, namely, being able to digest it and apply it in life. Some experience slow learning in accommodating material (Adewumi & Mosito, 2019; Suryaningsih, 2019).

In the current Indonesian era, when getting assignments from teachers, many students use full access to social media from the internet, YouTube, as a source of learning information. Learning related to digital social media is very helpful for students in the process of their activities. However, it all depends on students' behavior, whether they can bring the influence of social media in a better direction or even make it further away from the word good and even detrimental (Andarwati, 2019; Siahaan, 2020; Sun'iyah, 2020).

3.2. Student Behavior

Social behavior is an atmosphere of interdependence necessary to ensure human existence, as evidence that humans, in fulfilling the needs of life as individuals, cannot do it alone but require help from others. There is a bond of interdependence between one person and another. This means that human survival takes place in an atmosphere of mutual support

in togetherness. Humans must work together, respect each other, not interfere with other people's rights, and be tolerant in social life (Litimi, Halim & Burchanuddin, 2021). According to Krech, Crutchfield, and Ballachey (1982) in Ibrahim (2001), a person's social behavior appears in the pattern of responses between people expressed by reciprocal relationships between individuals. Social behavior is also synonymous with a person's reaction to other people (Ibrahim, 2001). Feelings, actions, attitudes of belief, memories, or respect for others show the behavior.

A person's social behavior is a relative trait to respond to others differently. For example, in cooperation, some people do it diligently and patiently and always prioritize common interests above theirs. While on the other hand, some people are lazy and impatient and only want to seek profit. Indeed, the basis of the above description is that humans are essentially social creatures. Since birth, humans need to interact with other people to fulfill their biological needs. In the development towards maturity, social interaction between humans can realize their individual lives. This is because if there is no reciprocity from social interaction, humans cannot realize their potential as complete individual figures due to social interaction. These potentials can initially be known from their daily behavior. When socializing, what he shows is social behavior. The formation of a person's social behavior is influenced by various factors, both internal and external. In the external aspect, the social situation plays an important role. Social situations are defined as every situation in which a mutual relationship exists between one human being and another.

3.3. Impact of Social Media Use
3.3.1. Positive Impact
- Facilitate the learning process because when students experience obstacles or difficulties in learning, they can access information from social media, improving their learning achievement.
- It makes it easier to interact with others; if learners experience obstacles, they can quickly contact a teacher or other people to get good learning results that can support their learning achievement.
- Adding insight, learners who can use social media very useful will make it easier to hone their ability to analyze and access various information obtained over time until they cannot realize they have developed their abilities.
- Supportive for learning materials.
- Can help identify additional content to expand material from social media such as YouTube, which provides videos to clarify learning materials.

3.3.2. Negative Impact
- Addictive, it is undeniable that these users will find it hard to escape social media. Precious time is only spent using social media, even more so for people who sleep with social media in their hands. Who sleep every day with the grip of social media.
- Pornography, if students have used it for bad things, will impact their learning, playing environment, and behavioral attitudes. Bad things will have an impact on their learning, playing environment, and also their behavioral attitudes. If that happens, students will find it challenging to understand the material taught by the teacher because they only think about non-material.

- Laziness for addicts will affect their personal life. For example, getting assignments from the teacher is not done immediately at school. At home, it becomes Laziness to do schoolwork due to getting red marks and declining school performance.
- Disrupting the concentration of students' learning while at school; when he gets bored with the teacher's explanation, he will take out his cell phone to play social media, whether WhatsApp, Instagram, or Facebook.

Advances in technology, such as the internet, which can contain social media that significantly affect changes in the behavior of students, students who want to have good and increased learning achievement order to regulate how to keep social media from hurting them. Although it has limitations, it should prevent rather than later addiction. Social media is very beneficial for its users if students get an increase in achievement because they often use it for positive purposes. However, on the other hand, if for harmful purposes, students will get scolded or expressions of anger from parents because it is reported that these students get a lot of red scores and who usually get the top 10 even out of the zone.

If that has happened, what should a teacher do to improve students' achievement without affecting them negatively? What is done is to monitor students daily, establish good communication with parents, and always approach students who look suspicious or have problems. With that, the harmony arising from students using social media can be put to good use and does not affect their learning achievement at school.

4. CONCLUSION

The use of Social Media such as Instagram, Facebook, Twitter, YouTube, and WhatsApp can also affect students' learning achievement, but it depends on the goals of each student; if the user uses it positively, it will have a good impact on students' learning achievement. For example, students can participate in finding learning materials and make students efficiently complete their assignments by using social media; social media can also be used as a learning medium, besides that social media is beneficial to children's moral education, including children being able to adapt, socialize with the public and manage friendship networks.

However, on the contrary, if it is used just for fun and needs to divide the time to study, it will likely hurt student achievement. As for the negative impacts, such as making children less disciplined and lazy, negligent and forgetting time, making their assignments neglected, making children easily cheat (cheating on other people's works), disrespectful both in dress and speech, often quarreling, commenting unkindly to others, and berating others. Social media also has benefits, namely establishing a community, adding insight, establishing a good relationship, and getting information (Nofatin, Sulistyarin & Buwono, 2019).

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